

An overview of professional educational program

Name of the program	032101.00.7 Journalism
General description	The Master's degree program is structured on the following educational units: general structural unit, special professional structural unit, optional subjects, internship and scientific research. The program includes necessary courses from humanitarian, economic and psychological fields, as well as optional, professional courses, scientific and research internship. The duration of study is 1 year - 2 semesters. The first semester comprises 16 weeks, and the second one – 12 weeks. The program is multidisciplinary and provides the necessary competencies.
Degree awarded	Master of journalism
Level of National Qualifications framework	7 th level of National Qualifications framework
Credits	60
Teaching form	Full-time
Program duration	1 year
Teaching language	Armenian
Tuition fee	600.000 AMD
Learning outcome	<p>A. Professional knowledge and understanding On successful completion of the program, students will be able to:</p> <p>A.1. Integrate online resources and key concepts relevant to the specialty; A.2. Categorize the main theoretical approaches and analytical tools of media and communication studies as well as several related domains; A.3. Define the key concepts within the field, gain a holistic and fundamental insight into the concepts; A.4. Determine the functions specific to public relations in the mass communication system and the practical, ethical-legal issues of the field through a comparative analysis with local and international experience; A.5. Formulate the basic principles and functions within the field of media management.</p> <p>B. Professional practical capacities and skills On successful completion of the program, students will be able to:</p> <p>B.1. Organize informative, research work, interpret and critically analyze the basic information related to the specialty; B.2. Put the modern research methods into practice within sport journalism;</p>

	<p>B.3 Develop and implement own media projects;</p> <p>B.4 Apply the methodology of processing primary sources, professional literature while studying sport-related issues;</p> <p>B.5. Assess and analyze the effectiveness of current sport journalism strategy;</p> <p>B.6. Conduct analyses in the field of local and international sport journalism across various directions;</p> <p>B.7. Assess the public relations process of any department or division;</p> <p>B.8. Use PR activities, media management efficient strategies for various cases relevant to the field of sport;</p> <p>B.9. Select and apply the PR toolkit.</p> <p>C. Transferable/key skills and capabilities</p> <p>On successful completion of the program, students will be able to:</p> <p>C.1. Conduct research and analyses using scientific research methods;</p> <p>C.2. Start own career pursuant to universal moral values and guided by the principles of fair competition;</p> <p>C.3 Do independent study, reveal the nature of the material, implement strategic planning of activities;</p> <p>C.4. Allocate time and resources appropriately and figure out effective solutions to the problems;</p> <p>C.5. Construct logically correct, reasoned and clear oral and written speech in native and any foreign language;</p> <p>C.6. Demonstrate adequate teamwork skills;</p> <p>C.7. Showcase a high level of social responsibility and civic awareness.</p> <p>C.8. Prepare reports, indicate the results of research works, conduct scientific debates.</p>
<p>Career opportunities</p>	<p>Journalism qualification degree enables graduates to work as a journalist, press officer in news agencies, radio and television companies, electronic media, sports organizations, the state authorized body for sport, the National Olympic Committee, sports federations, clubs, public relations departments across various organizations.</p>