

Name of the Educational Program: Bachelor's Program in Digital Media and Mass Communication

Qualification to be awarded: Bachelor of Mass Communication

Amount of Program in Credits: 240 ECTS

Language of Instruction: Georgian

Level of Higher Education: Bachelor

Type of the Educational Program: Academic

Program goals:

In the current reality having emerged as a result of technological progress, the society and its each member are exposed to multiple opportunities, as well as challenges. Due to increasing changes, more and more media, commercial, non-governmental or governmental organizations need correct communication in a digital space leading to the increased demand on the personnel equipped with relevant skills and knowledge. Digital environment requires diverse knowledge and skills for self-development from future professionals in the field of communications. Therefore, the aim of the Bachelor's Program in Digital Media and Communication is to prepare a universal specialist in the field of digital communications. Holistic program is structured in the way that the future specialist of digital communication acquires complex knowledge and skills that will help them solve professional tasks efficiently and in an ethical way by using digital tools.

The program is aiming to help students acquire and develop the following:

- Broad theoretical knowledge about the major directions and functions of media and communications, and field knowledge of digital communications.
- Ability of effectively solve professional tasks, including information search, critical evaluation, creation and distribution of media product by using digital tools;
- Ability to develop critical thinking, present justified and rational arguments in verbal, visual, and written form; individual and team working skills;
- Aspiration to introduce universal values, social-democratic values and establish the standards of professional ethic; continuous refreshment of knowledge and further learning.

Admission requirements:

Only a person holding a state certificate certifying full general education or an equivalent document shall be admitted to the Bachelor's Degree Program in Digital Media and Communication based on the results of the Unified National Examinations.

Persons interested in enrollment should pass the following subjects at the Unified National Examinations: Georgian Language and Literature, Mathematics or History; Foreign Language – English.

Without passing National Exams, applicants can be admitted/enrolled to the Bachelor's Degree Program in Digital Media and Communication in compliance with the current legislation. According to the rule and the dates set by the Ministry of Education and Science of Georgia, the following conditions apply to:

- a) Foreign citizens or stateless persons who have received full general education abroad or its equivalent education;
- b) Georgian citizens who have received full general education abroad or its equivalent education and who have been studying at general educational institution abroad for the last two years;
- c) Foreign citizens (apart from students participating in joint higher educational programs and exchange students), who are studying/ were studying and have credits/ qualification in a higher educational institution of a foreign country recognized by the current legislation of the country;
- d) Georgian citizens (apart from students participating in joint higher educational programs and exchange students), who live / lived, study/ studied for the period determined by the Ministry and have received credits/ qualification in the educational institution abroad recognized by the corresponding legislation of the country.

It is also possible to get enrolled in the program by mobility in accordance to the Order N 10/n, of February 4, 2010 regarding the rules for transfers from one higher educational institution to another higher educational institution, approved by the Ministry of Education and Science.

Learning Outcomes :

The program aims to achieve the following 7 learning outcomes:

Outcome 1: realize the function of communication theories, forms, technologies and channels from the view of the development of the society; share the opinion regarding the historic and democratic role of media and communications; realize the impact of technologies on communications and be able to discuss present-day challenges.

Outcome 2: describe the standards, principles and values of journalism, public relations and digital communications.

Outcome 3: give critical evaluation to professional tasks; create media products (audio-visual, text, multimedia, etc.) based on analysis; select and use effective format and channels of communication for different audiences and aims.

Outcome 4: create, manage and develop various types of digital communication channels.

Outcome 5: collect, analyze, assess and use information from various sources.

Outcome 6: effective involvement into communication with the representatives from professional and non- professional fields, active participation in group activities and discussions; convey the relevant content consistently both in verbal or written form. Use the obtained knowledge in various contexts.

Outcome 7: respect a different opinion, human rights; recognize and share fundamental principles of professional ethic; aspire to constant refreshment of knowledge.

The map of aims and learning outcomes

	Goal 1	Goal 2	Goal 3	Goal 4
Outcome 1	X			
Outcome 2	X			X
Outcome 3		X	X	
Outcome 4		X	X	X
Outcome 5		X	X	
Outcome 6		X	X	X
Outcome 7		X		X

Program structure:

Bachelor's Program in Digital Media and Communication consists of eight semesters, during which the student should obtain 240 credits. Throughout the whole program a student can get free credits from compulsory or elective subjects within other Bachelor's programs outside the Caucasian School of Journalism and Media Management.

Compulsory subjects - 165 credits

Elective subjects - 30 credits

Subjects of free choice - 24 credits

Compulsory practical work in student media – 6 credits

Student portfolio – 15 credits

Academic load of the Digital Media and Communication Bachelor Program

№	Subject code	Precondition	Subject/module	ECTS credit/hour ¹								Students' academic load ²	
				1 st Year		2 nd Year		3 rd Year		4 th Year		Contact hours ³	Self-study hours ⁴
				Semester									
				I	II	III	IV	V	VI	VII	VIII		
			English language component⁵	4	4								
	ENG 202	Pretest	English Language B1.1	4/100								32	68
	ENG 203	Pretest	English Language B2.1	4/100								32	68
	ENG 204	Pretest	English Language C1.1	4/100								32	68
	ENG 212	ENG 202	English Language B1.2		4/100							32	68
	ENG 213	ENG 203	English Language B2.2		4/100							32	68
	ENG 214	ENG 204	English Language C1.2		4/100							32	68
			Compulsory subjects	27	27	26	23	20	20	10	28		

¹ Credit – – the unit that defines the necessary academic load for students, expressed in the time unit of hour, and which can be obtained after achieving certain study results;

² Students' academic load - the time needed to achieve the results set by educational program. Students' academic load is based on independent and contact hours.

³ Contact hours – the time determined for studying activities of the student with the participation of the personnel carrying out the educational program; .

⁴ Self-Study Hours - the time determined for learning activities of the student without participation of the personnel carrying out the educational program (homework, preparation tie for exams, etc.) .

⁵ English language is compulsory and earns 8 credits during the academic year. Students of Digital media and Mass Communication Bachelor Program who submit the document certifying the language knowledge at B2 level or the document of their education abroad, are freed from English Language component. The English language component consists of levels and lasts for two semesters. After a pretest the students are placed in the group suitable for their level. The above component is compulsory, while in the following semesters it is in the bloc of the elective subjects according to levels.

1.	DMC 101	N/A	Artistic Function of a Word and Language Competencies	4/100								34	66
2.	DMC 105	N/A	World Art Heritage and Modernity 1	5/125								34	91
3.	DMC 102	N/A	Information and Digital Literacy	4/100								48	52
4.	DMC 104	N/A	History of Political Communications	5/125								34	91
5.	DMC 103	N/A	Psychology of Communication	5/125								34	91
6.	DMC 108	N/A	Graphic design	4/100								34	66
7.	DMC 109	N/A	Photography		4/100							34	66
8.	DMC 111	N/A	Academic Writing		4/100							34	66
9.	DMC 106	DMC 105	World Art Heritage and Modernity 2		5/125							34	91
10.	DMC 107	N/A	Media and Power		4/100							34	66
11.	DMC 110	N/A	News Reporting		6/150							62	88
12.	DMC 112	N/A	Introduction to Marketing		4/100							32	68
13.	DMC 202	N/A	Introduction to Public Relations			4/100						34	66
14.	DMC 201	DMC 110	Podcasting			7/175						45	130
15.	DMC 205	DMC 110	Foundations of Professional Ethics			5/125						34	91
16.	DMC 203	N/A	Introduction to Visual Communication			5/125						39	86
17.	DMC 215	DMC 112	Digital Marketing			5/125						34	91
18.	DMC 210	N/A	Data Communication				5/125					34	91
19.	DMC 207	DMC 201	Videoproduction and Editing				4/100					34	66
20.	DMC 204	DMC 202	PR Cases				4/100					34	66
21.	DMC 206	N/A	Social Media Platforms				5/125					34	91
22.	DMC 211	N/A	Media and Manipulation				5/125					34	91
23.	DMC 301	DMC 207	Visual Storytelling					5/125				34	91
24.	DMC 302	DMC 215	Copywriting					5/125				32	93
25.	DMC 303	N/A	Web-technologies and Programming					5/125				34	91
26.	DMC 304	N/A	Media Law					5/125				34	91
27.	DMC 310	N/A	Cyberculture						5/125			34	91
28.	DMC 309	DMC 303	Web-design and Programming						7/175			64	111
29.	DMC 312	DMC 202	Media Relations and Brand Media						4/100			30	70
30.	DMC 311	DMC 202 DMC 215	Campaign Planning and its Implementation in Social Media						4/100			32	68
31.	DMC 401	DMC 111	Mass Communication							5/125		34	91
32.	DMC 406	DMC 111	Communication Research							5/125		34	91
33.	DMC 407	N/A	Personal Branding								4/100	32	68
34.	DMCP 490	DMC 109 DMC 110 DMC 201	Internship/Practice								6/150	35	115

		DMC 205 DMC 215 DMC 301 DMC 303 DMC 309												
35.	DMCF 499	All mandatory courses	Student portfolio									15/37 5	30	345
Elective subjects							5	10	5	10				
1.	DMCE 010	N/A	Public Opinion				5/125		5/125				34	91
2.	DMCE 012	N/A	TV Reporting						5/125				60	65
3.	DMCE 013	N/A	Creativity in Public Relations				5/125		5/125				34	91
4.	DMCE 014	N/A	PR of International and Non-Governmental Organizations					5/125		5/125			32	93
5.	DMCE 016	N/A	PR of Governmental Agencies					5/125		5/125			34	91
6.	DMCE 015	N/A	Creative Writing				5/125		5/125				34	91
7.	DMCE 018	N/A	Corporate Social Responsibility						5/125				30	95
8.	DMCE 022	N/A	Election Coverage				4/100						24	66
9.	DMCE 023	N/A	Coverage of Health Issues				5/125		5/125				34	91
10.	DMCE 024	N/A	Environmental issues and Public Relations					5/125					34	91
11.	DMCE 026	N/A	Management Fundamentals				4/100		4/100				34	66
12.	DMCE 020	N/A	Foundations of Branding				4/100		4/100				24	76
13.	DMCE 027	N/A	Search Engine Optimization				4/100		4/100				24	76
14.	DMCE 028	N/A	Consumer Behaviour							4/100			34	66
15.	ELT VC 03	DMCE 020	Brand Communication Advanced LAB					12/300		12/300			78	222
16.	BA/ELT ADP406	N/A	Speakers' Series / Production Lab					5/125		5/125			30	95
17.	BA/ELT ADP404	N/A	Production Structure/Values and Work Specifics					5/125		5/125			30	95
18.	BA/ELT ADP402	N/A	Bidding and Producing					5/125		5/125			30	95
19.	BA/ELT ADP403	N/A	Shooting, Process Planning and Management					5/125		5/125			30	95
20.	BA/ELT ADP405	N/A	Managing the Shooting Set					5/125		5/125			30	95
Free credits							4		5	15				
Semester				31	31	26	32	30	30	35	25			
Year				62		58		60		60				

The Map of Learning Outcomes

For each outcome of the program, a three-level hierarchy has been defined: I, D, M and a practical component P, where I indicates Introductory level of the outcome, D means Development, M stands for Mastering and P – indicates the obtained result of the given subject in Practice. It is possible that the subject is passed at IP or DP level

In the table below there is a column with markers against each result. The percentage in the box at the intersection of the marker and the respective subject shows the target marker of a positive grade received in the subject when the result of studying the subject allows moving to another level. The admissible deviation for each marker equals to 15%.

Subject/ Outcomes	1	2	3	4	5	6	7
Artistic function of the word and language competencies			IP				
World Art Heritage and Modernity 1	I		IP		I	I	
Informational and Digital Literacy I	IP		IP		DP		I
History of Political Communications	I	I	I		I	IP	I
English Language B1.1 B2.1						I	
English Language B1.2 B2.2						D	
Psychology of Communications			I		IP	I	
Graphic Design			I		IP		
Photography	IP	I	IP				I
Academic Writing			DP		IP		I

World Art Heritage and Modernity 2	D				D		D
Media and Power	D	I			D	D	DP
News Reporting	I	DP	IP		D	DP	D
Introduction into Marketing	I	DP			D	DP	
Introduction into Public Relations	I	IP	I		DP	DP	I
Podcast production	D	DP	IP		DP	D	I
Foundations of Professional Ethics	I	IP					DP
Introduction into visual Communications	I	IP	IP		IP	I	
Digital Marketing	I	DP	DP	DP		I	
Data Communication	I	IP	IP		DP		
Video Production and Editing	IP	IP	IP			IP	IP
Social Media Platforms	I	D	IP	I	IP	IP	
PR cases	I	D			I	I	
Media and Manipulations	D	DP			DP	D	D
Visual Storytelling	I	D	D		D	DP	D
Copywriting	D	D	DP			DP	
Web-technologies and Programming	I			IP			
Media Law	I				D	DP	
Cyberculture	D		I	DP	DP		IP

Web-design and Programming		DP		D			
Media Relations and Brand Media	D	DP	DP			D	D
Planning campaign and its implementation in social media	IP	DP	DP		DP	DP	
Mass Communications	M		DP		M	DP	D
Communication Research	M		D		M	M	D
Personal Branding	M		DP			DP	D
Internship/Practice	M	M	M	M	M	M	M
Student portfolio	M	M	M	M	M	M	M

Teaching-learning methods:

- Lecture
- Working in groups
- Practical work
- Using electronic resources in teaching
- Project work
- Development /programming program products
- Discussions, interactive teaching
- Case studies and analysis
- Data procession
- E-learning

Academic or the invited personnel may use one or two methods listed above or any other method depending on the aims of the specific course. Teaching-learning methods used in the course are reflected in the syllabus of a corresponding course.

Student Knowledge Evaluation System

Mastering the learning component envisaged by Digital Media and Mass Communications Bachelor Program implies students' active participation in the learning process and is based on the principle of continuous assessment of the obtained knowledge.

Student's achievement in the process of studying at the Digital Media and Mass Communications Bachelor program is assessed according to the evaluation system provided in the "Rule of Calculation with Credits of Higher Education Programs" approved by the Order of January 5, 2007 of the Ministry of Education and Science of Georgia.

The evaluation of achievement level in the learning component of Digital Media and Mass Communications Bachelor Program includes the following assessment forms – interim (single or multiple times) and concluding assessment, the sum of which will be the final evaluation (100 points).

Interim and concluding assessments (assessment forms) include assessment component/ components, which determine the form of assessment of student's knowledge and/or ability and/or competences, such as verbal/written examination, homework, verbal/written colloquium, home assignments, practical/theoretical work, etc.). Assessment components unite homogeneous methods (tests, essay, presentation, discussion, practical/theoretical tasks, working in groups, participation in discussions, and other).

Assessment method/methods are measured by assessment criteria, i.e. assessment measurement unit, which determines the level of learning outcome.

Each form and component of evaluation has the specific weight out of the total point (100 points) in the final assessment, which is reflected in the syllabus and the students are notified about it in the beginning of the academic semester.

It is inadmissible to award credit only by using one form (interim or concluding assessment). A student is awarded a credit only in case of positive evaluation .

Evaluation system admits:

Five types of positive evaluations:

- (A) Excellent -91-100 points of maximum evaluation ;
- (B) Very good - 81-90 points of maximum evaluation;
- (C) Good - 71-80 points of maximum evaluation
- (D) Satisfactory - 61-70 points of maximum evaluation;
- (E) Sufficient - 51-60 points of maximum evaluation.

Two types of negative evaluation:

- (FX) Failed - 41-50 points of maximum evaluation which means that the student needs more work to pass and is allowed to take an additional exam once by working independently;
- (F) Interrupted – a maximum score of 40 or less, which means that the work done by the student is not enough and he/she has to study the subject again.

If a student gets FX in the learning component of the Digital Media and Communications Bachelor Program, an additional exam date will be appointed in no less than 5 calendar days after the announcement of the results of concluding exam. The points received in the concluding evaluation are not added to the points that a student gets in the additional exam. The point in the additional exam is the concluding assessment and is reflected in the final assessment of the learning component of the educational program. Taking the point earned in the additional examination into consideration, in case a student gets 0-50 points in the final assessment, the final assessment will be F-0.

The part of evaluation of student's knowledge is calculation of the Grade Point Average (GPA). To calculate GPA, evaluation point received in each subject must be multiplied by the number of credits earned in the given subject. The multiplied sum of subjects and credits is added up and divided by the total number of credits earned.

In GPA calculation the grade has the following specific weight:

A = 4

B = 3,2

C = 2,4

D = 1,6

E = 0,8

The Fields of Employment:

The graduates of the Bachelor Program will be able to use their knowledge in online media or in an on-line space of traditional media in Georgia, as well as outside the country holding positions in international, non-governmental organizations, in PR or Marketing departments of public and commercial companies, especially as social media managers, content producers and online curators. They will also be able to create and develop their independent online media platform.

Opportunity to continue studying:

The graduates Digital Media and Communication Bachelor Program can also continue studies at any Master's Program, where the admittance preconditions of the program have no restrictions of Bachelor's degree of other profession.

Necessary Human Resource for the Implementation of the Program:

Digital Media and Communication Bachelor Program is conducted by respective human resources. Academic personnel of the University as well as competent invited specialists are in charge of learning components envisaged by the curriculum.

Additional information on human resources is provided in Appendix N 2.

Material Resources Necessary for the Implementation of the Program:

To achieve learning goals envisaged by Digital Media and Communication Bachelor Program the students are provided with University infrastructure and material technical resources without restrictions, namely:

- Adequately equipped lecture halls and conference halls;
- Library equipped with computer technologies and information-communication technologies;
- Computer classes, Internet and IT network, corresponding software for teaching/ learning process.
- Various technical equipment, devices, etc. ;
- Audio-video equipment, software and hardware.

Educational program is equipped with corresponding manuals and methodological literature. The University library provides electronic textbooks for students as envisaged in the syllabus of the course, as well as methodological scientific literature and the database of the library's book fund.

Material resources owned by the university favor the realization of Bachelor Program aims and facilitates the achievement of the target learning outcomes.

Facilities – The Bachelor's Program is conducted in the facilities owned by the University, where all sanitary-hygienic and safety norms are observed (alarm system, fire extinguishers, video control, security guards). The building fully meets technical requirements set for the higher educational institution and lecture halls or the spaces for practical assignments and are furnished adequately (chairs, projector, desks, boards, etc.).

Library –corresponding print and electronic fund is kept in the library which is available for students, invited and academic personnel. Students can use the Internet and international electronic resources in the reading hall (EBSCO; JSTOR; Cambridge Journals Online; BioOne Complete; e-Duke Journals Scholarly Collection; Edward Elgar Publishing Journals and Development Studies e-books; IMechE Journals; New England Journal of Medicine; Open edition Jourlnas; Royal Society Journals Collection; SAGE Premier). The University library also has an electronic catalogue.

Working space for academic personnel - the working space for the academic personnel is equipped with necessary furnishing and technological devices (chairs, tables, cabinets, computers switched to the net, multifunctional copy machine).

Informational-communication technologies – to support implementation and administration of Digital Media and Mass Communication Bachelor Program, the university uses information-communication technologies. There are respective software programs for Bachelor's course, the existing IT meets the modern requirements and is switched in the Internet to be available for students, academic, invited and administrative personnel. Electronic system imb.gipa.ge. of student knowledge evaluation and teaching organization is used for accessibility to students' evaluations, monitoring students' academic achievements and for the support of the educational process. The University ensures the publicity of information and its availability via the web-page which contains all information regarding the Program implementation and learning process.

Head of the Program

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Appendix 1**(CURRICULUM VITAE)**

Name, Surname	Ana Keshelashvili		
Title	Professor		
Working place	GIPA- Georgian Institute of Public Affairs		
Contact information	Telephone:	995 595 902905	Email: a.keshelashvili@gipa.ge

<p>Thesis Defended and Areas of academic/scientific research</p>	<p>The topic of the thesis: Innovation among Georgian journalism educators: A network analysis perspective</p> <p>Areas of academic/scientific research: journalism education; impact of technologies on a journalist's profession and activities; Civic journalism and citizen journalists' identity; self-presentation and image management; information check technologies.</p>
<p>Publications</p>	<p>Bolkvadze N., Chachava K., Ghvedashvili G., Lange-Ionatamishvili E., McMillan J., Kalandarishvili N., Keshelashvili A., Kuprashvili N., Sharashenidze T., Tsomaia T., <i>Georgia's Information Environment through the Lens of Russia's Influence</i> (2021). Riga: NATO Strategic Communications Centre of Excellence.</p> <p>Internews (2021). Georgia: An Information Ecosystem Assessment https://internews.org/resource/georgia-information-ecosystem-assessment/</p> <p>European Journalism Training Association (EJTA) research project (2019) <i>Journalistic Roles, Values and Qualifications in the 21st Century; how journalism educators in Europe view the future of a profession in transition.</i> https://www.ejta.eu/sites/ejta.eu/files/2019%2004%2012%20DROK%20Report%20RVQ.pdf</p> <p>Tsomaia, T. and Keshelashvili, A. (2019). Georgia: On the way to quality journalism education in Accreditation and Assessment of Journalism Education in Europe: <i>Quality Evaluation and Stakeholder Influence</i> by Eva Nowak [ed.]. Nomos, Baden-Baden, pp. 51-64.</p> <p>European Journalism Training Association (EJTA, 2019) research project Journalistic Roles, Values and Qualifications in the 21st Century; how journalism educators in Europe view the future of a profession in transition.</p> <p>Keshelashvili, A., Drok, N., & Chakvetadze, T. How do Georgian Journalism Educators View the Profession in Transition.</p> <p>Mortensen, T. M., Jones, J., & Keshelashvili, A. (2015). Dear Citizen Photojournalists: Who are you? Studying the motivations and values of citizen photojournalists. <i>Photographies</i>, 8(2), 211-230. https://www.tandfonline.com/doi/abs/10.1080/17540763.2015.1066651</p> <p>Mortensen, T. B., Keshelashvili, A. & Weir, T. (2015): Who We Are. A Q-study of types of citizen journalists. <i>Digital Journalism</i>, DOI: 10.1080/21670811.2015.1053506 https://www.tandfonline.com/doi/abs/10.1080/21670811.2015.1053506?journalCode=rdij20</p> <p>Keshelashvili, A. (2014). Innovation among Georgian journalism educators: A network analysis perspective (Doctoral dissertation, University of South Carolina). https://scholarcommons.sc.edu/cgi/viewcontent.cgi?article=4004&context=etd</p> <p>Mortensen, T. B., & Keshelashvili, A. (2013). If Everyone with a Camera Can Do This, Then What? Professional Photojournalists' Sense of Professional Threat in the Face of Citizen Photojournalism. <i>Visual Communication Quarterly</i>, 20(3), 144-158. https://www.tandfonline.com/doi/abs/10.1080/15551393.2013.820587</p>

Keshelashvili, A., Nachkhebia, T., Paichadze, G., Asatiani, S. (013). Textbook on video-advocacy. Project Harmony, Tbilisi, Georgia
https://docs.google.com/viewer?url=http%3A%2F%2Fcivics.ge%2Fuploads%2Fvideo_advocacy_manual.pdf

Appendix №2

Information on Human Resources

Nº	Name and surname	Status	Curriculum
1.	Zaal Chkheidze	Invited lecturer	<ul style="list-style-type: none"> World Art Heritage and Modernity 1 World Art Heritage and Modernity 2
2.	Diana Anfimiadi	Invited lecturer	<ul style="list-style-type: none"> Artistic Function of the Word and Language Competences
3.	Giorgi Tushmalishvili	Invited lecturer	<ul style="list-style-type: none"> History of Political Communication
4.	Tinatin Tsomaya	Professor	<ul style="list-style-type: none"> Informational and Digital Literacy Coverage of Health Issues
5.	Mariam Sekhniasvili	Assistant-professor	<ul style="list-style-type: none"> Introduction into Public Relations
6.	Tinatin Bandzeladze	Assistant-professor	<ul style="list-style-type: none"> Psychology of Communication
7.	Rusudan Panozishvili	Invited lecturer	<ul style="list-style-type: none"> News Reporting
8.	Anano Aspanidze	Invited lecturer	<ul style="list-style-type: none"> Informational and Digital Literacy Web-technologies and Programming Web-design and Programming
9.	Zviad Koridze	Invited lecturer	<ul style="list-style-type: none"> Media and Power

10.	Nikoloz Abuashvil	Professor	<ul style="list-style-type: none"> • Introduction into Marketing
11.	Nino Macharashvili	Invited lecturer	<ul style="list-style-type: none"> • Data Communication
12.	Dimitry Chikvaide	Invited lecturer	<ul style="list-style-type: none"> • Photography
13.	Tinatin Nachkebia	Assistant-professor	<ul style="list-style-type: none"> • Podcast Production
14.	Nino Liparteliani	Associated Professor	<ul style="list-style-type: none"> • Introduction into visual communication
15.	Nino Japiashvili	Professor	<ul style="list-style-type: none"> • Foundations of Professional Ethics
16.	Tekla Davituliani	Invited lecturer	<ul style="list-style-type: none"> • Social Media Platforms
17.	Eldar Pirmisashvili	Invited lecturer	<ul style="list-style-type: none"> • PR Cases
18.	Elene Asatiani	Assistant-professor	<ul style="list-style-type: none"> • Videoproduction and Editing • Internship/practice
19.	Nino Orjonikidze	Professor	<ul style="list-style-type: none"> • Visual Storytelling • Video Reporting
20.	Dodie Kharkheli	Invited lecturer	<ul style="list-style-type: none"> • Digital Marketing
21.	Nata Dzvelishvli	Invited lecturer	<ul style="list-style-type: none"> • Media and Manipulations
22.	Natia Iakobidze	Associate Professor	<ul style="list-style-type: none"> • Academic writing
23.	Davit Makaridze	Associate Professor	<ul style="list-style-type: none"> • Cyberculture
24.	Ekaterine Basilia	Assistant-professor	<ul style="list-style-type: none"> • Mass Communication
25.	Ana Keshelashvili	Professor	<ul style="list-style-type: none"> • Communication Research
26.	Tinatin Stambolishvli	Associate Professor	<ul style="list-style-type: none"> • Campaign Planning and its Implementation in Social Media • Consumer Behaviour • Brand Communication Advanced LAB

27.	Thea Skhiereli	Invited lecturer	<ul style="list-style-type: none"> • Media Relations and Brand Media
28.	Mamuka Andghuladze	Invited lecturer	<ul style="list-style-type: none"> • Media Law
29.	Lali Tsertsvadze	Invited lecturer	<ul style="list-style-type: none"> • Copywriting
30.	Ana Shaduri	Invited lecturer	<ul style="list-style-type: none"> • Graphic Design • Web-design and Programming
31.	Ana Davitashvili	Invited lecturer	<ul style="list-style-type: none"> • Podcasting
32.	Giorgi Imerlishvili	Assistant-professor	<ul style="list-style-type: none"> • Personal Branding • Fundamentals of Branding
33.	Nino Shoshitaishvili	Invited lecturer	<ul style="list-style-type: none"> • Foundations of Management
34.	Rusudan Rukhadze	Invited lecturer	<ul style="list-style-type: none"> • Creative Writing
35.	Salome Benidze	Assistant Professor	<ul style="list-style-type: none"> • PR of International and Non-governmental organizations
36.	Tinatin Gogberashvili	Invited lecturer	<ul style="list-style-type: none"> • Search Engine Optimization
37.	Nno Danelia	Invited lecturer	<ul style="list-style-type: none"> • Public Opinion
38.	Tamar Rodonaia	Invited lecturer	<ul style="list-style-type: none"> • Corporate Social Responsibility
39.	Zurab Khrikadze	Invited lecturer	<ul style="list-style-type: none"> • Election Coverage
40.	Ekaterine Shalutashvili	Assistant-professor	<ul style="list-style-type: none"> • Environmental Issues and Public Relations
41.	Sopio Jajanashvili	Invited lecturer	<ul style="list-style-type: none"> • Public Relations of Governmental Agencies
42.	Nino Kalandia	Invited lecturer	<ul style="list-style-type: none"> • Creativity in Public Relations
43.	Sopo Parjiani	Invited lecturer	<ul style="list-style-type: none"> • Planning of the Shooting Process and management of the shooting Area
44.	Tamar Tvaradze	Invited lecturer	<ul style="list-style-type: none"> • Filming, Process Planning and Management

45.	Maia Gurabanidze	Invited lecturer	<ul style="list-style-type: none"> • Production Structure / values and work specifics • Speakers' Series/ Production Lab
46.	Mariam Tevdorashvili	Invited lecturer	<ul style="list-style-type: none"> • Bidding and Producing
47.	Tinatin Dgebuadze	Invited lecturer	<ul style="list-style-type: none"> • English B1; B2; C1.
48.	Giorgi Imerlishvili	Assistant-professor	<ul style="list-style-type: none"> • Brand Communication Advanced LAB
49.	Alexandre Gabunia	Invited lecturer	<ul style="list-style-type: none"> • Brand Communication Advanced LAB