

Updated on 01.05.2026

Name of the educational institution	Legal Entity of Public Law - Batumi Shota Rustaveli State University
Name of the educational programme	Digital Media and Innovation
Qualification to be awarded	Part One: Master of Journalism Part Two: Research Master in Journalism
Programme Head(s)	Inga Shamilishvili, Professor, BSU - inga_shamilishvili@bsu.edu.ge Natia Kuprashvili, Associate Professor, TSU - natia.kuprashvili@tsu.ge Nino Chalaganidze, Associate Professor, TSU - nino.chalaganidze@tsu.ge
Programme structure / ECTS volume, curriculum (see Annex No. 1)	Part One - 60 ECTS Part Two - 60 ECTS
Language of instruction	Georgian language
Prerequisite for admission to the educational programme	<p>Part One</p> <ul style="list-style-type: none"> ✓ Common Master's Examination; ✓ Internal university examinations: English language - B2 level and specialty; ✓ Enrollment through mobility; ✓ Enrollment without the Unified National Examinations, in accordance with the procedure established by legislation. <p>Part Two</p> <ul style="list-style-type: none"> ✓ Completion of Part I of the programme; ✓ Enrollment through mobility; ✓ Enrollment of foreign citizens and persons with foreign education in accordance with Georgian legislation and BSU regulations.
Aim of the educational programme	<p>Part One:</p> <ul style="list-style-type: none"> ✓ Provide students with in-depth knowledge of the functioning of digital media, the latest trends in management, innovative approaches to content preparation, and modern technologies for content distribution; ✓ Distinguish and develop digital journalism as a field of seeking and disseminating truth in the digital world of mass communication. <p>Part Two:</p> <ul style="list-style-type: none"> ✓ Use the acquired knowledge and skills, while observing academic integrity and professional ethics, to solve public and field-related problems.
Learning outcomes	<p>Part One:</p> <ul style="list-style-type: none"> ✓ Analyzes and applies strategies for working with digital media platforms, the fundamentals of integrated newsroom operation, and the specifics of planning and staged coverage of multimedia materials; applies the norms of professional ethics and law required for digital media activities; ✓ Demonstrates the role of innovative marketing and managerial approaches in the effective functioning and competitiveness of a digital media enterprise; ✓ Discusses the practice of self-regulation and regulation of digital media in Georgia and worldwide, the fundamentals of cyber hygiene, and key security standards; ✓ Explains the main issues of media management, the tools for innovative planning and performance of employees' (team) tasks; discusses the organizational structure of media outlets of various legal forms and directions, management issues, and the main tools of innovative media management; plans, performs, defines and evaluates different alternative approaches to the acquired knowledge; formulates reasoned opinions on field-related issues both in writing and orally; analyzes digital content and data; ✓ Creates, records and edits media works for multiple platforms and applies multimedia storytelling skills in practice; ✓ Selects different styles for different audiences and the architectonics of a scientific paper; analyzes digital media products on various media platforms and uses digital storytelling methods in journalistic activity; ✓ Plans Internet media projects, selects communication strategies, and analyzes the digital media audience and the role of media systems in the processes of democratization and societal development; ✓ Plans transmedia projects both individually and together with a team, and participates in field-related discussions and

debates in both the native and a foreign language;

- ✓ Manages the newsroom in compliance with ethical and legal norms and adapts through new strategic approaches; creates successful marketing strategies for digital media and assumes responsibility for the activities and professional development of colleagues.

Part Two:

- ✓ Analyzes and applies strategies for working with digital media platforms, the fundamentals of integrated newsroom operation, and the specifics of planning and staged coverage of multimedia materials; applies the norms of professional ethics and law required for digital media activities;
- ✓ Explains the main issues of media management, the tools for innovative planning and performance of employees' (team) tasks; discusses the organizational structure of media outlets of various legal forms and directions, management issues, and the main tools of innovative media management; plans, performs, defines and evaluates different alternative approaches to the acquired knowledge;
- ✓ Formulates reasoned opinions on field-related issues both in writing and orally; analyzes digital content and data;
- ✓ Selects different styles for different audiences and the architectonics of a scientific paper; analyzes digital media products on various media platforms and uses digital storytelling methods in journalistic activity;
- ✓ Plans Internet media projects, selects communication strategies, and analyzes the digital media audience and the role of media systems in the processes of democratization and societal development;
- ✓ Plans transmedia projects both individually and together with a team, and participates in field-related discussions and debates in both the native and a foreign language;
- ✓ Independently implements research and practical projects based on the latest achievements in digital data in academic/professional contexts, while observing academic integrity and using digital technologies.