GRADUATE DIPLOMA IN PUBLIC RELATIONS

CN 6001   PUBLIC RELATIONS STRATEGY   3 US CREDITS

Effective and creative planning is at the heart of all public relations and communication activity. This course promotes understanding of the practice of public relations from both a theoretical and practical perspective, discussing key concepts of public relations as a communication management function. Topics explored include social and organizational contexts of public relations management and strategies for planning, implementing, and evaluating public relations campaigns.

CN 6002   ADVANCED MEDIA WRITING AND TECHNIQUES   3 US CREDITS

The course introduces students to the concepts of audience needs, perceptions and expectations as the key to effective communication. It provides students the opportunity to understand and practice on the PR writing process starting from research, planning, and design to the production of public relations materials for distribution through traditional and social media.

CN 6017   PUBLIC RELATIONS AND THE NEW MEDIA   3 US CREDITS

This course provides students with the skills and knowledge necessary in planning public relations campaigns with the use of digital communication tools, such as Content Management, Blogging, Microblogging, Search Engine Optimization (SEO), Social Networking Sites (SNS), Viral Marketing, Usability Studies and Digital Metrics. It examines the potential of digital technologies for public relations campaigns, the particular challenges of online communication and the planning, management and evaluation of interactive communications campaigns.

CN 6003   POLITICAL COMMUNICATION   3 US CREDITS

This course enables the student to assess the role and function of communication in the public sphere, providing a general overview of key theories and research in the field. The course adopts a cross-national perspective and focuses on exploring the relationship between political institutions and the media, and on the role of new media in politics, popular culture and the construction of public opinion. A special emphasis is given to the analysis of cases and examples from Greece.

CN 6004 COMMUNICATION FOR THE TOURISM INDUSTRY   3 US CREDITS

This course focuses on communication strategies and public relations tools for the travel and tourism industry. It examines communication practices and techniques that are of special importance to the industry's major sectors: hotels, restaurants, tourist attractions/destinations, and transportation services. Topics of discussion include the role of information technology in the hospitality industry, an analysis of destination branding and case studies drawn from recent practice in several countries.

CN 6008   COMMUNICATION FOR THE ENTERTAINMENT INDUSTRY   3 US CREDITS

The entertainment industry is one of the largest and fastest growing industries in the world. This course explores various sectors of the entertainment industry and their communication strategies. The discussion will include new media, gaming, theme entertainment, live performances, music, television, film and sports. Topics examine   the "celebrity industries" and the PR structures that manufacture celebrity, drawing examples from the full range of contemporary media.

CN 6011   CRISIS COMMUNICATION MANAGEMENT   3 US CREDITS

This course focuses on crisis communication practices in organizations of all types, with an emphasis on planning, emergency communication, image restoration, and organizational learning. Strategies discussed include pre-crisis planning, crisis response, and post-crisis recovery.

COMMUNICATION

CN 6015   INTERCULTURAL COMMUNICATION AND INTERNATIONAL PUBLIC RELATIONS
3 US CREDITS

A critical examination of international public relations theory and practice in the context of major social and technological transformations. This course explores key concepts in intercultural communication as well as the role of globalization and the Internet in international campaigning. Students are provided with an extensive analysis of contemporary international case studies in a range of organizational contexts.

CN 6030   MULTIMEDIA APPLICATIONS FOR COMMUNICATION CAMPAIGNS   3 US CREDITS

Digital Media technologies. Software development tools. Graphics design and video and audio technologies for multimedia projects. Multimedia systems analysis and design methodologies. Interactive multimedia concepts. User interfaces and systems.