

## MASTER OF ARTS (MA) IN STRATEGIC COMMUNICATION & 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**

Audience needs, perceptions and expectations as the key to effective communication. The PR writing process from research, planning, and design to the production of public relations materials for distribution through traditional and social media.

### **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 6006 APPLIED COMMUNICATION RESEARCH METHODS**

**3 US CREDITS**

This course enables students to develop the research skills that will allow them to complete successful research projects in their future careers. The theory and techniques of both quantitative and qualitative communication research methods are presented in this course. Using numerous examples of research in the field, the course demonstrates how communication studies are designed and applied to specific cases.

### **CN 6007 STRATEGIC CORPORATE COMMUNICATION**

**3 US CREDITS**

Corporate communication lies at the heart of effective strategic management. This course examines important corporate communication areas such as internal communication, advertising, public relations, integrated communications strategies, and new communication technologies and focuses on how these areas work together to achieve organizational objectives.

### **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 6009 PUBLIC RELATIONS IN PUBLIC & NONPROFIT ORGANIZATIONS**

**3 US CREDITS**

This course is designed to examine the processes and practices of public relations and strategic planning for public and non-profit organizations. It will generate special knowledge on concepts relating to public and non-profit communication campaigns while focusing upon a variety of social issues related to the environment, culture, education, public health, and many other social programs and services.

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## **CN 6010 MEDIA AND COMMUNICATION THEORY**

**3 US CREDITS**

This course is designed to provide students with an historical and critical overview of theory and research on communication and the role of mass media in contemporary society. Topics examined in the course include, but not limited to, media economics, media convergence, media representations of the real world, media audiences, globalization and media and the impact of digital revolution on media institutions.

## **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.

## **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 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 6020 EFFECTIVE COMMUNICATION SKILLS**

**3 US CREDITS**

This course offers an opportunity to learn and apply, in daily life, practical principles of effective communication. Emphasis is placed on psychological, social, cultural, and linguistic factors, which affect person-to-person interaction. This course is designed to help students improve their communication in both personal and professional contexts. Attention is given to human perceptions, interpersonal dynamics, patterns of inference, listening, and verbal and visual symbols.

## **CN 6027 QUANTITATIVE RESEARCH IN COMMUNICATION**

**3 US CREDITS**

This course provides an overview of applied quantitative research methods used in communication. It focuses mainly on core topics in quantitative research, ranging from basic statistical terms and procedures (such as 'sample' and central tendency respectively) to more advanced procedures (such as regression analysis). The course combines simple exposition to statistical theory with practical use of research methodology, alternating between lectures and computer lab sessions, where students will be introduced to IBM's SPSS™ statistical package.

## **CN 6030 MULTIMEDIA APPLICATIONS FOR COMMUNICATION CAMPAIGNS**

**3 US CREDITS**

In communication campaigns, diverse media are being engaged for the promotion of well-defined messages. This course introduces in a hands-on manner, the basic notions of visual communication, as well as important tools for the creation of digital audiovisual narratives. Via projects, students will learn how to compose audiovisual messages, digital, linear or interactive. Thus visually literate students, will be able to create specific visions for successful outcomes, not only making use of contemporary technologies, but also of the ones that will appear in the future, no matter how much techniques and technologies evolve. The procedure of a message's analysis which leads to audiovisual synthesis, is one of the most useful tools in a student's hands, since it provides him a method to propose original solutions.

# MASTER OF ARTS (MA) IN STRATEGIC COMMUNICATION & PUBLIC RELATIONS

## **CN 6560 THESIS IN STRATEGIC COMMUNICATION**

**3 US CREDITS**

### **Prerequisites**

CN 6001 Public Relations Strategy  
CN 6006 Applied Communication Research Methods  
CN 6010 Media and Communication Theory  
CN 6027 Quantitative Research in Communication  
CN 6017 Public Relations and the New Media

The thesis runs for the duration of two terms (or 26 weeks). Students are required to work independently under the supervision of an allocated thesis advisor. The thesis document is normally between 15,000-20,000 words in length and spans the entire research process, from problem formulation to describing findings, conclusions and recommendations. The topic of the dissertation will be based on approved proposals and should relate to Communication Studies. Students will meet their supervisor regularly and will be required to submit progress reports. The dissertation may take the form of empirical research piece or a secondary research essay.

## **CN 6512 CAPSTONE PROJECT**

**3 US CREDITS**

### **Prerequisites**

CN 6001 Public Relations Strategy  
CN 6002 Advanced Media Writing & Techniques  
CN 6006 Applied Communication Research Methods  
CN 6010 Media and Communication Theory  
CN 6017 Public Relations & the New Media

The Capstone project is the MA candidates' final academic project, and marks the culmination of their Master's degree program. The Capstone project requires students to integrate and apply the knowledge and skills acquired in their course work. Projects are selected by students with faculty approval and conducted under the guidance of a faculty member. Projects can focus on: designing a professional communication strategic plan to meet the objectives of an organization; devising a complete professional campaign to promote a company, product, service, or public figure; or researching a communication topic relevant to one of the special areas examined in the elective courses.