

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 employed in the major sectors of the travel and tourism industry, i.e. accommodation, food and beverage, transportation, attractions, and destinations. It examines communication practices and techniques that are of special importance in order for businesses to achieve organizational objectives in relation to brand image, differentiation, targeting, customer loyalty, etc.

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.

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

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 nonprofit organizations. It will generate special knowledge on concepts relating to public and nonprofit 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.

CN 6010 MEDIA AND COMMUNICATION THEORY

3 US CREDITS

This course is designed to provide students with a 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 effects, 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 Blogging, Social Networking Sites (SNS), Influencer Marketing, Search Engine Optimization (SEO), Content Management, 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.

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CN 6022 EVENT PLANNING AND MANAGEMENT

3 US CREDITS

This course offers a comprehensive framework for the research, planning, coordination, promotion, management, implementation and evaluation of special events (live, virtual and hybrid) in a variety of contexts. The course content will explore the approaches, techniques and practices relevant to successful event planning for a positive event experience based on the needs of a sponsoring organization and event participants. It explores key concepts in event management as well as the role of event planning in the field of Strategic Communication and Public Relations. Students are provided with an extensive analysis of event planning cases in a range of organizational contexts.

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.

CN 6127 QUANTITATIVE RESEARCH IN COMMUNICATION

3 US CREDITS

Prerequisites

CN 6006 APPLIED COMMUNICATION RESEARCH METHODS

The purpose of this module is to introduce graduate students with applied quantitative research methods used in communications and public relations. 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).

It aims to prepare researchers to effectively grasp elementary statistical concepts and theory, as well as intelligently apply basic statistical methods for the purposes of empirical research in communication and public relations.

The course will consequently combine 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.

The course follows a 'hands-on' approach, encouraging students to take an active part in the learning process, after being introduced to the necessary theories and practical instruments in order to apply them in various communication and public relations research scenarios and cases. Thus, students are given the opportunity to immediately apply newly acquired knowledge and skills in relevant research context.

Cases are also used throughout the module, in order to illustrate the various procedures, so that students can gain a better understanding of the practical implications of the discussed research methods, as well as their applicability and relevance in real-life situations.

The module covers traditional, as well as new media-related methods and tools.

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

CN 6460 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

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.