

Module Layout ENΔ523 Strategic Communication

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|---------------------------------------------------------|----------------------|-------------------------------------------|-------------------|--|
| Faculty | ΣAKE | Faculty of Humanities and Social Sciences | | |
| Programme of Study | ENΔ | Communication and New Journalism II | | |
| Module | ENΔ523 | Strategic Communication | | |
| Level of Study | Undergraduate | | Graduate | |
| | | Master | Doctoral | |
| | | X | | |
| Language of Instruction | Greek | | | |
| Mode of Delivery | Distance | | | |
| Module Type | Required | | Electives | |
| | X | | | |
| Number of Group Consulting Meetings | Total | Physical Presence | Online | |
| | 8 | - | 8 | |
| Number of Assignments | 2 | | | |
| Final Grade Calculation | Assignments | Weekly Activities | Final Exam | |
| | 30 % | 20 % | 50 % | |
| Number of European Credit Transfer System (ECTS) | 10 | | | |

Module Description

The aim of this module is to train students in the methodology and the techniques of Strategic Communication, rendering them self-reliant professionals in the different fields of applied communication. More specifically, it aims to equip students with valuable knowledge and a set of fundamental skills and abilities, which will help them craft integrated strategic communication plans for the different contexts of applied communication. Its main aim is based on the need for a sound, systematic and multidimensional study of contemporary challenges in the field of communication and their effective management through communication.

The Key Topics of this Module provide students with a general overview of the basic theories, methodologies and techniques from the field of Strategic Communication. They cover all the stages of strategic communication planning, from the analysis of the existing situation to the definition of the communication problem, to segmentation, audience analysis and targeting, the adaptation of messages to them, media planning and scheduling, and managing one's public presence on media, in political, cultural, and commercial communication. Concurrently, emphasis is placed on the design, analysis and utilization of empirical research to relate topics of strategic communication with specific topics and current news topics.

With the use of printed and electronic material, new media and social networking, in the Module offered in the 1st year of study the following subjects are developed:

1. The concept of Strategic Planning and Strategic Communication: Basic Principles and Stages of Completing Communication Plans
2. The Importance of the Public in Strategic Communication
3. Media Planning / Strategies, Tactics and Action Plans
4. Image and Presence in the Public Relations
5. Implementation of Strategic Planning in Communication Policy
6. Implementation of Strategic Planning in Cultural Communication

The Module focuses on:

- Providing solid grounding for the need of strategic communication in the highly competitive modern environment
- Understanding the methodology and techniques of strategic communication in a diversity of applied contexts (commercial/corporate, political, cultural).
- Acquiring the necessary skills and abilities in designing an integrated strategic communication plan for diverse target audiences
- Becoming familiar with the techniques of audience segmentation, analysis and targeting
- Crafting a Media Plan, leveraging the affordances of both online and offline media

Pre-requisite Modules

| | |
|--------|---------------------------------------------------------|
| ENΔ511 | Contemporary World: the political condition |
| ENΔ512 | Understanding Media: the Message |
| ENΔ513 | Contemporary Approaches to Communication and Journalism |

Co-requisite Modules

| | |
|--------|------------------------------------------|
| ENΔ521 | Contemporary World: the social condition |
| ENΔ522 | Understanding the Message: The effects |

Grading Scheme

| Assessment Method | Percentage on Final Grade | Workload | |
|--------------------------------------------------------------|---------------------------|----------------|-----------|
| | | Hours | ECTS |
| Weekly Study | 0 % | 125'-150' | 5 |
| Communication with the instructor and fellow-students | 0 % | 25'-30' | 1 |
| Weekly Interactive Activities | 20 % | 25'-30' | 1 |
| Assignment 1 | 15 % | 37'-50' | 1.5 |
| Assignment 2 | 15 % | 37'-50' | 1.5 |
| Final/Repeat Examination | 50 % | - | - |
| Total | 100% | 250-300 | 10 |

Grading Rules and Assessment methods

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e. $90\% \cdot 10 = 9$, etc.
- Passing rate
 - 50% of the Assignments
 - 50% of the Interactive Activities
 - Students are allowed to participate in the final exam of a Module if they have overall earned the minimum grade ($\geq 50\%$) in both their Assignments and Interactive Activities
 - 50% of the Final exam

If a student earns a grade with decimal points, then it is rounded to the nearest half unit.