

Module Layout

ENΔ612 Content Marketing and Communication: Strategy Design and Implementation

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| Faculty | ΣΑΚΕ | Faculty of Humanities and Social Sciences | |
| Programme of Study | ENΔ | Communication and New Journalism II | |
| Module | ENΔ612 | Content Marketing and Communication: Strategy Design and Implementation | |
| Level of Study | Undergraduate | Graduate | |
| | | Master X | Doctoral |
| 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) | 15 | | |

Module Description

In the context of the contemporary hyper-communicative and hyper-linked era the role of marketing in communications is crucial. The communication strategy of an organisation, a public figure or even a politician aims to build relations of mutual understanding and benefit for all stakeholders: Media, politicians, local communities, international organisations, customers, suppliers etc.

Marketing, as an aspect of communication, focuses on the customers (markets) and on the building of long-term relationships. The collaboration between the marketing and the communications department is crucial, though their roles are and should remain different. At the same time, content appears to be an important element towards the establishment of a brand.

This module aims to train the students to the methodology and the techniques of marketing communications with a focus on content marketing, turning them to independent professionals in to the various fields of its applications. The module highlights the combination between research, theory and practice, preparing the students to answer a wide range of professional fields and challenges.

Upon the successful completion of this module and having developed strategic and analytical thinking skills, students will be able to apply the theory in real scenarios and under real circumstances.

With the use of printed and electronic material, new media and social networking, in the Module offered in the 2nd year of study the following subjects are developed:

1. Introduction to marketing communication
2. Introduction to Branding
3. Value Proposition and Marketing Strategies
4. Copywriting for traditional and digital media
5. Online advertising
6. Online Press Office: production and dissemination of offline/online/multimedia press releases

7. Implementation of a content strategy marketing campaign

The Module focuses on the:

- Development of a critical, synthetic and strategic thinking, accompanied by well documented decisions over each step of planning and implementation of an integrated marketing and communications plan.
- Correlation between theory and practice and the actual implementation of theory.
- Familiarisation of the students with methodologies and techniques aiming to their ability to handle efficiently the challenges posed by the contemporary communication ecosystem.
- Equipment of the students with a series of fundamental practical skills, in order to be able to work creatively in the field of marketing and communications.
- Familiarisation, on a practical level, with skills, tools and techniques of marketing and communications.
- Acquisition of the knowledge on how to apply a strategic planning in every field of marketing and communications

Pre-requisite Modules

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|--------|---|
| ENΔ511 | Contemporary World: the political condition |
| ENΔ512 | Understanding Media: the Message |
| ENΔ513 | Contemporary Approaches to Communication and Journalism |
| ENΔ521 | Contemporary World: the social condition |
| ENΔ522 | Understanding the Message: The effects |
| ENΔ523 | Strategic Communication |

Co-requisite Modules

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|--------|--|
| ENΔ611 | Creative Strategies in Digital Communication |
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Grading Scheme

| Assessment Method | Percentage on Final Grade | Workload | |
|--|---------------------------|----------------|-----------|
| | | Hours | ECTS |
| Weekly Study | 0 % | 175-210' | 7 |
| Communication with the instructor and fellow-students | 0 % | 25'-30' | 1 |
| Weekly Interactive Activities | 20 % | 50'-60' | 2 |
| Assignment 1 | 15 % | 62'-75' | 2.5 |
| Assignment 2 | 15 % | 62'-75' | 2.5 |
| Final/Repeat Examination | 50 % | - | - |
| Total | 100% | 374-450 | 15 |

Grading Rules and Assessment methods

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e. $90\% \times 10 = 9$, 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.