

Module Layout ΠΠΑ522/Cultural Communication

Faculty	SAKE	Faculty of Humanities and Social Sciences	
Programme of Study	ΠΠΑ	Cultural Policy and Development	
Module	ΠΠΑ522	Cultural Communication	
Level of Study	Undergraduate	Graduate	
		Master	Doctoral
		√	
Language of Instruction	Greek		
Mode of Delivery	Distance		
Module Type	Required		Electives
			√
Number of Group Consulting Meetings	Total	Physical Presence	Online
	5	-	5
Number of Assignments	2		
Final Grade Calculation	Assignments	Weekly Activities	Final Exam
	30%	10%	60%
Number of European Credit Transfer System (ECTS)	15		

Module Description

The Module ΠΠΑ522, "*Cultural Communication*", focuses on the communication of cultural organisations and, in particular, the marketing of the arts, i.e. the field of analysis, research and design of the communication strategy of a cultural organization.

It examines the contemporary landscape of cultural consumption, the factors shaping the cultural habits and preferences of the public, as well as the ways of detecting the latter through audience research. It studies different approaches, techniques and tools of strategic communication of cultural organisations, as well as ways of using the media, with particular emphasis on digital / online media and social media. Emphasis is also given on the methodology of segmenting audiences, with references to ACORN and MOSAIC systems. Some main categories of cultural organisations are examined in order to study their communication particularities in detail.

The Module focuses in particular on:

- The tools for analyzing, researching and designing the communication strategy of a cultural organization
- The analysis and understanding of the basic concepts of cultural marketing or arts marketing.
- The analysis and understanding of the contemporary landscape of cultural consumption.
- Understanding earlier as well as modern communication theories.
- The examination of the techniques and tools of the cultural communication strategy of cultural organisations.
- The ways of using communication media, with particular emphasis on digital / online and social media.
- The audience segmentation methodology, with references to ACORN and MOSAIC systems.
- Marketing of different categories of cultural organisations (museums, art organisations, galleries, creative businesses).

Pre-requisite Modules

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Co-requisite Modules

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Grading Scheme

Assessment Method	Percentage on Final Grade	Workload	
		Hours	ECTS
Weekly Interactive Activities	10%	280 - 330	11
Assignment 1	15%	50 - 60	2
Assignment 2	15%	50 - 60	2
Final/Repeat Examination	60%	3	-
Total	100%	375 - 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.