PRC412 Strategic communication

Course Title	**Strategic communication**
Course Code	**PRC412**
Course Type	**Obligatory**
Level	**BA**
Year / Semester	4/Fall
Teacher's Name	

ECTS	6	Lectures / week	2	Laboratories / week	1

Course Purpose and Objectives	The course aims students to become familiar with the principles and tools of strategic communication, especially in the field of political communication and transnational relations, but also in other fields such as education, in the modern environment of liquid globalization and its risk dimensions
Learning Outcomes	By the end of the course, it is expected that students will be able to: 1. Understand the role of strategic communication in public relations 2. Understand the definition and specificity of strategic communication in relation to other communication tools 3. Define how an organization's strategic goal can be defined as an outcome of cooperation between the organization's leaders and the strategic communication experts. 4. Organize a strategic communication plan, in particular how the key ideas of a strategic communication campaign are selected and formulated.

Prerequisites	None	Required	None

Course Content	Main topics of the course: 1. Definition of Strategic Communication - similarities and differences comparing tolerated terms. 2. The importance of Strategic Communication in the work of institutions and organizations. 3. Theory and Practice of Mass Communication

	4. The organization of mass communication process in the modern world. 5. The structure of Strategic Communication I – Study of the current situation • Surveys • Focus groups • Media Monitoring • Archives' analysis
Teaching Methodology	• Lectures - theory • Case Studies • Use of ppt • Laboratory exercises
Bibliography	**Ελληνική** • Bennett, L. (1999). *Ειδήσεις, η πολιτική των ψευδαισθήσεων*. Αθήνα: Δρομέας. • Frederick, H. (1997). *Παγκόσμια Επικοινωνία και Διεθνείς Σχέσεις*. Αθήνα: Έλλην. • Nye, J.S. (2005). *Ήπια Ισχύς. Το μέσο επιτυχίας στην παγκόσμια πολιτική*. Αθήνα: Παπαζήσης. • Pascal, B. (2005). *Η Τέχνη της Πειθούς*. Αθήνα: Ροές. • Αλβανός, Ρ. (2008). "Δημόσιες σχέσεις και προπαγάνδα: Μια προσπάθεια διερεύνησης μιας δυσπροσδιόριστης σχέσης", *Ζητήματα Επικοινωνίας*, τεύχ. 8. • Γκίκας, Β., Παπακωνσταντίνου, Α. και Προκάκης, Κ. (2005). *Επικοινωνιακή Διπλωματία*, Αθήνα – Κομοτηνή: Σάκκουλας. • Σαμαράς, Α, Εικόνες Κρατών (2014). *Στρατηγική Επικοινωνία, Ήπια Ισχύς και Μέσα Ενημέρωσης*. Αθήνα: Καστανιώτης. • Τζουμάκα, Ε. (2005). *Πολιτιστική Διπλωματία*. Αθήνα: Σιδέρης. • Φραγκονικολόπουλος, Χ. και Παναγιώτου, Ν. (2008). «Η επίδραση των παγκόσμιων δικτύων ενημέρωσης στην εξωτερική πολιτική και τις διεθνείς σχέσεις». *Ζητήματα Επικοινωνίας*, τεύχ. 7: 39 – 54. • Φωλά, Μ. «Nation Branding: Η χώρα ως 'προϊόν'», *Marketing Week*, 16.2.2009 • Χριστογιάννης, Ν. (2006). *Πολιτιστική Διπλωματία*. Αθήνα: Έλλην.

English language bibliography

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Assessment	Methods: Students are assessed with coursework that involves homework assignments and class participation, a midterm and a final exam. Students are assessed continuously and their knowledge is checked through tests with their assessment weight, date and time being set at the beginning of the semester via the course syllabus. Students are prepared for final exam, by revision on the matter taught and are trained to be able to deal with time constraints and revision timetable. The final assessment of the students is formative and cumulative and is assured to comply with the subject's expected learning outcomes and the quality of the course. Students are assessed on the following: Knowledge and understanding - 30% In – depth knowledge and understanding towards the relevant topics of interest. Research and Analytical Skills - 40% Competence in research methods and ability of evaluating the results. The possibility of using them in different ways. Presentation and Communication - 30% Able to explain and defend the solutions given by them in a way to transmit the knowledge achieved beforehand. Assessment criteria are available in each written assignment, midterm or in the final exam.

	Weights: Final Exam 50 % Project 1. 25 % Project 2. 25 %
Language	Greek