

# Higher Education Institution's Response

Date: *Date.*

- **Higher Education Institution:**  
PHILIPS UNIVERSITY
- **Town:** NICOSIA
- **Programme of study**  
**Name (Duration, ECTS, Cycle)**  
BA in Public Relations and Communication  
(4 Years, 240 ECTS, Full-Time)
- **In Greek:**  
ΔΗΜΟΣΙΕΣ ΣΧΕΣΕΙΣ ΚΑΙ ΕΠΙΚΟΙΝΩΝΙΑ
- **In English:**  
BA in Public Relations and Communication
- **Language(s) of instruction:** English
- **Programme's status:** New

The present document has been prepared within the framework of the authority and competencies of the Cyprus Agency of Quality Assurance and Accreditation in Higher Education, according to the provisions of the “Quality Assurance and Accreditation of Higher Education and the Establishment and Operation of an Agency on Related Matters Laws of 2015 to 2019” [N. 136 (I)/2015 to N. 35(I)/2019].

## **A. Guidelines on content and structure of the report**

- *The Higher Education Institution (HEI) based on the External Evaluation Committee's (EEC's) evaluation report (Doc.300.1.1) must justify whether actions have been taken in improving the quality of the programme of study in each assessment area.*
- *In particular, under each assessment area, the HEI must respond on, without changing the format of the report:*
  - *the findings, strengths, areas of improvement and recommendations of the EEC*
  - *the deficiencies noted under the quality indicators (criteria)*
  - *the conclusions and final remarks noted by the EEC*
- *The HEI's response must follow below the EEC's comments, which must be copied from the external evaluation report (Doc. 300.1.1).*
- *In case of annexes, those should be attached and sent on a separate document.*

## 1. Study programme and study programme's design and development (ESG 1.1, 1.2, 1.8, 1.9)

### STRENGTHS

#### EEC:

- It was clear from our discussions that the Department will take advantage of the good and productive relations that the University maintains with external stakeholders, in particular with members of the business community.
- Department has policies in place guarding against academic fraud and discrimination with respect to its staff and students.
- Course variety with special emphasis given to allied fields (marketing, communication, advertising)
- Programme is up-to -date incorporating courses that deal with the digital dimension and the way it has been transforming the study and the practice of Public Relations.
- Programme will take advantage of information documentation and provision provided centrally by the University.

**Philips University:** The University is gratified by these positive findings of the EEC.

### AREAS OF IMPROVEMENT AND RECOMMENDATIONS

**EEC:** We strongly urge the Department to rectify the deficiency in required Methodology offerings and provide a course sequence of methodology courses in the first two years of study offering to all students a solid background on research methodology topics, issues and skills including digital methods, such as, for example, network analysis. In the sequence comprising of "Social Research Methods", "Statistics" and "Marketing Research", faculty members may consider changing the status of the "Marketing Research" course from an elective to compulsory.

**Philips University:** Accepting the recommendations of EEC regarding the need for enhancing the programme with methodology courses for offering students a solid background on research methodology we proceeded to the following changes which provide a course sequence of methodology courses in the first two years:

- The course CST-114 Statistics has been designated as compulsory at semester 2 (please refer to APPENDIX1 for revised program)
- The course PRL-352 Social Research methods has been shifted from semester 5 to semester 3
  - The course PRL-352 Social Research Methods has been enhanced with Digital research methods (please refer to APPENDIX1 for changes in syllabi)
- The course BSM-483 Marketing research has been added to the programme and designated as a compulsory at Semester 4

In addition, the content of the following courses has been enhanced in regards to theoretical issues and depth:

- Course PRL-475 Political Communication and Media (please refer to APPENDIX1 for changes in syllabus)
- Course PRL-231 Corporate Communications (please refer to APPENDIX1 for changes in syllabus)
- PRL-361 Public relations and Crisis management (please refer to APPENDIX1 for changes in syllabus)
- PRL-476 Advertising and Society (please refer to APPENDIX1 for changes in syllabus)
- PRL-481 Global Public Relations (please refer to APPENDIX1 for changes in syllabus)
- PRL-230 New Media and Public Relations (please refer to APPENDIX1 for changes in syllabus)

The rationale behind the development of the programme is that knowledge should be acquired gradually. Due to this, the programme is comprised by a sequence of courses built upon the notion of pre-requisites. Examples of sequences of courses (indicated horizontally) comprising the programme can be seen in the table below:

PRL-110 Introduction to Media and Culture	PRL-230 New Media and Public Relations	PRL-241 Social Media Cultures	PRL-360 Digital Public Relations
PRL-111 Principles of Public Relations	PRL-121 Public Relations skills and competencies	PRL-482 Public Relations case studies	
CST-114 Statistics	PRL-352 Social Research Methods	BSM-483 Marketing Research	GEN-451 Project
PRL-231 Corporate communications	PRL-351 Strategic Communications Management		
PRL-470 Public relations and corporate reputation	PRL-481 Global Public Relations		

**Table 1: Examples of sequences of courses**

**EEC:**

- The courses that we have made “compulsory” are “Business and Society”, ‘Business Ethics”, “Marketing Research”, “Advertising and Society” and “Political Communication and Media”.
- As a counter-measure to the previous recommendation, some courses designated as “compulsory” are relegated to the “elective” category, as for example, “Introduction to Social Psychology”, “Media Law”, “Leadership and Public Relations”.

**Philips University:** Accepting the recommendations made by the EEC regarding the designation of certain courses as elective and compulsory, the following changes have been made:

- The course CST-114 Statistics has been designated as compulsory at semester 2
- The course BSM-246 Business and Society has been designated as compulsory at semester 3
- The course BSM-420 Business Ethics has been designated as compulsory
- The course BSM-483 Marketing research has been added to the programme and designated as a compulsory
- The course PRL-476 Advertising and society has been designated as a compulsory
- The course BSM-440 Global Marketing has been designated as compulsory
- The course PRL-475 Politics and Media has been modified and renamed to PRL-475 Political Communication and Media and has been designated as compulsory to semester 4 (please refer to APPENDIX1 for changes in syllabi)
- The course PSY-112 Introduction to Social Psychology has been designated as elective at semester 1
- The course PRL-471 Media law has been designated as elective
- The course PRL-480 Leadership and Public Relations has been designated as elective
- The course PRL-352 Social Research methods has been shifted from semester 5 to semester 3 and has been enhanced with Digital research methods (please refer to APPENDIX1 for changes in syllabi)
- The PRL-362 Public Relations Internship I has been merged with PRL-321 Public Relations Internship II and has been moved to semester 6

**EEC:** Furthermore, the Department should reconsider the weighting of ECTS for each and every course based on the importance attached to the course and its place in the entire curriculum.

**Philips University:** Accepting the recommendations of EEC regarding the allocation of ECTS credits to courses of the programme, the following changes have been made:

- The course GEN-410 Project I has been allocated 6 ECTS
- The course PRL-470 Public Relations and Corporate Reputation has been allocated 6 ECTS
- The course PRL-476 Advertising and Society has been allocated 6 ECTS
- The course PRL-472 Public Relations Campaigns has been allocated 6 ECTS
- The course BIS-419 Entrepreneurship and Innovation has been allocated 6 ECTS
- The course BSM-311 International Management I has been allocated 6 ECTS
- The course BSM-331 Marketing Management has been allocated 6 ECTS
- The course PRL-424 Strategy, Marketing and Branding has been allocated 6 ECTS
- The course GEN-451 Project II has been allocated 6 ECTS
- The course PRL-481 Global Public Relations has been allocated 6 ECTS
- The course PRL-482 Public Relations Case studies has been allocated 6 ECTS
- The course BSM-440 Global Marketing has been allocated 6 ECTS
- The course PRL-485 Communication Audit has been allocated 6 ECTS
- The course BIS-323 Critical Perspectives of Management has been allocated 6 ECTS
- The course PRL-480 Leadership and Public Relations has been allocated 6 ECTS

**Note: All other courses remain with 5 ECTS.**

After the above modifications, the complete curriculum of the program appears in APPENDIX 1

## 2. Teaching, learning and student assessment

(ESG 1.3)

### STRENGTHS

#### **EEC:**

- Strengths for the Bachelor program are that the learning outcomes are defined well for each course and procedures are defined for student appeals.
- There is also a good amount of flexibility for students in choosing their path of learning through a variety of elective courses, in order to develop their specialized skills for pursuing different branches in their career.

**PHILIPS UNIVERSITY:** The University is gratified by these positive findings of the EEC.

### AREAS OF IMPROVEMENT AND RECOMMENDATIONS

**EEC:** A broader range of assessment methods should exist so that to address the needs of each course and its learning outcome.

**Philips University:** The learning and teaching methods used at Philips University enhances students key skills by providing them not only with skills employers look for in graduates but also prepares them for further study. Specifically, students are developing:

- Self-management skills (attending lectures, meeting deadlines, essays and assignments, preparing for lectures, final year project)
- Team-work skills (group projects, group presentations)
- Customer awareness (internships, real-life simulations)
- Problem solving (strategic planning, research, examinations, essay and project writing)
- Communication and literacy (essays, presentations, projects, final year project)
- Numeracy skills (data analysis, social media analysis, info-graphs, statistics)
- Information technology (social media, wikis and blogs, websites, projects, presentations).

**EEC:** The EEC repeats the areas of improvement and recommendations that appear in the previous section (1. study programme and study programme's design and development).

**Philips University:** The University has already fully implemented **all** the above recommendations of the EEC, which are presented and are explained in the previous section (1. study programme and study programme's design and development)

### 3. Teaching Staff (ESG 1.5)

#### STRENGTHS

##### EEC:

- There is adequate staff in place to run the program, and there is a good balance between female and male staff.
- We were impressed by the synergies between in house and external stakeholders.

**Philips University:** The University is gratified by these positive findings of the EEC.

#### AREAS OF IMPROVEMENT AND RECOMMENDATIONS

**EEC:** We recommend a recruitment plan that will cut across all academic ranks.

**Philips University:** The University has already implemented this recommendation of the EEC and has developed a plan for additional hiring's, which includes faculty openings to enrich the faculty teaching in this and other programs, across all academic ranks.

### 4. Students (ESG 1.4, 1.6, 1.7)

#### STRENGTHS

**EEC:** Coherent and well planned procedures for admission, progression, recognition and certification. It shows that the University (College) has many years of experience. Throughout the programme, ECTS credits are used for each course, which not only shows the commitment to European standards, but also allows for smooth recognition of attended courses outside Philips University

**Philips University:** The University is gratified by these positive findings, as well as by the "compliant" ratings in all items of this section.

#### AREAS OF IMPROVEMENT AND RECOMMENDATIONS

**EEC:** It might be beneficial to provide future students with an informative handbook about all these procedures, both printed and online. Such a "learners' handbook" is briefly mentioned in the application, but details on its content (or a link to the website) are not provided.

**Philips University:** The University has already taken action for inclusion of these procedures in the website of the University.



## 5. Resources

(ESG 1.6)

**EEC:** The virtual site-visit reveals that technical and other resource are well in place and functioning. Access for students to the libraries of the Universities of Cyprus and Athens is greatly appreciated and facilitates studies at Philips University. Furthermore, the system of student tutoring and support is well established and the committee has no doubts that all these services will be made available also to future students of the programme under scrutiny.

**Philips University:** The University appreciates and is gratified with the “Compliance” ratings by EEC in all items in this section and the positive findings of the EEC, concerning the recommendation of the EEC for dissemination of information about the facilities and student resources.

## B. Conclusions and final remarks

Philips University appreciates both the positive comments and constructive recommendations given by the External Evaluation Committee (EEC) in its Evaluation Report dated 02 July, 2020. We believe that the Evaluation Report leads to a positive decision for accreditation of the program of study “Public Relations and Communication”. We agree and fully accept the recommendations of the EEC and we have already put them in effect.

As a matter of principle Philips University would like to emphasize the fact that the Evaluation concerns a new program of study that is not yet in operation. However, the University has adopted the recommendations of the EEC, which have already been fully implemented and put in effect.

### Given that:

1. **the EEC marked all items in all sections with marks 3 and above (most with 4 and 5),**
2. **the University has accepted and has already fully implemented all recommendations of the EEC, including those pertaining to the curriculum,**

**the University believes that the Programme of Study BA in Public Relations and Communication deserves to be accredited.**

- The University has already fully implemented and put in effect the observations and recommendations stated in the External Evaluation Report, as follows:
- Accepting the recommendations of EEC regarding the need for enhancing the programme with methodology courses for offering students a solid background on research methodology we proceeded to all suggested by the EEC changes, which provide a course sequence of methodology courses in the first two years.
- The content of six courses has been enhanced in regards to theoretical issues and depth, as recommended by the EEC.
- Implementing the relevant recommendation of the EEC, we have applied the rationale behind the development of the programme that knowledge should be acquired gradually. Due to this, the programme is structured in a sequence of courses built upon the notion of pre-requisites.

- Accepting the recommendations made by the EEC regarding the designation of certain courses as elective and compulsory, changes have been made which are presented earlier in this document.
- Accepting the recommendations of EEC regarding the allocation of ECTS credits to courses of the programme, 15 courses have been allocated with 6 credits each, whereas the other courses have been allocated with 5 credits.
- The learning and teaching methods used at Philips University enhance student's key skills by providing them not only with skills employers look for in graduates but also prepare them for further study. Details are given earlier in this document.
- The University has already implemented the recommendation of the EEC for a recruitment plan and has developed a plan for additional hiring's, which includes faculty openings to enrich the faculty teaching in this and other programs, across all academic ranks.
- The University has already taken action for inclusion procedures for students in the website of the University.

### C. Higher Education Institution academic representatives

<i>D. Name</i>	<i>Position</i>	<i>Signature</i>
Prof. Demetrios Natsopoulos	Rector	
Prof. Constantina Shiakallis	Vice-Rector	
Prof. Andreas Hadjis	Acting Dean	
Ass. Prof. Evangelia Siachou	Chairperson	
Dr. Rafaela Orphanides	Program Coordinator	

**Date:** 17 July, 2020

## **APPENDIX 1**

### **REVISED STRUCTURE OF THE PROGRAM REVISED SYLLABI**

## 1.1 Revised structure of the BA in Public Relations and Communication program

### BA in Public Relations and Communication

#### FIRST YEAR

<b>Semester 1</b>		<b>ECTS</b>
<b>Core</b>		<b>(20)</b>
BSM-111	Introduction to Management	5
CST-110	Computers and Applications	5
PRL-111	Principles of Public Relations	5
PRL-112	Introduction to Media and Culture	5
<b>Electives</b>		
<b>Two from:</b>		<b>(10)</b>
ACF-110	Accounting	5
PSY-112	Introduction to Social Psychology	5
PSY-110	General Psychology	5
PRL-115	Communication and Language Development I	5
<b>Semester 2</b>		<b>ECTS</b>
<b>Core</b>		<b>(20)</b>
BSM-121	Theory and Practice of Management	5
BSM-231	Principles of Marketing	5
PRL-120	Public Relations Skills and Competencies	5
CST-114	Statistics	5
<b>Electives</b>		
<b>Two from:</b>		<b>(10)</b>
PRL-125	Communication and Language Development I	5
PRL-126	Introduction to media history	5
PRL-180	Modern history of Europe	5
PSS-110	Modern Society and Sociology	5

**SECOND YEAR**

**Semester 3**

**Core (25)**

GEN-230	Consumer Behaviour	5
PRL-230	New Media and Public Relations	5
PRL-231	Corporate Communications	5
PrI-232	Integrated Marketing Communications	5
PRL-352	Social Research Methods	5

**Electives**

**One from: (5)**

BSM-238	Dynamics of Cyprus Economy I	5
PRL-235	Language skills in Practice I	5
PRL-236	Media, Culture and Globalisation	5

**Semester 4**

**Core (25)**

PRL-240	Public Relations and the Art of Persuasion	5
PRL-241	Social Media Cultures	5
PRL-242	Journalism and Networked Media	5
BSM-246	Business and Society	5
BSM-483	Marketing Research	5

**Electives**

**One from: (5)**

BSM-241	Organisational Behaviour	5
BSM-249	Dynamics of Cyprus Economy II	5
BST-226	Managing the HR function	5
PRL-245	Language skills in Practice II	5

**THIRD YEAR**

**Semester 5**

<b>Core</b>		<b>(20)</b>
PRL-350	Successful writing in Public Relations	5
PRL-351	Strategic Communications Management	5
PRL-420	Business Ethics	5
PRL-475	Political Communication and Media	5

**Electives**

<b>Two from:</b>		<b>(10)</b>
BIS-120	Business in its Environment	5
BIS-225	Business in Europe	5
CST-126	Media platforms	5
PSY-421	Work Psychology for Career Success	5

**Semester 6**

<b>Core</b>		<b>(20)</b>
PRL-360	Digital Public Relations	5
PRL-361	Public Relations and Crisis Management	5
PRL-362	Public Relations Internship	5
PRL-324	Public Relations Strategies and Trends	5

**Electives**

<b>Two from:</b>		<b>(10)</b>
BSM-326	Promotional Management	5
BSM-340	Behavioural Aspects of Marketing	5
PRL-365	Event Management for PR professionals	5
PRL-366	Digital Marketing Communication	5

**FOURTH YEAR**

**Semester 7**

<b>Core</b>		<b>(24)</b>
GEN-410	Project I	6
PRL-470	Public Relations and Corporate Reputation	6
PRL-472	Public Relations Campaigns	6
BSM-440	Global Marketing	6

**Electives**

<b>One from:</b>		<b>(6)</b>
BIS-419	Entrepreneurship and Innovation	6
BSM-311	International Management	6
BSM-331	Marketing Management	6
PRL-424	Strategy, Marketing and Branding	6

**Semester 8**

<b>Core</b>		<b>(24)</b>
GEN-451	Project II	6
PRL-481	Global Public Relations	6
PRL-482	Public Relations Case studies	6
PRL-476	Advertising and Society	6

**Electives**

<b>One from:</b>		<b>(6)</b>
PRL-485	Communication Audit	6
BIS-323	Critical Perspectives of Management	6
PRL-480	Leadership and Public Relations	6

## 1.2 Revised syllabi

Course Title	<b>CORPORATE COMMUNICATIONS</b>				
Course Code	<b>PRL-231</b>				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	2 / Three				
Teacher's Name	Louise Victoria HOLMES				
ECTS	5	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course aims to provide students with a comprehensive introduction to corporate communications. By familiarising the students with fundamental concepts and models of communication, this course aims to provide students with the knowledge and skills necessary for quality communication in a dynamic and diverse workplace.				
Learning Outcomes	<p>Upon completion, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ demonstrate an understanding of the major perspectives and models of communication;</li> <li>▪ demonstrate knowledge of major theories and principles of communication;</li> <li>▪ develop a basic understanding of what corporate communication is, its role in corporations, and the different perspectives on corporate communication;</li> <li>▪ demonstrate an understanding of key theories of corporate communication and public relations (e.g. stakeholder theory).</li> </ul>				
Prerequisites	None	Required			
Course Content	<p>Defining communication.</p> <p>Communication types, models and principles.</p>				



Communication theories and elements.

The implications of different models of social relations for understanding knowledge sharing.

Defining Corporate Communication – Dimensions of corporate reputation: prominence, esteem, attributes, associations

Corporate Identity, Image and Reputation – influences on reputation – reputational and relational consequences

Different perspectives on corporate communication.

Changing Business Environments

Conceptual foundations - Stakeholder management and communication

Employee communications - Investor and Government Relations

Research and measurement

Key theories of corporate communication: Stakeholder theory and Corporate identity.

Corporate Communication in Contemporary Organizations – Corporate communication in Brand promotion

Corporate Communication in a Changing Media Environment.

Teamwork and professional interactions; Collaboration, credibility, compassion and coordination.

Business to business public relations.

Issues Management and transparency.

Decision-making processes: Leadership, problem solving and change communication.

Corporate Social responsibility; Making ethical decisions.

The individual and the social class conceptual framework; Cultural symbols, cultural stereotypes, cultural styles and the relevant verbal codes.

Communication in a diverse environment: individualistic vs collectivist cultures.

	<p>A strategy for self-management.</p> <p>Media, technology and communication.</p>
Teaching Methodology	<p>A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials), case studies, debates and individual and/or group essays and assignments. .</p>
Bibliography	<p><b>Recommended Reading:</b></p> <p>Cornelissen, J., <i>Corporate Communication: A guide to theory and practice</i>, 5<sup>th</sup> ed., SAGE Publications, ISBN 9781473953703, 2017.</p> <p>Thompson, N. <i>Effective Communication: A guide for the people professions</i>, Red Globe Press, 2018, ISBN 9781352002225.</p> <p>Kitchen, P. J., Schultz, D. E., <i>Raising the Corporate Umbrella: Corporate Communications in the 21st Century</i>, Palgrave McMillan, 2001.</p> <p>Argenti, P., <i>Corporate Communications</i>, 7<sup>th</sup> ed., McGraw-Hill Irwin, 2015, ISBN 9780073403274.</p> <p><b>Recommended Journals:</b></p> <p>Sloan Management Review</p> <p>Journal of Communication</p>
Assessment	<p>50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)</p>
Language	<p>English</p>

Course Title	<b>NEW MEDIA AND PUBLIC RELATIONS</b>				
Course Code	<b>PRL-230</b>				
Course Type	<b>Compulsory</b>				
Level	<b>Undergraduate</b>				
Year / Semester	<b>2 / Three</b>				
Teacher's Name	<b>Rafaela ORPHANIDES</b>				
ECTS	5	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course aims to introduce students to the concept, characteristics, advantages and influence of new media. Through this course, students will explore the economic, social and cultural impact of digital environments on contemporary societies. Through this, this course connects theory with practice by providing a grounded view of new media and their features.				
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ Demonstrate an understanding of the features of new media</li> <li>▪ Critically discuss developments of the new media and its consequences on contemporary media industries</li> <li>▪ Develop an understanding of the impact of new media on contemporary societies</li> <li>▪ Critically evaluate arguments concerning new technologies and their impact</li> </ul>				
Prerequisites	None	Required			
Course Content	<p>Definitions of new media</p> <p>Origin and growth of new media</p> <p>Forms and features of new media; types of new media</p>				

Foundations of new media – The concepts of representation and simulation

Perspectives on internet use – Access, Involvement and Interaction

Exploring models of interactivity from multiple research traditions

New media as a subject; Effects of internet and globalisation on popular culture – the structure of new media industries

New media and new economy cluster dynamics – moving from an understanding of the macro-economic forces of globalization and neoliberalism to the specific instance of how this might affect the user of a social network site

Reconfiguring cultural production and distribution

New media forms: interactivity and digital code; convergence and information; user-generated content.

New media in everyday life – the regulation of digital content

New technology and the public; the redefinition of audiences; reinvention of relationships.

Identity: gender; sexuality; race; class and intersectionality – Divides, participation and inequality

Culture: fandom; trolling; self-presentation and social media fame

New media impacts on conventional thinking in public relations – moving beyond traditional public relations models

A structurationist approach to the life cycle of internet publics and public participations

Public relations, ethics and new media – complexity thinking in the age of transparency – from personal and interpersonal to impersonal influence – media and legitimacy in relationship management

Pros and cons in modern media delivery.

Privacy laws and the impact of digital surveillance.

Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials), case studies, debates and individual and/or group essays, assignments and presentations.
Bibliography	<p><b>Recommended Reading:</b></p> <p>Lister, M., Dovey, J., Giddings, S., Grant, I. and Kelly, K. <i>New media: A critical introduction, 2<sup>nd</sup> ed.</i>, Routledge, 2009, ISBN 0203884825.</p> <p>Fuchs, C., <i>Culture and Economy in the age of social media, 1<sup>st</sup> ed.</i>, Taylor &amp; Francis, 2015, ISBN 9781138839311.</p> <p>Baym, N.K., <i>Personal Connections in the Digital Age, 2<sup>nd</sup> ed.</i>, Polity Press, 2015, ISBN 978-0745670348.</p> <p><b>Recommended Journals:</b></p> <p>Journal of Communication Management</p> <p>Academic Digital Marketing Journal</p> <p>Journal of Interactive Marketing</p>
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English

Course Title	<b>SOCIAL RESEARCH METHODS</b>				
Course Code	<b>PRL-352</b>				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	2 / THREE				
Teacher's Name	George PAVLOU				
ECTS	5	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course aims to help students to evaluate research from a methodological perspective and to practically apply methods to conduct social science research projects. The course aims to equip students with the skills and confidence necessary to undertake original social research for their final year project.				
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ understand the nature of research and the research process;</li> <li>▪ be aware of the key principles in ethical research;</li> <li>▪ design, carry out and analyse a small-scale research project.</li> </ul>				
Prerequisites	None	Required	None		
Course Content	<p>Definition of Research.</p> <p>Thinking like a researcher; The research process.</p> <p>Qualitative and quantitative research.</p> <p>Questionnaire design.</p> <p>Qualitative interviews.</p> <p>Focus groups.</p> <p>Analysing qualitative data.</p> <p>Participant observation.</p> <p>Online research.</p>				

	<p>Digital Ethnography.</p> <p>Online surveys</p> <p>Collecting and analyzing social media data</p> <p>Network analysis</p> <p>Research ethics and reflexivity.</p>
Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials) and individual and/or group essays and assignments.
Bibliography	<p><b>Recommended Reading:</b></p> <p>Bryman, A., <i>Social Research Methods</i>, Oxford University Press, 5<sup>th</sup> ed., 2015, ISBN 9780199689453.</p> <p>Daymon, C., Holloway, I., <i>Qualitative Research Methods in Public Relations and Marketing Communications</i>, 2<sup>nd</sup> ed., Routledge, 2010, ISBN 9780415471183.</p> <p>Jungherr, A. Analyzing political communication with digital trace data. Springer, chapter 3 (“Twitter in the Analysis of Social Phenomena: An Interpretive Perspective”), 2010.</p> <p><b>Recommended Journals:</b></p> <p>Journal of Public Relations Research</p> <p>Sociological Methods &amp; Research</p> <p>International Journal of Social Research Methodology</p>
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, mini research project, group presentations)
Language	English

Course Title	<b>PUBLIC RELATIONS AND CRISIS MANAGEMENT</b>				
Course Code	<b>PRL-361</b>				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	3 / Six				
Teacher's Name	Panayiotis GKOREZIS				
ECTS	5	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course aims to provide students with an understanding of the key elements of a crisis -prior, during and after a crisis-, by focusing on strategic communication and positioning. Crisis management is a critical organisational function. Failure to manage a crisis can result in serious harm to stakeholders, losses for an organisation, or end its very existence. Public relations practitioners are an integral part of crisis management teams.				
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ identify a crisis, its type and the stakeholders most affected;</li> <li>▪ develop a crisis plan and vulnerabilities assessment;</li> <li>▪ discuss the role of contingency planning towards establishing a crisis management team and the role of the crisis manager;</li> <li>▪ discuss the various strategies for responding to a crisis;</li> <li>▪ describe common crisis management plan weaknesses;</li> <li>▪ implement damage control;</li> <li>▪ understand the typical stages of a crisis.</li> </ul>				
Prerequisites	PRL-351	Required			
Course Content	<p>The role of Public relations in crisis management.</p> <p>Definition of crisis management and types of crises.</p>				



	<p>A historical and conceptual approach for Crisis management</p> <p>Crisis management theories (situational crisis communication theory, attribution theory, contingency theory)</p> <p>Towards a stakeholder theory of crisis management.</p> <p>Identifying a crisis.</p> <p>Pre-crisis phase (prevention, preparation, planning).</p> <p>Crisis response.</p> <p>Risk, issues, and crisis communication.</p> <p>Risk management, Post-crisis.</p> <p>Crisis management plan, team and spokesperson.</p> <p>Different approaches to crisis management.</p> <p>The crisis team, the role of the crisis manager and contingency plans.</p> <p>Common crisis management plan weaknesses.</p> <p>Reputational repair and behavioural intentions.</p> <p>Corporate social responsibility (CSR) and different approaches to CSR.</p> <p>The role of public relations in promoting healthy communities.</p> <p>Implications of new media for crisis management.</p>
Teaching Methodology	<p>A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials), case studies, debates and individual and/or group essays and assignments.</p>
Bibliography	<p><b>Recommended Reading:</b></p> <p>Heath, R.L., <i>The SAGE handbook of public relations</i>, SAGE publications, 2010.</p> <p>Fearn-Banks, K., <i>Crisis Communications</i>, 5<sup>th</sup> ed., Routledge, 2016, ISBN 9781138923744.</p> <p><b>Recommended Journals:</b></p>

	Journal of contingencies and crisis management Crises and crisis management Crisis management
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English

Course Title	<b>PUBLIC RELATIONS INTERNSHIP</b>				
Course Code	<b>PRL – 362</b>				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	3/ Six				
Teacher's Name					
ECTS	5	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The students will spend a minimum of 60 hours on an internship placement within a local organization. This may be in any one of a number of commercial and/or public sector organisations. The placement will focus on public relations and communications work experience. All placements will be formally arranged and monitored regularly by staff from Philips University.				
Learning Outcomes	<p>Upon completion of the course, students should have gained:</p> <ul style="list-style-type: none"> <li>▪ a sustained experience of a professional working environment.;</li> <li>▪ a sophisticated and applied understanding of the procedures and operation of a business, institution or other organization;</li> <li>▪ a critical understanding of the work, motivations and roles of public relations professionals working within public, private or voluntary sectors.</li> </ul>				
Prerequisites			Required		
Course Content	<p>A minimum of 60 hours on an internship placement within a local Organization.</p> <p>CV writing best practice.</p> <p><b>Roles and Responsibilities within the Internship Programme</b></p> <p><b>The Student</b></p>				

- Must have a strong interest in the Organisation and be enthusiastic about the prospect of the placement.
- Should undertake a placement relevant to his/her interest in future employment and which is relevant to the course.
- Must be fully briefed about the placement, carry out the necessary research and have and have access to all contextual information i.e. Organisation code of practice etc.
- Must fully understand the placement work to be undertaken, the content in which he/she will be working and consequently the register of language required.
- Must comply with Organisation rules and practice and must adhere to Organisation confidentiality and copyright clauses.
- Should be made aware of the rights and responsibilities within the Organisation. All work must be carried out in accordance with the Health and Safety regulations.
- Where appropriate should keep a learning log updating his/her progress.
- Must complete the written work required by the University for assessment e.g. project or dissertation.
- Remains a member of the University.
- Completes Student Evaluation form, recording learning development & achievements.

### **Employers**

- Are responsible for setting up the placement and designating a Mentor to each placement student.
- Think carefully about the objectives of the placement and what specialist knowledge / skills are required.
- Liaise with a member of the Organisation staff and provides the necessary information on the Organisation and the placement.

	<ul style="list-style-type: none"> <li>▪ Sign a placement agreement, drawn up by the University which outlines the placement objectives and the learning outcomes.</li> </ul> <p><b>University</b></p> <ul style="list-style-type: none"> <li>▪ Designates a student to a placement in accordance with the student skills.</li> <li>▪ Must ensure all parties fully understand the aims and outcomes of the placement.</li> <li>▪ Liaises with the Organisation and provides the contextual information for the student.</li> <li>▪ Monitors the progress of the student – one member of the Organisation staff will be responsible for each student and will be the point of contact for the University.</li> <li>▪ Maintains regular contact with the student.</li> <li>▪ Provides academic support.</li> <li>▪ Ensures that the student has sufficient information on the rights and responsibilities within the work place.</li> <li>▪ Has overall responsibility for assessing the academic work produced during the placement (the Organisation and the University may establish together the assessment criteria in order to meet both the University requirements and the Company’s expected outcome of the programme).</li> <li>▪ Provides guidance on integrating this learning into longer term career planning.</li> </ul>
Teaching Methodology	Real-life experience, mentoring, written report.
Bibliography	<p><b>Recommended Reading:</b></p> <p>Cottrell, S., <i>Skills for success: personal development and employability</i>, 3<sup>rd</sup> ed., Red Globe Press, 2015, ISBN 9781137426529.</p>
Assessment	As explained above.
Language	English

Course Title	<b>POLITICAL COMMUNICATION AND MEDIA</b>			
Course Code	<b>PRL - 475</b>			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	3 / Five			
Teacher's Name	Nondas METAXAS			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	The course introduces key theoretical approaches to the study of the media and politics and places current trends in an historical and comparative perspective. Key topics include media-state-relations, election campaigns, social media activism and performances of politicians. The course also explores how both routine politics and political activism develop with and within a diverse media landscape.			
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ analyse the relationship between media and politics in different settings and from different perspectives;</li> <li>▪ investigate the complexity of political communication and its relationship with culture and communication;</li> <li>▪ understand how and why media structures, media production and media consumption are changing, as well as some of the central effects that these changes have on political communication;</li> <li>▪ review academic literature and case studies in the field of media and politics.</li> </ul>			
Prerequisites	None	Required		

Course Content	<p><i>Theories and debates in political communication: Key issues in Political Communication, Aristotle and theories of rhetoric, Theoretical Approaches to News Media.</i></p> <p>Political communication as a field of research – Role of culture, ideology and consciousness in political communication</p> <p>Public deliberation, discursive participation and citizen engagement – Political rhetoric and identity</p> <p><i>Reporting politics and election campaigns: Keeping an Eye on Newspaper, Television and Web reporting of Parliament, Election campaigns, political parties and the press, local, national and international perspectives.</i></p> <p>Political communication and online spaces</p> <p><i>Media and Conflict: Symbols, myths and national identity in political communication, War, Politics and Propaganda, The implications of digital media technologies for journalism and political communications.</i></p>
Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials), case studies, debates and individual and/or group essays and assignments.
Bibliography	<p><b>Recommended Reading:</b></p> <p>Oates, S., <i>Introduction to Media and Politics</i>, 1<sup>st</sup> ed., SAGE Publications, 2008, ISBN 9781412902625.</p> <p>Davis, Aeron, <i>Political communication and social theory</i>, Taylor &amp; Francis, 2010, ISBN 9780203847299.</p>

	<p>Negrine, R., Holtz-Bacha, Ch., Papathanassopoulos, S., <i>The Professionalisation of Political Communication</i>, 1st ed., Intellect Books, 2007.</p> <p>Gunn, S., E., <i>Mediated Authenticity: How the Media Construct Reality</i>, Peter Lang Publishing, 2015.</p> <p>Freedman, D., <i>The Contradictions of Media Power</i>, 1<sup>st</sup> ed., Bloomsbury, 2014, ISBN 9781849660693.</p> <p><b>Recommended Journals:</b></p> <p>The International Journal of Communication Ethics</p>
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English



Course Title	<b>BUSINESS ETHICS</b>				
Course Code	<b>PRL-420</b>				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	3/ Five				
Teacher's Name	Eleni KOUTSOURAKIS				
ECTS	5	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	To help students acquire knowledge and understanding of the nature of moral issues arising in business.				
Learning Outcomes	<p>On completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ explain the nature of ethics and its significance in the business environment;</li> <li>▪ identify and explain the consequence of unethical behavior to the individual and society ;</li> <li>▪ appreciate the need to approach decision making in business using ethical framework ;</li> <li>▪ develop arguments and understand the perspectives of others in considering ethical issues;</li> <li>▪ describe the content of professional ethics codes ;</li> <li>▪ demonstrate understanding of the important historical approaches to ethics;</li> <li>▪ apply strategies or methods for making ethical decisions;</li> <li>▪ show awareness of assumptions, goals, principles, and actions as they affect the workplace and society as a whole;</li> <li>▪ evaluate the impact of individual and corporate decisions on human life;</li> <li>▪ society, and the environment in order to promote business ethics.</li> </ul>				

Prerequisites		Required	
Course Content	<p>What moral problems are and how, if at all, they can be resolved.</p> <p>Moral problems arising in business, e.g. whistleblowing, deception; environmental problems.</p> <p>The relation between business and society.</p> <p>Is there irresolvable conflict between the demands of morality and the requirements of successful business?</p> <p>Corporate social responsibility.</p>		
Teaching Methodology	<p>A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials), case studies, debates and individual and/or group essays and assignments.</p>		
Bibliography	<p><b>Recommended Reading:</b></p> <p>Hartman, Laura P. <i>Perspectives in Business Ethics</i>, 3<sup>rd</sup> ed., McGraw-Hill Higher Education, 2004, 9780072881462.</p> <p>Sternberg, E. <i>Just Business: Business Ethics in Action</i>. 2<sup>nd</sup> ed., Oxford University Press, 2000, ISBN 9780198296638.</p> <p><b>Journal:</b></p> <p>Journal of Business Ethics.</p>		
Assessment	<p>50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)</p>		
Language	<p>English</p>		

Course Title	<b>ADVERTISING AND SOCIETY</b>				
Course Code	<b>PRL-476</b>				
Course Type	<b>Core</b>				
Level	<b>Undergraduate</b>				
Year / Semester	<b>4 / Eight</b>				
Teacher's Name	<b>Andreas HADJIS</b>				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course aims to introduce students to the pervasiveness of advertising in contemporary societies. Through the examination of basic principles and practices of advertising, this course aims in aiding students to develop a clear understanding of the role of advertising in our lives.				
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ understand basic advertising concepts and practices</li> <li>▪ develop a critical understanding of the relationship of advertisement with consumerism and capitalism.</li> </ul>				
Prerequisites		Required			
Course Content	<p>Origins of the modern consumer society</p> <p>The rise of modern advertising – Public relations and advertising in an integrated marketing context</p> <p>Symbolism in advertising (semiotics, deconstructing meaning in messages)</p> <p>The communicative nature of advertising</p> <p>Advertising theories and models – The relevance accessibility model of advertising effectiveness (Baker)</p> <p>Medium theory and ecology</p>				

	<p>Advertising, social identity and lifestyle - Stereotypes in advertising</p> <p>Advertising and gender - Advertising and ageism</p> <p>Selling youth culture and marketing coolness - Selling empowerment</p> <p>Critical research issues in advertising – the functions and power of advertising</p> <p>Global capitalism</p> <p>Consumer society - Social responses to advertising</p> <p>Advertising, ethics and social responsibility</p>
Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials), case studies, debates and individual and/or group essays and assignments.
Bibliography	<p><b>Recommended Reading:</b></p> <p>Gregory, A., <i>Planning and Managing Public Relations Campaigns: A strategic approach</i>, 4<sup>th</sup> ed., Kogan Page, 2015, ISBN 9780749468736.</p> <p>Kitchen, P. <i>Public Relations – Principles &amp; Practice</i>, 14<sup>th</sup> ed., Pearson, 2019, ISBN: 9780134895444.</p> <p>Tench, R., and L. Yeomans, <i>Exploring Public Relations: Global Strategic Communication</i>, 4<sup>th</sup> ed., Pearson, 2017, ISBN 9781292112183, 9781292200347.</p> <p><b>Recommended Journals:</b></p> <p>Public Relations Review.</p> <p>Sage journals: Public Relations Inquiry</p>
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English

Course Title	<b>GLOBAL PUBLIC RELATIONS</b>				
Course Code	<b>PRL-481</b>				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	4 / Eight				
Teacher's Name	Evangelia SIACHOU				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course aims to address the relevance and impact of culture on public relations activities across the world. The importance of this course lies in the increasing encounter of corporations with more cultures in their international expansion and with the rapidly changing compositions within many nations.				
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ demonstrate a critical understanding of the impact of culture on public relations;</li> <li>▪ understand key challenges relating to the different public relations disciplines in a global environment;</li> <li>▪ understand and develop global public relations strategies.</li> </ul>				
Prerequisites	None	Required	None		
Course Content	<p>The importance of culture in discussions about global public relations</p> <p>Normativity and epistemology</p> <p>Realism, liberalism, constructivism, Marxism and Feminism</p> <p>Organisations' response to cultural variations – An intersectional approach</p>				

The Intersection of Political and Economic Systems in Global Public Relations.

Culture: The "*Silent*" Language" is also the "*Neglected*" Language.

Multiculturalism and public relations

The Media, International, Transnational and Global Public Relations.

The Nexus between Activism and Public Relations.

Leading an Ethical Industry: Local and Global Professional Public Relations Associations.

The Development and Challenges of Global Public Relations Agencies.

Exploring the Complexity of Global Strategic Communication Practice in Government: The Case of the Canadian Federal Government.

Global Public Sector and Political Communication.

The European Union and Its Public Relations: Context, Actions, and Challenges of a Supranational Polity.

A New Public Relations for Corporations in the World of Hyper-Globalization

Powerful Families, Powerful Influences: Family-owned Enterprises and Public Relations in Asia.

Global Interdependence and Risks: Management and Communication.

Global Crisis Communication.

Principles for global public relations strategies

The Management and Practice of Public Affairs in a Global Context.

Linking Public Relations and Public Diplomacy: Creating a New Cadre of Public and Corporate Diplomats.

Crowdfunding: From Global Financial Crisis to Global Financial Communication.

Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials), case studies, debates and individual and/or group essays and assignments.
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Bibliography	<p><b>Recommended Reading:</b></p> <p>Krishnamurthy, S., Verčič, d., <i>The Global Public Relations Handbook</i>, 3<sup>rd</sup>. ed., Taylor &amp; Francis, 2019, eBook ISBN 9781315173290.</p> <p>Waters R. D., <i>Public Relations in the Nonprofit Sector: Theory and Practice</i>, 1<sup>st</sup> ed., Routledge, 2017.</p> <p>Stroup S. S., <i>The Authority Trap: Strategic Choices of International NGOs</i>, 1<sup>st</sup> ed., Cornell University Press, 2017, ISBN 978-1501702150.</p> <p><b>Recommended Journals:</b></p> <p>Journal of Communication Management</p> <p>Public Relations Review</p>
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English



Course Title	<b>MARKETING RESEARCH</b>				
Course Code	<b>BSM-483</b>				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	2 / Four				
Teacher's Name	George PAVLOU				
ECTS	5	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>The objective of the course is to provide students with principal knowledge concerning the design and implementation of business research and to initiate them into various forms of statistical analysis. Emphasis is placed on the examination of different methodologies and types of analysis for giving answers to various problems in the business environment. Applications of statistical analysis techniques, in everyday business decision making processes, are presented and discussed.</p>				
Learning Outcomes	<p>Upon successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ define research problems and determine research objectives;</li> <li>▪ use qualitative and quantitative research methods to collect primary data;</li> <li>▪ evaluate the importance of measurement and scale processes;</li> <li>▪ differentiate between univariate, bivariate and multivariate statistics;</li> <li>▪ conduct a one tailed and two tailed test of hypothesis;</li> <li>▪ use Linear Regression and Correlation.</li> </ul>				
Prerequisites	BSM-231	Required			
Course Content	Transforming data into information: editing and coding;				

	<p>Descriptive analysis: percentages and central tendency; cross-tabulations;</p> <p>Univariate statistics: Stating hypotheses – null and alternative hypotheses; hypothesis testing; types of errors.</p> <p>Choosing the appropriate statistical technique; types of questions to be answered; number of variables; parametric and non-parametric hypothesis tests; t-distribution and chi-square tests.</p> <p>Bivariate analysis: test of differences; cross-tabulation tables: chi-square tests for goodness of fit; t-test and z-test; analysis of variance (ANOVA).</p> <p>Bivariate analysis: measures of association; correlation and causation; regression analysis: least-squares methods; test of statistical significance. Multivariate analysis; the nature of multivariate analysis; influence of measurement scales; analysis of dependence; multiple regression analysis.</p> <p>Communicating research results; report and presentation of the results.</p> <p>Use of technology for analysing data: SPSS for the use of analysing business research data.</p>
Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials), case studies, debates and individual and/or group essays and assignments.
Bibliography	<p><b>Recommended Reading:</b></p> <p>eBook: Zikmund, W.G: <i>Business Research Methods</i>, 9<sup>th</sup> ed., CENGAGE, 2013.</p> <p>Hair, J.F.Jr., and Sharpe, M. N., <i>Essentials of Business Research Methods</i>, 2<sup>nd</sup> ed., Wiley, 2015.</p> <p>Cooper, D.R. &amp;Schindler, P.S.: <i>Business Research Methods</i>, 13<sup>th</sup> ed., McGraw Hill, 2019, ISBN 9781259918933.</p>

	<p>Hague, P., Hague,N. &amp;Morgan, C.: MARKET RESEARCH in PRACTICE: A GUIDE TO THE BASICS, Kogan Page, 2004.</p> <p><b>Journals:</b> Journal of Marketing Research, and other Journals on Research.</p>
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English

Course Title	<b>PROJECT I</b>				
Course Code	<b>GEN-410</b>				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	4 / Seven				
Teacher's Name					
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course introduces the practice of dissertation writing and research approaches for the study of media forms, texts and systems and their contribution to social life.				
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ demonstrate a knowledge of some of the key research methodologies in media research;</li> <li>▪ understand the basic requirements to the dissertation;</li> <li>▪ demonstrate knowledge of particular authors;</li> <li>▪ complete a plan and research proposal.</li> </ul>				
Prerequisites	None	Required			
Course Content	<p>Introduction to Dissertation.</p> <p>Introduction to Research.</p> <p>Drawing up a dissertation proposal.</p> <p>Literature review.</p> <p>Research Methods.</p> <p>Problems encountered.</p>				
Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials), research, supervision.				

Bibliography	<p><b>Recommended Reading:</b></p> <p>Treadwell, D. F., and Davis, A., <i>Introducing Communication Research: Paths of Inquiry</i>, 4<sup>th</sup> ed., SAGE Publications, 2019, ISBN 9781544372167.</p> <p>Berger, A., A., <i>Media and Communication Research Methods :An Introduction to Qualitative and Quantitative Approaches</i>, . 4<sup>th</sup> ed., SAGE Publications, 2015, ISBN 978-1483377568.</p> <p>Greetham, B., <i>macmillan study skills How to Write Your Undergraduate Dissertation</i>, 2019, ISBN 9781352005226.</p>
Assessment	Writing up of research proposal, Literature Review, Choice of research methods, starting up data collection.
Language	English

Course Title	<b>PROJECT II</b>				
Course Code	<b>GEN-451</b>				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	4 / Eight				
Teacher's Name					
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course enables students to engage in long-term, in-depth research on a topic of their choice subject to the approval of the Department.				
Learning Outcomes	<p>Upon completion of the course students should have:</p> <ul style="list-style-type: none"> <li>• justify the selection of a chosen topic;</li> <li>• identify, compare and evaluate appropriate research approaches and strategies;</li> <li>• identify, collect and analyse appropriate data, both primary and secondary;</li> <li>• critically evaluate the data collected in the context of existing studies;</li> <li>• critically evaluate the chosen research strategy;</li> <li>• integrate theoretical concepts developed throughout the undergraduate learning programme.</li> </ul>				
Prerequisites	GEN – 450	Required			
Course Content	The project should be of approximately 4,000 - 5,000 words. It may take one or more of several forms. For example, it may involve the critical examination in an aspect of an organisation's operation with a view to recommending possible courses of action. It may also involve further investigation based on structured interviews. This				

is seen as a very important element of the programme providing an opportunity to students to bring together the skills and knowledge acquired throughout the programme and apply these to a substantial piece of work on a topic of their choice. The importance of the Project is reflected in the amount of time and the number of credits allocated to this purpose.

The Project is seen as the culmination of the development of independent skills. It requires the systematic study of a subject, involving data collection and analysis, hypotheses, conclusions, and submission of recommendations.

### **Presentation**

Three copies are required to be presented, typed double-spaced on A4 paper, using one side of the paper only and leaving a one-inch margin on the left-hand side. One copy will be returned to the student after the Examiners' meeting.

The second copy will be retained by the Department and the third will be placed in the Library.

The report should include a title page, a one-page summary (*abstract*), and a contents list (chapter and section headings). The body of the report should exhibit a logical flow of ideas divided into sections such as: *Introduction, Specific Aims, Analysis of Problem, Method of Solution, Outline of Programmes, Results, Hypotheses, Discussion, Conclusions and Recommendations*. Tables and statistical charts may be placed in *Appendices*, along with references (Author, Title, Edition, Publisher, Year) and other supplementary material.

### **Assessment**

The final project for each student will be marked independently by two members of the staff, one of whom will be the project's supervisor. The project will be finally assessed by a board based on its *critical content, originality, and competence of both execution and presentation*.

Teaching Methodology	Research, supervision.
Bibliography	<p><b>Recommended Reading:</b></p> <p>Greetham, B., <i>macmillan study skills How to Write Your Undergraduate Dissertation</i>, 2019, ISBN 9781352005226.</p> <p>Treadwell, D. F., and Davis, A., <i>Introducing Communication Research: Paths of Inquiry</i>, 4<sup>th</sup> ed., SAGE Publications, 2019.</p> <p>Berger, A., A., <i>Media and Communication Research Methods : an Introduction to Qualitative and Quantitative Approaches</i>, . 4<sup>th</sup> ed., SAGE Publications, 2015, ISBN 978-1483377568.</p>
Assessment	Data collection, Application of Research methods/data analysis, conclusions, presentation of findings.
Language	English



Course Title	<b>PUBLIC RELATIONS AND CORPORATE REPUTATION</b>				
Course Code	<b>PRL-470</b>				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	4 / Seven				
Teacher's Name	Evgenia PETRIDOU				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course aims to enable students to critically appraise the corporate brand and the importance of communications in developing corporate positioning and building brand equity. Public relations practitioners need to be able to identify and prioritise key stakeholders, and the influence they have in determining the role for corporate reputation management in organisations.				
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ identify key stakeholders and their influence;</li> <li>▪ determine the role for corporate reputation management in organisations;</li> <li>▪ appraise the contribution of the corporate brand in maintaining and developing the corporate positioning;</li> <li>▪ assess the role of corporate reputation in supporting and building brand equity;</li> <li>▪ evaluate the effective use of integrated channels to support corporate reputation.</li> </ul>				
Prerequisites	PRL-231	Required			

Course Content	<p>Concepts of corporate reputation.</p> <p>Corporate personality: mission, values, structure and positioning.</p> <p>Strength and potential of the corporate identity.</p> <p>Stakeholder analysis and mapping: core audience relating to corporate reputation.</p> <p>Levels of corporate endorsement.</p> <p>Brand strategy.</p> <p>Investor relations; internal communication with employees; marketing communication with customers; public affairs; public relations.</p> <p>Corporate community involvement.</p> <p>Public sector public relations.</p> <p>Consumer public relations.</p> <p>Business to business public relations.</p> <p>Cause-related marketing.</p> <p>Measurement of reputation through tools (e.g. Rep Track, Brand Asset Valuatot, etc.).</p> <p>Media Relations; Digital Media Environments.</p> <p>Internal communications.</p>
Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials) plus case studies.
Bibliography	<p><b>Recommended Reading:</b></p> <p>Heath, R., <i>The SAGE handbook of Public Relations</i>, 1<sup>st</sup> ed., Sage publications, 2010.</p>

	<p>Brady,A., <i>The Sustainability Effect,corporate reputation in 21st century</i>, AIAA, 2006, ISBN 978-1403991713.</p> <p>Davies, G. et al., <i>Corporate Reputation &amp; Competitiveness</i>, 1<sup>st</sup> ed., Routledge, 2002, ISBN 9780415287432.</p> <p><b>Recommended Journals:</b></p> <p>Corporate Communications</p> <p>Corporate Reputation Review</p> <p>Journal of Communication Management</p> <p>Reputation Management</p>
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English

Course Title	<b>PUBLIC RELATIONS CAMPAIGNS</b>				
Course Code	<b>PRL-472</b>				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	4 / Seven				
Teacher's Name	Stella KYRIAKIDOU				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course aims to familiarise students with processes of researching, creatively developing, managing, successfully delivering and effectively evaluating a Public Relations campaign. The students are given the opportunity to master the elements of strategic communication through creating their own communication campaign.				
Learning Outcomes	<p>Upon completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ develop an understanding of practical campaign tools and tactics;</li> <li>▪ understand the basic models that are used to develop, implement, and evaluate public relations campaigns;</li> <li>▪ develop, execute and evaluate an effective public relations campaign;</li> <li>▪ apply models while evaluating various PR campaigns in a multitude of PR disciplines;</li> <li>▪ create a knowledge base of various PR tactics that can be used when planning a PR campaign;</li> <li>▪ assess what constitutes a successful PR campaign.</li> </ul>				
Prerequisites	None	Required			
Course Content	Situation analysis.				

	<p>Identifying organisational linkages.</p> <p>Identifying target publics and channels.</p> <p>Terminology of strategic planning.</p> <p>Diversity and ethics.</p> <p>Elements of campaign design: practical applications of theory.</p> <p>Refining messages and pre-testing message effectiveness.</p> <p>Evaluation processes and techniques.</p>
Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials) plus case studies.
Bibliography	<p><b>Recommended reading:</b></p> <p>Heath, R., <i>The sage handbook of Public relations</i>, Sage publications, 2010.</p> <p>Smith, R. D., <i>Strategic planning for public relations</i>, 5<sup>th</sup> ed., Routledge, 2017, ISBN 9781138282063.</p> <p>Oliver, S., <i>Public Relations Strategy</i>, Kogan Page, 2009, ISBN 9780749456405.</p> <p><b>Recommended Journals:</b></p> <p>Journal of Strategic communications</p> <p>International journal of strategic communication</p> <p>Introduction to strategic communication</p> <p>Journal of communication management</p>
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English

Course Title	<b>GLOBAL PUBLIC RELATIONS</b>			
Course Code	<b>PRL-481</b>			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	4 / Eight			
Teacher's Name	Evangelia SIACHOU			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	The course aims to address the relevance and impact of culture on public relations activities across the world. The importance of this course lies in the increasing encounter of corporations with more cultures in their international expansion and with the rapidly changing compositions within many nations.			
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ demonstrate a critical understanding of the impact of culture on public relations;</li> <li>▪ understand key challenges relating to the different public relations disciplines in a global environment;</li> <li>▪ understand and develop global public relations strategies.</li> </ul>			
Prerequisites	None	Required	None	
Course Content	<p>The importance of culture in discussions about global public relations</p> <p>Organisations' response to cultural variations</p> <p>The Intersection of Political and Economic Systems in Global Public Relations.</p> <p>Culture: The "<i>Silent</i>" Language" is also the "<i>Neglected</i>" Language.</p>			

	<p>Multiculturalism and public relations</p> <p>The Media, International, Transnational and Global Public Relations.</p> <p>The Nexus between Activism and Public Relations.</p> <p>Leading an Ethical Industry: Local and Global Professional Public Relations Associations.</p> <p>The Development and Challenges of Global Public Relations Agencies.</p> <p>Exploring the Complexity of Global Strategic Communication Practice in Government: The Case of the Canadian Federal Government.</p> <p>Global Public Sector and Political Communication.</p> <p>The European Union and Its Public Relations: Context, Actions, and Challenges of a Supranational Polity.</p> <p>A New Public Relations for Corporations in the World of Hyper-Globalization</p> <p>Powerful Families, Powerful Influences: Family-owned Enterprises and Public Relations in Asia.</p> <p>Global Interdependence and Risks: Management and Communication.</p> <p>Global Crisis Communication.</p> <p>Principles for global public relations strategies</p> <p>The Management and Practice of Public Affairs in a Global Context.</p> <p>Linking Public Relations and Public Diplomacy: Creating a New Cadre of Public and Corporate Diplomats.</p> <p>Crowdfunding: From Global Financial Crisis to Global Financial Communication.</p>
Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials) plus case studies.
Bibliography	<p><b>Recommended Reading:</b></p> <p>Krishnamurthy, S., Verčič, d., <i>The Global Public Relations Handbook</i>, 3<sup>rd.</sup> ed., Taylor &amp; Francis, 2019, eBook ISBN 9781315173290.</p>

	<p>Waters R. D., <i>Public Relations in the Nonprofit Sector: Theory and Practice</i>, 1<sup>st</sup> ed., Routledge, 2017.</p> <p>Stroup S. S., <i>The Authority Trap: Strategic Choices of International NGOs</i>, 1<sup>st</sup> ed., Cornell University Press, 2017, ISBN 978-1501702150.</p> <p><b>Recommended Journals:</b></p> <p>Journal of Communication Management</p> <p>Public Relations Review</p>
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English



Course Title	<b>PUBLIC RELATIONS CASE STUDIES</b>				
Course Code	<b>PRL-482</b>				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	4 / Eight				
Teacher's Name	Marita TEESDALE				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course studies the role of public relations in organizational problem-solving practices. Through the examination, discussion and analysis of real-life PR cases, students will examine the ways public relations can aid to manage and reconcile challenges that can arise between organisations and its stakeholders.				
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>critically evaluate and analyse examples of how public relations practitioners tried to enhance interactions with key publics to achieve organizational objectives;</li> <li>compare and contrast different organizational public relations situations;</li> <li>develop an understanding of effective principles of strategic public relations through analysing the efficacy of public relations campaigns;</li> <li>apply public relations theories and techniques to a variety of societal contexts;</li> <li>demonstrate effective communication skills through the analysis of Public relations cases;</li> <li>develop solutions for ethical public relations scenarios.</li> </ul>				

Prerequisites	Required	
Course Content	<p>Public relations activities are examined in a variety of societal contexts including ethical and professional dilemmas.</p> <p>Emphasis is given on problem-solving and issues management.</p> <p>Case studies examined include:</p> <p>Public communications campaign for the world bank air pollution abatement program in Slovenia.</p> <p>Vision 2020: Multicultural Malaysia's campaign for development.</p> <p>Shell Oil's response to crisis in Nigeria.</p> <p>How burger King took a bigger bite out of Japan (rival McDonald).</p> <p>Millennial success for Nam Ngu through emotional PR plan (digital campaign connecting family, food and university).</p> <p>How a PR campaign for a small-town pub went global.</p> <p>How volunteer-led PR campaign kicked homophobia.</p> <p>'Doritos crashes the Super Bowl' social media campaign.</p> <p>'Stop oil speculation' campaign.</p>	
Teaching Methodology	<p>A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials) plus case studies.</p>	
Bibliography	<p><b>Recommended Reading:</b></p> <p>Center, A. H., Jackson, P., Smith, S, Stansberry, F. <i>Public Relations Practices: Managerial Case Studies and Problems</i>, 8<sup>th</sup> ed., Pearson, 2014, ISBN 9780133127645 .</p> <p>Hayes, D., et al, <i>Public Relations Cases</i>, 9<sup>th</sup> ed., Cengage Learning, 2012, ISBN 9781111344429.</p> <p>Swann , P. <i>Cases in Public Relations Management: The Rise of Social Media and Activism</i>, 2nd ed., Routledge, 2014. ISBN 9780415517713.</p> <p>Gower, K., <i>Legal and Ethical Considerations for Public Relations</i>, 2nd ed., 2007, ISBN 9781577665540.</p>	

	<p><b>Recommended Journals:</b></p> <p>Journal of Public Relations Research</p> <p>Public Relations Review</p> <p>Journal of Communication Management</p>
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English

Course Title	<b>COMMUNICATION AUDIT</b>				
Course Code	<b>PRL-485</b>				
Course Type	Elective				
Level	Undergraduate				
Year / Semester	4 / Eight				
Teacher's Name	Nikolaos IREIOTIS				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course aims to develop a critical awareness of conducting a communications research audit in a practical setting; develop skills so that students can write a preprofessionally credible communications audit; develop and experience team building; client relations in the real world.				
Learning Outcomes	<p>Upon completion of the course a student will be able to:</p> <ul style="list-style-type: none"> <li>▪ research and evaluate the communications of an organization through a communications audit;</li> <li>▪ demonstrate a critical awareness of the nature and purpose of a communications audit;</li> <li>▪ evaluate self-development of soft skills.</li> </ul>				
Prerequisites	None	Required			
Course Content	<p>Communications audits.</p> <p>Team roles and team building approaches.</p> <p>Client relations.</p> <p>Negotiating skills.</p> <p>Advanced presentation skills.</p> <p>Revision of relevant research methods and reflective writing.</p>				

	<p>Developing timelines/project management.</p> <p>Revision of persuasive theories and PR planning, including: Objective setting, environmental and stakeholder analysis, strategic development, content creation and management and timing.</p>
Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials) plus case studies.
Bibliography	<p><b>Recommended Reading:</b></p> <p>Blokdyk, G., <i>Communication audit: Standard Requirements</i>, CreateSpace Independent Publishing Platform, 2018, ISBN 9781718849693.</p> <p>Hargie, O., <i>Auditing Organizational Communication: A Handbook of Research, Theory and Practice</i>, 2<sup>nd</sup> ed., Routledge, 2009, ISBN 978-0415414463.</p> <p><b>Recommended Journals:</b></p> <p>International Journal of Business Communication</p> <p>Evaluation Review</p>
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English

Course Title	<b>LEADERSHIP AND PUBLIC RELATIONS</b>				
Course Code	<b>PRL- 480</b>				
Course Type	Elective				
Level	Undergraduate				
Year / Semester	4 / Eight				
Teacher's Name	Eleni KOUTSOURAKIS				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course aims to expose students to a variety of leadership theories and practices. Throughout the course, students will explore and review various approaches and techniques of problem solving, performance management and success orientation to the practice of public relations.				
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ develop an understanding of characteristics which comprise a leader;</li> <li>▪ review leadership theories and approaches and examine their application to the practice of public relations practitioners.</li> </ul>				
Prerequisites	None	Required			
Course Content	<p>Defining leadership.</p> <p>Understanding and explaining leadership: traits approach; situational approach; functional approach; skills approach; relational approach; authentic approach.</p> <p>Leadership, power, authority and charisma.</p> <p>Plato and Aristotle.</p> <p>Weber's theoretical viewpoint.</p> <p>Machiavelli, Sennet and Hambermas.</p>				

	<p>Leadership development: authoritarian, democratic and laissez-faire leadership.</p> <p>Leaders vs managers.</p> <p>Purpose and principles in PR's leadership.</p> <p>Applying leadership to Public relations: four levels of skill required for leadership in PR.</p> <p>Viewing leadership from a communication perspective.</p> <p>Modern theories of leadership in private and public enterprises and organisations.</p> <p>Contingency and path-goal theories.</p> <p>Leadership and diversity.</p> <p>Woman leaders and the 'glass ceiling'.</p> <p>Leadership in crisis.</p>
Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials) plus case studies.
Bibliography	<p><b>Recommended Reading:</b></p> <p>Johnson, G.E. and Hackman, M.Z., <i>Leadership: A communication perspective</i>, 7<sup>th</sup> ed., Waveland Press, 2018, ISBN 1478637072, 9781478637073.</p> <p>Piperopoulos, G., <i>Fundamentals of communication, PR and leadership</i>, 1<sup>st</sup> ed., Bookboon, 2013, ISBN 9788740304848.</p> <p>Harrison, S., James E., <i>The Decency Code: The Leader's Path to Building Integrity and Trust</i>, 1st Edition, McGraw-Hill, 2020, ISBN 9781260455397.</p> <p><b>Recommended Journals:</b></p> <p>Journal of Public Relations Research</p> <p>Public Relations Review</p> <p>Journal of Communications Management</p>

Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English



Course Title	<b>ENTREPRENEURSHIP AND INNOVATION</b>				
Course Code	<b>BIS-419</b>				
Course Type	Elective				
Level	Undergraduate				
Year / Semester	4 / Seven				
Teacher's Name	John KAMINARIDES				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The course aims to explain the theoretical foundations of entrepreneurship and innovation into practical, concrete applications. Thus, students are involved from the outset in examining company-product development, market assessment, innovative techniques, the means for presenting and promoting a business idea and implementation challenges.				
Learning Outcomes	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>▪ describe the main innovation and entrepreneurship theoretical foundations;</li> <li>▪ evaluate the degree of innovation and enterprise in a business</li> <li>▪ list and understand the main personal, business, market; characteristics that need to be analysed in order to embark on an entrepreneurial venture;</li> <li>▪ assess success possibilities, given a set of the necessary data regarding the critical success factors of a new business venture;</li> <li>▪ demonstrate the use of specific innovation approaches for the purpose of entrepreneurial development;</li> </ul>				

	<ul style="list-style-type: none"> <li>▪ analyse and interpret relevant data using different approaches, in order to improve relevant decision making and actions;</li> <li>▪ explain their own individual entrepreneurial and innovative capacities.</li> </ul>		
Prerequisites	None	Required	
Course Content	<p>The role of entrepreneurship in the economy and society.</p> <p>The nature, characteristics and behaviour of entrepreneurs.</p> <p>Developing Creativity.</p> <p>Opportunity and Innovation.</p> <p>Creating Entrepreneurial Ventures.</p> <p>Retaining and Developing Entrepreneurship as Venture Grows.</p> <p>Corporate Entrepreneurship and Entrepreneurship.</p> <p>Social Entrepreneurship.</p> <p>The diffusion of innovation.</p>		
Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials) plus case studies.		
Bibliography	<p><b>Recommended Reading:</b></p> <p>Smith, D. <i>Exploring Innovation</i>, McGraw-Hill, 2015, ISBN 0077158393.</p> <p>Williams, S, <i>The Financial Times Guide to Business Start-Up, 2019/20: The Most Comprehensive Guide for Entrepreneurs</i>, 31<sup>st</sup> ed., 2019, ISBN 978129225920.</p> <p><i>START UP YOUR OWN BUSINESS</i>, 6<sup>th</sup> ed., Entrepreneur press, 2015.</p> <p><b>Recommended Journals:</b></p> <p>International Journal of Enterprise and Innovation</p> <p>Journal of Business Venturing.</p>		

	<p>Entrepreneurship Theory and Practice.</p> <p>Journal of Small Business and Entrepreneurship.</p> <p>Venture Capital.</p>
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English

<b>Course Title</b>	<b>CRITICAL PERSPECTIVES ON MANAGEMENT</b>				
<b>Course Code</b>	<b>BIS-323</b>				
<b>Course Type</b>	Elective				
<b>Level</b>	Undergraduate				
<b>Year / Semester</b>	4 / Eight				
<b>Teacher's Name</b>	Evgenia PETRIDOU				
<b>ECTS</b>	6	Lectures / week	3	Laboratories / week	
<b>Course Purpose and Objectives</b>	The course aims to provide students with an understanding of Critical Management Theory as applied to management and leadership. Students are helped to develop their critical and curious thinking about existing theory; critique current approaches to management and leadership; develop the intellectual rigour and knowledge to deal with the complex and multifaceted issues that arise in work situations.				
<b>Learning Outcomes</b>	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ understand recent developments of epistemological and methodological alternatives;</li> <li>▪ explain the rise of managerialism associated with the hegemony of the New Right;</li> <li>▪ challenge the dominance of current orthodoxy in management thought;</li> <li>▪ develop a critique of prominent and influential studies of managerial work.</li> </ul>				
<b>Prerequisites</b>		Required			
<b>Course Content</b>	<p>Management Ideology.</p> <p>The politics of organisational analysis.</p>				

	<p>Approaches to management and leadership.</p> <p>Critical issues in organisations.</p> <p>Critical theory and postmodernism.</p> <p>The knowledge economy and the future of capitalism.</p> <p>Managing in emerging economies.</p> <p>Critiquing managerial work.</p>
Teaching Methodology	<p>A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials) plus case studies.</p>
Bibliography	<p><b>Recommended Reading:</b></p> <p>Scott, W.R. and Davis, G.F., <i>Organizations and organizing: Rational, natural and open systems perspectives</i>. 2nd ed., Routledge: Taylor &amp; Francis, 2016, ISBN: 9780131958937.</p> <p>Linstead, S., Fulop, L., &amp; Lilley S., <i>Management and organisation: A critical text</i>. 2<sup>nd</sup> ed., Palgrave Macmillan, 2009, ISBN 9780230522213.</p> <p>eBook: Jones, G., and George, J. <i>CONTEMPORARY MANAGEMENT</i>, 11<sup>TH</sup> ed., McGraw-Hill, 2019.</p> <p><b>Recommended Journals:</b></p> <p>Journal of Management</p> <p>Critical Management</p> <p>Dialogues in Critical Management studies</p> <p>Harvard Business Review</p>
Assessment	<p>50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)</p>

Language	English				
Course Title	<b>INTERNATIONAL MANAGEMENT</b>				
Course Code	<b>BSM-311</b>				
Course Type	Elective				
Level	Undergraduate				
Year / Semester	4 / Seven				
Teacher's Name	Nancy PAPALEXANDRI				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course aims to enable students understand the multiplicity of factors involved in international management and prioritize their impact and importance. Students familiarize themselves with the implications of a career in a Global marketplace.				
Learning Outcomes	<p>Upon completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ summarize the perspective and environment of International Management;</li> <li>▪ explain the strategies and functions of International Management;</li> <li>▪ present organizational development in International settings;</li> <li>▪ understanding and justification of International Strategic Management and its components;</li> <li>▪ differentiate between internationalization and globalization of Human Resource Management.</li> </ul>				
Prerequisites		Required			
Course Content	<i>The perspective and environment of International Management:</i> the foundations and challenges international management;				

	<p>emerging internationalism; worldwide development; the need to study international management; the cultural context; cultural dimensions; attitudinal dimensions of cultural.</p> <p><i>The strategies and functions of International Management:</i> strategic planning; managing political risks and negotiations; organising international operations, the use of subsidiary boards of directors; organisational characteristics of MNCs, decision-making and controlling.</p> <p>International Marketing and Export Management: International marketing and business strategies; standardization versus customization; product policy; pricing issues; promotion issues; distribution issues; export operations; the mechanics of payment</p> <p><i>International Human Resource Management:</i> personnel selection and repatriation; training and organisation development, training in international management, types of training programs, organisation development in international settings; labour relations and industrial democracy.</p>
Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials) plus case studies.
Bibliography	<p><b>Recommended Reading:</b></p> <p>Wild, J. J., and Wild K. L., <i>International Business: The Challenges of Globalisation</i>, 8<sup>th</sup> ed., Pearson Education, 2016, ISBN-13: 9780133866247.</p> <p>Hill, C. W. L. &amp; Hult G. T. M., <i>International Business: Competing in the Global Marketplace</i>, 11<sup>th</sup> ed., McGraw Hill, 2017.</p> <p><b>Recommended Journals:</b></p> <p>Sloan Management Review</p> <p>Harvard Business Review</p>

Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English



Course Title	<b>STRATEGY, MARKETING AND BRANDING</b>			
Course Code	<b>PRL-424</b>			
Course Type	Elective			
Level	Undergraduate			
Year / Semester	4 / Seven			
Teacher's Name	Nondas METAXAS			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	This course provides an advanced level examination of the theories, principles and practical techniques required for effective, integrated marketing and branding campaigns.			
Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>▪ recognise the factors that shape and determine brand campaigns;</li> <li>▪ demonstrate knowledge of the skills and techniques of effective creative campaigning;</li> <li>▪ demonstrate the ability to critically evaluate campaigning from a variety of sectors;</li> <li>▪ understand the techniques for brand creation, development and marketing;</li> <li>▪ evaluate the importance of marketing communications.</li> </ul>			
Prerequisites	None	Required		
Course Content	<p>Principles of marketing.</p> <p>Campaign Tactics (the promotional mix and how it is used in successful integrated marketing campaigns).</p>			

	<p>Advertising (a look at how successful advertising campaigns combine basic principles and research with unconventionality). Lasting advertising campaigns.</p> <p>Introduction to branding theory and history.</p> <p>Brand Culture.</p> <p>Brand Management.</p> <p>Brands in Crisis and rebranding.</p> <p>Advertising principles and theory.</p> <p>Creative Campaigns and Executive Presentation.</p>
Teaching Methodology	A mixture of lectures and small group teaching (called classes, seminars, workshops or tutorials) plus case studies.
Bibliography	<p><b>Recommended Reading:</b></p> <p>Aaker, D. A. <i>Building Strong Brands</i>, Simon &amp; Schuster UK, 2010, ISBN 9781849830409.</p> <p>Fill, C., <i>Marketing Communications: Communities and Content</i>, 5th ed., Prentice Hall/Financial Times, 2009, ISBN 9780273717225.</p> <p>Chris, F., <i>Marketing Communications: Discovery, Creation and Conversations</i>, 7<sup>th</sup> ed., Pearson, 2016.</p> <p>Elliott R. H., <i>Strategic Brand Management</i>, 2nd ed., Oxford University Press, 2011.</p> <p><b>Recommended Journals:</b></p> <p>Journal of Brand Marketing</p> <p>Journal of Strategic Marketing</p> <p>Marketing Journal</p>
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English

Course Title	<b>GLOBAL MARKETING</b>				
Course Code	<b>BSM-440</b>				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	4 / Seven				
Teacher's Name	Evangelia SIACHOU				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The purpose of this course is to introduce students to a systematic approach of marketing on a global scale. Focus will be placed on the conceptual and analytic tools that enable marketing managers to formulate effective global Marketing Strategies				
Learning Outcomes	<p><b>Learning Outcomes of the course unit:</b></p> <p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand International Marketing and how it operates within a diverse and constantly changing Global Environment.</li> <li>• Critically analyze and evaluate the macro and trading environments of organizations operating within the Global Economy using accepted international marketing theory, concepts and models to be able to formulate marketing policy and strategy.</li> <li>• Demonstrate the use of cognitive skills of critical thinking, analysis and synthesis with respect to international marketing concepts and practice.</li> <li>• Apply the skills of effective problem solving and decision making using appropriate analytical concepts, models and frameworks to be able to identify, evaluate and solve international marketing problems within the context of a Global Competitive Environment.</li> <li>• Present a formal written report consisting of elements of an international marketing plan set against the context of an up-to-date</li> </ul>				

	international case study with scope for critical thinking, evaluation and development		
Prerequisites	None	Required	
Course Content	<p><b>Course Contents:</b></p> <p>Global Marketing in the firm</p> <p>Internationalization Theories</p> <p>Developing the firm's international competitiveness</p> <p>Global Marketing Research</p> <p>The political and economic environment</p> <p>The sociocultural environment</p> <p>International Market Selection process</p> <p>Market entry strategies</p> <p>Designing the Global Marketing Program, Product, Price, Distribution and Communication Decisions</p> <p>Implementing and coordinating the Global Marketing Program, Cross Cultural sales negotiations</p> <p>Organization and Control of Global Marketing Program.</p>		
Teaching Methodology	Lectures, Workshops, Case Studies, Group Projects		
Bibliography	<p><b>Recommended or Required Reading:</b></p> <p>Warren J. Keegan, Mark C. Green: <b>Global Marketing, Global Edition</b>, Pearson, 2017.</p> <p>Sven Hollensen, <b>Global Marketing</b>, Pearson 2016 or latest edition</p> <p><b>Journals:</b></p> <p>Journal of Global Marketing</p>		

	Journal of International Marketing, SAGE publications
Assessment	50% final written exam and 50% continuous assessment (including individual and/or group assignment, essay, case studies' analysis, group presentations)
Language	English