



UNIVERSITY OF
WESTERN MACEDONIA

Faculty of Social Sciences and Humanities

COMMUNICATION AND DIGITAL MEDIA DEPARTMENT

CURRICULUM

Kastoria, June 2019

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PART A

General Information

A1. Short Description - History

The Department of Communication and Digital Media, of the School of Social and Human Sciences, of the University of Western Macedonia was founded in 2019 (Official Government Gazette 70/2019). Although recently founded, the academic identity of the department can be traced back in a long journey that begins with the foundation of the first Department of Public Relations and Communication in Greece. The department was founded in the city of Kastoria and left a significant imprint in the country's academic community. With an established position in the field of Communication, the Department evolved through the years by addressing the complexity and the constant challenges in the field of Communication.

In 2013 the Department incorporates in its name the Digital Media aspect (it is renamed to "Department of Digital Media and Communication") without however changing the scientific scope covered by its curriculum. Through this action the department strengthened its curriculum with the Digital Media dimension by highlighting the important role of the new media developments in the science of Communication.

In 2010, the Department is included in the first 25 Departments in Greece that go through the HQA (Hellenic Quality Assurance and Accreditation Agency) external evaluation process and the main evaluation findings that were reported are:

- The Department Curriculum is equivalent to other similar curricula offered by recognized Universities abroad.
- The employment rate in the labour market for the department graduates is high and a number of students are employed even before they obtain their degree.
- There is high quality research and the research results are integrated into the curriculum content

The external evaluation enabled the Department to design and organize an Interdepartmental Postgraduate Program (MA) entitled "Masters in Public Relations and Marketing with New Technologies", which began its operation in the academic year 2012-2013.

The Department has for many years been one of the most attractive Departments of Higher Education based on the preferences stated in the electronic applications submitted by the high school students that took part in the national examinations (Panhellenic Exams). It is noteworthy that in the 2017 PanHellenic Examinations the Department ranks 2nd among all Departments of Higher Education in the number of students that included the department in their preferences. Specifically for that year the Department was chosen by 13300 candidates. Furthermore over the past years the Department is found with high statistical frequency amongst the first 30 departments according again to the candidate preferences stated in the electronic applications.

In 2017, the Lab of Digital Media and Strategic Communication (Official Government Gazette 459 / 16-2-2017) is founded and started operating within the Department. The aim of the lab is to conduct research and to implement development projects as well as to serve the Departments research and educational needs in the field of Digital Media and Strategic Communication.

In its short period of operation, the Laboratory has carried out substantial and important work, it has been particularly extrovert and has developed collaborations with important institutions in our country, such as the French Institute of Thessaloniki, the Hellenic Foundation for Culture and the Thessaloniki International Book Fair. At the same time the lab is actively demonstrating its research orientation by submitting proposals to research program calls aiming through these proposals to utilize the academic knowledge and research expertise in business practice and innovation as well as in addressing new research challenges.

In 2018 a new Postgraduate program is launched in collaboration with the Department of Preschool Education of the University of Western Macedonia entitled "Public Speech and Digital Media".

In 2019 and with the 4610/2019 law the Department of Communication and Digital Media in the School of Social and Human Sciences is founded. The newly established department incorporates the academic community, the equipment and the laboratory of the former Department of Digital Media and Communication. In this way the Department and its successful course in the field of Communication that started in 1999 and continued over the years to follow is now reinforced with new opportunities and momentum that are given to the Department and the Communication field by the School of Social and Human Sciences and the University of Western Macedonia .

A2. Department's Goals, Mission, and Vision

The Department of Communication and Digital Media of the School of Social Sciences and Humanities of the University of Western Macedonia is located in Kastoria. In the academic map, the Department is positioned together with other related Departments of Communication while simultaneously placing emphasis to the interconnection between the discipline of Communication with New Technologies.

The mission of the Department is to provide to students high-level theoretical and practical knowledge but also to enhance research in the multidimensional field of Communication while combining the science of Communication with digital media and the new digital environment.

The studies program covers the scientific field of Communication from a Social Sciences perspective through an interdisciplinary approach that takes into consideration different scientific fields such as: Mass Communication, Journalism, Public Relations, Advertising, Market Research-Opinion Polls, Marketing, Political Sciences, Sociology, and Intercultural Communication. Moreover, the program embraces the new trends in the fields of Digital Media and New Technologies as well as the trends in the Internet and Multimedia and takes into consideration their impact on the field of Communication. The program offers courses that integrate the Science of Communication with the Digital Media.

Following a student-centric approach, the Department aims at providing studies of exceptional quality through the scientific, theoretical, and practical training and education of the students in the fields of Communication and Digital Communication.

An important pursuit of the Department is to train and develop scientists and executives that will hold a high-degree of know-how and will be able to meet the current trends of the communication consultant profession by taking into account the trends in the digital media landscape.

Moreover, they will be able to manage effectively communication as well as digital media; thus, succeed in their professional careers in the fields of Applied Communication (Political Communication, Public Relations, Marketing, Advertising, Crisis Communication, E-Government, Opinion Polls), Journalism (print, electronic, and digital media) as well as in other fields that require the use of digital media such as Tourism, Cultural Heritage Management, and Education.

Students in the Department benefit from excellent teaching and lab infrastructures while operating in an environment that fosters creative and critical thinking.

Moreover, the department aims at enhancing the academic and scientific research in the general fields of communication, internet, digital networks and media, public relations, marketing, advertising, e-learning, distance e-learning, multimedia and mixed reality, opinion mining, human-machine communication, political communication, e-government, and consumer behavior.

The vision of the Department is to become a scientific centre that will contribute in a dynamic fashion to the national and local society, economy, life and culture on issues related to the Communication science and its evolution through the new digital media tools.

A3. Learning Objectives

The studies program is structured in a way that enables students to:

1. Understand the contemporary communication field, its forces and role in the modern multi-cultural society.
2. Understand the structure, functions, and policies of communication and media organizations in Greece as well as internationally.
3. To produce communication (corporate or not) and journalistic texts for different types of media (print, audio-visual, and internet) using the traditional and digital tools of communication.
4. To produce modern and multi-dimensional multimedia content (photos, vector and 3D graphics, videos, animations, augmented and mixed reality) for specific communication objectives of companies and organizations.
5. To formulate and implement communication programs, advertising and public relations campaigns, image and identity programs, product/service promotion activities, corporate social responsibility programs while incorporating new technologies.
6. To manage the communication tools and media of an organization (traditional and new) as well as to produce content and multi-media content.
7. To plan and organize events of public interest (exhibitions, workshops, conferences, corporate events)
8. To utilize the different research and data analysis methods and techniques in order to identify the communication needs and to evaluate the communication activities of organizations.
9. To synthesize research methods for the development and evaluation of innovative digital content and applications.
10. To collect, synthesize and present information by choosing and utilizing the appropriate research methods and communication tools.
11. To analyze the different communication problems, evaluate alternative options and strategies, and find the best solution.
12. To think and approach in a critical manner the different communication tools and new technologies.
13. To develop the field of communication at national and international level while respecting the principles of ethical communication, democracy and the public sphere.
14. To successfully pursue professional careers in the fields of Communication and Digital Media.
15. To acquire the necessary knowledge in order to further their academic studies in the Communication and related disciplines.

In addition, students of the Department acquire the following skills and competencies:

- **Personal:** verbal and written communication, flexibility and adaptability in the dynamic work environment and rapidly evolving digital technologies, skills of integrating new technologies into work, approaching work issues with critical thinking and creativity, professional responsibility and social sensitivity, ability to analyze and synthesize data and use appropriate technologies to make decisions about complex communication problems, ability to design and manage projects as well as to generate research ideas.

- **Social:** ability to work in teams, respect to human rights, diversity and multi-culturalism.

A4. Career Opportunities for Graduates

Graduates of the Department of Communication and Digital Media possess both theoretical and practical knowledge, and skills related to the fields of Communication such as journalism, corporate communication, public relations, marketing, advertising, political communication, crisis communication, media relations, and opinion polls.

Moreover, graduates acquire high-level knowledge and digital skills related to the fields of digital communication, digital image capture, editing and graphic design, development of websites and interactive applications, digital storytelling, production of modern multimedia content such as virtual, augmented, and mixed reality, video and animation creation, integrated production of digital broadcasting, production and management of social media content, digital marketing and public relations, electronic political campaigns, and e-government.

The above knowledge, skills and competencies of the Department's graduates are characterized as highly important given the growing demand for executives that are specialized in the sectors of new technologies and communication.

In Greece, in the coming years, job opportunities and demand for executives in sectors relevant to Communication and Digital Media are expected to increase due to the need of Greek organizations for digital transformation as well as the expected increase in investments to activities and initiatives related to Communication and Digital Media.

Specifically, Department's Graduates can work in a wide range of areas in the private as well as the public sector. Typical careers for our graduates include:

- Executives in Marketing, Public Relations, Sales, and Advertising in-house departments of organizations.
- Executives in the management of digital media of organizations and companies (e.g., social media management, services management, digital content production, management of digital presence).
- Executives in media, and public relations, and press offices of organizations.
- Journalists, specialists in print, television, radio, electronic and online productions.

- Executives in advertising and public relations agencies, media organizations (television and radio stations, newspapers, news organizations), market and opinion research companies, consulting firms, web design and digital content production agencies.
- Executives in Non Profit Organizations (organizations related to cultural goods, sports, arts, and non-government organizations) that manage their communication strategy and digital media communication.
- Communication consultants of political parties, politicians, and public personas.
- Freelancers in the general field of communication that act as communication consultants specialized on sectors such as applied communication (marketing, advertising, corporate branding, digital marketing), journalism, media, audiovisual and digital productions, digital media and content creation, online reputation management.

A5. Departmental Management

Head of the Department:

Georgios Lappas, Professor

Deputy President:

Amalia Triantaffilidou, Assistant Professor

Governing Body of the Department:

Georgios Lappas,

Professor, Department of Communication and Digital Media, as President

Amalia Triantaffilidou,

Assistant Professor, Department of Communication and Digital Media, as Deputy President

Eirini Tsihla,

Assistant Professor, Department of Communication and Digital Media

Alexandros Kleftodimos,

Lecturer, Department of Communication and Digital Media

Domna Michail,

Associate Professor, Department of Early Childhood Education

A6. Academic Staff

Faculty Members

Georgios Lappas,

Professor of Computer Science with emphasis on Social and Political Sciences

President of the Department,

Head of Digital Media and Strategic Communication Lab,

Deputy Director of the MSc in Public Speech and Digital Media

Amalia Triantafyllidou,
Assistant Professor of Communication with Specialty in Public Relations
Deputy President of the Department

Eirini Tsihla,
Assistant Professor of Marketing with specialty in Consumer Communication

Alexandros Kleftodimos,
Lecturer with specialty on Multimedia
Head of the Department's Erasmus programme
Head of the Department's Internship programme

Αναμένεται επίσης ο διορισμός νέου μέλους ΔΕΠ βαθμίδας Επίκουρου Καθηγητή με γνωστικό αντικείμενο
Ανάπτυξη Εφαρμογών Εικονικής και Επαυξημένης Πραγματικότητας

Faculty members of other Departments:

Theodoros Monovasilis,
Professor, Department of Economics

Panayiotis Serdaris,
Professor, Department of Management Science and Technology

Domna Michail,
Associate Professor, Department of Early Childhood Education

Special Scientific and Technical Staff

Stefanos Goutzios

Registrar's Office :

Athena Toulou, Administrative Staff of the University of Western Macedonia
Athena Douma, Administrative Staff of the University of Western Macedonia
Tel. Number: 0030 2467087061, Fax: 0030 2467087063

A7. Infrastructure- Facilities



The Department has state-of-the-art equipment that fully cover the needs of the curriculum and its research activities. Indicatively the department owns 4 fully equipped PC labs, 3 classrooms fully equipped with audiovisual media, 1 120-seat auditorium, an established Digital Media and Strategic Communication Lab, with state of art equipment such as Web TV studio, Motion Capture cameras for Animation Production, 3D Scanners, 3D Cameras & 3D TV and Monitors, software for image and video editing, 3D editing and production, as well as equipment for mixed reality viewing and production. The Department infrastructure can be seen in the Department web page:

<https://cdm.uowm.gr/%cf%85%cf%80%ce%bf%ce%b4%ce%bf%ce%bc%ce%ad%cf%82/>



120 seat Auditorium



Computer labs



Motion Capture System -Animation creation by capturing human movement



WebTV Studio facilities



3d – Scanners



3d Cameras

3d Printers



A8. Digital Media and Strategic Communication Lab

Rector of the Lab: Georgios Lappas, Professor

The institutionalized "Digital Media and Strategic Communication" Lab further specifies the research and developmental activities of the Department. The purpose of the Lab is to undertake research and technological development projects as well as to serve research and educational needs at the undergraduate and postgraduate level in the field of Digital Media and Strategic Communication. The lab focuses on research areas such as the Internet, multimedia, hypermedia and virtual reality technologies, digital communication, digital communication campaigns, computer-mediated communication, intelligent communication systems, customized and personalized communication systems, human-computer communication, Public Relations and Internet Marketing, Advanced Web Mining, Opinion Mining, Online Communities and Participatory Media in Communication, Social Media Research and Analysis, Digital Politics, E-Governance, Digital Journalism and the Media, Web TV, Digital Education Technologies, Digital Cultural Technologies, Social Informatics, Public Relations and Communication Strategies, Analyzing and Evaluating Digital Content, Research and Evaluation of Online Brand Reputation, Surveys and Opinion Polls using Digital Media.

A9. Partnerships - Activities – Communication Team

The Department has developed significant extroversion with international, national and local partnerships. It collaborates with the French Institute of Thessaloniki and the French Consulate in Thessaloniki in joint actions, with the Parliamentary Foundation for Parliamentarianism and Democracy and with the National Reconciliation Park, with the Hellenic Foundation for Culture, the International Book Fair and with a multitude of regional and local agencies in joint developed actions (Region of Western Macedonia, Municipality of Kastoria, Chamber of Kastoria, Tourism Company of Western Macedonia, Europe Direct Western Macedonia, Environmental Education Center of Kastoria, Active Youth Group of Florina, Society for the Protection of People with Autism Prefecture of Kastoria etc.

Students have the opportunity to engage actively, individually or in groups, in the various actions and activities of the Department, enriching their experience for the practical application of the Curriculum content and enhancing their academic profile by actively participating in Department activities.

A Communication Team lies within the Digital Media and Strategic Communication Laboratory of the Department. The team benefits from the dynamic activity of student team members in support of the activities of the Laboratory and the Department. The Communication team also operates the digital presence of the Social and Laboratory Social Media. The Communication team's work, current and previous projects are available on its website.



Communication Team in Action

PART B

The Department's Curriculum

B1. Awarded Academic Degree

Students who fulfill the requirements for completing their studies are awarded the degree:

COMMUNICATION AND DIGITAL MEDIA

The duration of study is 8 semesters. The completion of at least 240 ECTS and is a prerequisite for successful completion of all required compulsory courses in the Curriculum. The awarded degree is a 6th level qualification of the National Qualifications Framework, the European Lifelong Learning Qualifications Framework and the European Higher Education Area Qualifications Framework.

B2. Entry requirements

The admission is conducted through the arrangements in place for student admission to the Higher Education designated by the Ministry. For admission through the Pan-Hellenic Examinations of the year 2020, the Department requires as a prerequisite the examination in one of the four special courses "ENGLISH LANGUAGE", "FRENCH LANGUAGE", "GERMAN LANGUAGE", "ITALIAN LANGUAGE"

B3. Access to further studies

Upon completion of the Department's Curriculum, the graduates of the Department have acquired the necessary knowledge to pursue their academic career in subsequent courses (postgraduate studies, doctoral studies) in the field of the Department and in related fields of study as well. In particular, they can continue either in postgraduate and doctoral programs in the Department or in equivalent course in other Universities in Greece or abroad.

The Department of Communication and Digital Media provides students the opportunity to:

- To apply for admission in the postgraduate course MSc in "Public Speech and Digital Media", which operates in conjunction with the Department of Early Childhood Studies of the School of Social Sciences and Humanities at the University of Western Macedonia.
- To pursue doctoral studies in accordance with its terms of the law N.4485/2017.

B4. Module outline

Course Code	1 st SEMESTER	C/OC	T	L	ECTS
CDM 1115	PRINCIPLES OF COMMUNICATION	C	3		5
CDM 1125	INTRODUCTION TO JOURNALISM	C	3		5
CDM 1135	INTRODUCTION TO NEW COMMUNICATION TECHNOLOGIES AND THE SCIENCE OF THE WEB	C	2	2	5
CDM 1145	PRINCIPLES OF IMAGE CAPTURING AND EDITING	C	2	2	5
CDM 1155	INTRODUCTION TO THE PSYCHOLOGY OF COMMUNICATION	C	3		5
CDM 1165	MANAGEMENT OF ORGANIZATIONS	C	3		5

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	2nd SEMESTER	C/CE	T	L	ECTS
CDM 2114	LANGUAGE AND COMMUNICATION	C	3		4
CDM 2124	STATISTICS FOR SOCIAL SCIENCES	C	3		4
CDM 2135	POLITICAL COMMUNICATION	C	3		5
CDM 2144	PRINCIPLES OF VIDEO AND AUDIO EDITING	C	2	2	4
CDM 2154	INTERNET TECHNOLOGIES AND DESIGN IN THE WORLD WIDE WEB I	C	2	2	4
CDM 2164	INTRODUCTION TO CULTURE AND CULTURAL HERITAGE MANAGEMENT	C	3		4
CDM 2175	PRINCIPLES OF MARKETING	C	3		5

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	3rd SEMESTER	C/CE	T	L	ECTS
CDM 3114	GRAPHIC DESIGN AND VISUAL COMMUNICATION	C	2	2	4
CDM 3125	PUBLIC RELATIONS	C	3		5
CDM 3135	HUMAN-MACHINE COMMUNICATION	C	3		5
CDM 3144	WRITING CONTENT FOR PRINT AND DIGITAL MEDIA	C	3		4
	3 CORE ELECTIVES FROM				
CDM 3214	MEDIA HISTORY	CE	3		4
CDM 3224	INTERPERSONAL COMMUNICATION	CE	3		4
CDM 3234	ENGLISH TERMINOLOGY FOR COMMUNICATION AND DIGITAL MEDIA	CE	3		4
CDM 3244	TELEVISION JOURNALISM	CE	2	2	4
CDM 3254	SPECIALTY LANGUAGE IN COMMUNICATION AND DIGITAL MEDIA : FRENCH I	CE	3		4
CDM 3264	CORPORATE AND BRAND MANAGEMENT	CE	3		4
CDM 3274	INTERNET TECHNOLOGIES AND DESIGN ON THE WORLD WIDE WEB II	CE	2	2	4
CDM 3284	CULTURE AND SOCIETY	CE	3		4
CDM 3294	SOCIAL MEDIA MANAGEMENT AND TEXT PROCESSING	CE	2	2	4

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	4th SEMESTER	C/CE	T	L	ECTS
CDM 4115	DIGITAL MARKETING AND ONLINE ENTREPRENEURSHIP	C	3		5
CDM 4125	RESEARCH IN COMMUNICATION METHODOLOGY I	C	3		5
CDM 4135	PUBLIC RELATIONS STRATEGY	C	3		5
CDM 4145	CREATIVE STUDIO AND AUDIOVISUAL PRODUCTION	C	2	2	5
	2 CORE ELECTIVES FROM:				
CDM 4215	COMMUNICATION AND LITERATURE	CE	3		5
CDM 4225	ENGLISH TERMINOLOGY FOR COMMUNICATION AND DIGITAL MEDIA II	CE	3		5
CDM 4235	DATABASES	CE	2	2	5
CDM 4245	EUROPEAN UNION, INTSITUTIONS AND POLICIES	CE	3		5
CDM 4255	MOBILE DIGITAL MEDIA AND DIFFUSIBLE CALCULATION	CE	3		5
CDM 4265	INFORMATION SOCIETY	CE	3		5
CDM 4275	CONSUMER AND INTERNET USER BEHAVIOR	CE	3		5
CDM 4285	CONTEMPORARY ELECTRONIC PUBLISHING AND ELECTRONIC PUBLICATIONS	CE	2	2	5
CDM 4295	SOCIAL PSYCHOLOGY	CE	3		5

5th SEMESTER		C/CE	T	L	ECTS
CDM 5115	RESEARCH IN COMMUNICATION METHODOLOGY II	Y	2	2	5
CDM 5125	INTERCULTURAL COMMUNICATION AND DIFFERENCES	Y	3		5
CDM 5134	INTERACTIVE MULTIMEDIA	Y	2	2	4
4 CORE ELECTIVES FROM:					
CDM 5214	ONLINE REPUTATIONAL MANAGEMENT	CE	3		4
CDM 5224	RADIO JOURNALISM	CE	3		4
CDM 5234	DIGITAL MEDIA AND EDUCATION	CE	3		4
CDM 5244	CONTEMPORARY EUROPEAN HISTORY	CE	3		4
CDM 5254	ADVERTISING	CE	3		4
CDM 5264	SPECIALTY LANGUAGE IN COMMUNICATION AND DIGITAL MEDIA : FRENCH II	CE	3		4
CDM 5274	ETHICS AND MORALITY IN COMMUNICATION	CE	3		4
CDM 5284	DEMOCRACY, PUBLIC CONTEXT AND COMMUNICATION	CE	3		4
CDM 5294	THEORY AND DESIGN OF THREE DIMENSIONAL GRAPHICS FOR VIRTUAL ENVIRONMENTS	CE	2	2	4
CDM 5304	LANGUAGE AND DIGITAL MEDIA	CE	3		4

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6th SEMESTER		C/CE	T	L	ECTS
CDM 6115	ANIMATION THEORY AND DESIGN	C	2	2	5
CDM 6125	ONLINE GOVERNANCE, ONLINE DEMOCRACY AND POLITICAL CAMPAIGNS ON THE INTERNET	C	3		5
4 CORE ELECTIVES FROM:					
CDM 6215	ETHNOGRAPHY OF LANGUAGE AND COMMUNICATION	CE	3		5
CDM 6225	POLITICS AND CULTURE	CE	3		5
CDM 6235	MEDIA RELATIONS IN THE DIGITAL ERA	CE	3		5
CDM 6245	CYBERSPACE CULTURE	CE	3		5
CDM 6255	WEB POLICIES, PERSONAL DATA AND REGULATORY FRAMEWORK	CE	3		5
CDM 6265	MEDIA ORGANIZATION AND POLITICS	CE	3		5
CDM 6275	MEDIA AND CHILDREN	CE	3		5
CDM 6285	INTRODUCTION TO VISUAL PLANNING AND PROGRAMMING ENVIRONMENTS	CE	2	2	5
CDM 6295	CULTURAL HERITAGE MANAGEMENT TECHNOLOGIES	CE	3		5
CDM 6305	CUSTOMER RELATIONSHIP INFORMATION SYSTEMS	CE			5
CDM 6315	ANALYSIS OF JOURNALISTIC WRITING	CE	3		5

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7th SEMESTER		C/CE	T	L	ECTS
CDM 7115	RESEARCH METHODOLOGY AND OF SCIENTIFIC PROJECT WRITING	C	3		5
CDM 7125	CONFLICT AND CRISIS MANAGEMENT	C	3		5
4 ΥΠΟΧΡΕΩΤΙΚΗΣ ΕΠΙΛΟΓΗΣ ΑΠΟ:					

CDM 7215	PUBLIC IMAGE AND LEADERSHIP	CE	3		5
CDM 7225	CONTEMPORARY GREEK HISTORY	CE	3		5
CDM 7235	INTERNET APPLICATIONS PROGRAMMING	CE	2	2	5
CDM 7245	DIGITAL STORYTELLING	CE	3		5
CDM 7255	SPECIAL ISSUES ON SOCIAL INFORMATICS	CE	3		5
CDM 7265	3D ANIMATION - MOTION CAPTURE DESIGN: THEORY AND IMPLEMENTATION	CE	2	2	5
CDM 7275	GROUP PSYCHOLOGY	CE	3		5
CDM 7285	INTERNATIONAL POLICY, DIPLOMACY AND INTERNATIONAL RELATIONS	CE	3		5
CDM 7295	ONLINE JOURNALISM	CE	3		5
CDM 7305	TOURISM INDUSTRY AND DIGITAL MEDIA	CE	3		5
CDM 7315	DISSERTATION(1/2)	CE			5

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8th SEMESTER		C/CE	T	L	ECTS
6 CORE ELECTIVES FROM:					
CDM 8215	INTEGRATED COMMUNICATIONS STRATEGY	CE	3		5
CDM 8225	BIG DATA AND WEB INTELLIGENCE	CE	3		5
CDM 8235	SPECIAL ISSUES IN ADVERTIZING	CE	3		5
CDM 8245	VIRTUAL AND AUGMENTED REALITY APPLICATIONS THEORY AND DESIGN	CE	2	2	5
CDM 8255	POLITICAL AND DIPLOMATIC REPORTING	CE	3		5
CDM 8265	RESEARCH JOURNALISM	CE	3		5
CDM 8275	ORGANIZATIONAL PSYCHOLOGY	CE	3		5
CDM 8285	VISUAL ANTHROPOLOGY AND COMMUNICATION	CE	3		5
CDM 8295	THEORY AND DESIGN OF DIGITAL GAMES	CE	3		5
CDM 8305	CULTURAL AND CREATIVE INDUSTRIES	CE	3		5
CDM 8315	COMPUTATIONAL LINGUISTICS	CE	3		5
CDM 8325	DISSERTATION(2/2)	CE			5
CDM 8335	INTERNSHIP	CE			5

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- Where: C=Core Course, CE=Core Elective, T=Theory, L=Lab

B5. Core and Core Elective Modules

The curriculum includes: a) Core Courses in which the student must succeed in all in order to obtain the academic degree b) Core Elective Courses (Compulsory Optional) where the student must pass a number of courses as specified in the respective semesters of the Curriculum (eg 3 compulsory courses in the 3rd Semester, etc.) from a group of courses offered in each semester in order to obtain the academic degree. The semester core elective courses offered, the student can choose from so as to complete the number of required electives, will be decided by the Provisional Assembly of the Department and announced before the beginning of the Academic year taking into consideration the academic staff, the Department's needs and the resource allocation available for teaching needs.

B6. Module Sequence

The following sequence batches are defined, the first of which is a prerequisite for the next:

1. Internet Technologies and Design on the World Wide Web I → Internet Technologies and Design on the World Wide Web II
2. Statistics for Social Sciences → Research in Communication Methodology I → Research in Communication Methodology II
3. Principles of Video and Audio Processing → Creative Studio and Audiovisual Production
4. Public Relations → Public Relations Strategies
5. Advertising → Special Issues in Advertising
6. English Terminology for Communication and Digital Media I → English Terminology for Communication and Digital Media II
7. Specialty Language in Communication and Digital Media : French I → Specialty Language in Communication and Digital Media : French II

Students will only be able to take the next module in sequence if they have successfully passed the prerequisite module.

B7. Exams

The academic year is structured into 2 semesters, the Winter and the Spring semester. Each semester includes thirteen weeks of teaching. At the beginning of each semester and at the specific period set by the Department, the student selects the lessons that he/she is planning to attend through the Electronic Secretariat platform.

The lesson requirements and conditions of success are included in the description of each lesson and this description is available to the students through the e-class platform. The Professor that teaches the lesson is responsible for determining how the lesson will be examined (oral, written) and assessed (e.g. determining how assignment marks will be counted towards the final mark, etc.) and is also responsible for conducting the examination. At the end of each semester exams are carried out for the all the courses that are taught during the semester. In order to take part in an examination for a particular lesson a student has to select (declare) the lesson in the e-Secretariat platform in the beginning of the semester, and failure to do so deprives the student from the right to take part in the lesson examination.

A student passes a lesson if he/she receives a grade of 5 or above in the grading scale 0 to 10. The final grade that the student receives may also include marks from a number of assignments and exercises that may have been completed during the semester. A student who fails to obtain a pass mark in the Winter or Spring semester retains the option to be re-examined in the same lesson during the re-sit examinations that take place in September.

B8. Undergraduate Dissertation

The undergraduate dissertation is an elective course which is optional for the Department students and is equivalent to 10 ECTS credits. In the 7th semester, students can select to undertake a dissertation in

subjects that lie within the scope of the Department. The dissertation is conducted within two semesters under the supervision of a Department professor.

B9. Internship of Tertiary Education

The University of Western Macedonia participates in the action titled "Internship, Tertiary Education, University of Western Macedonia " with code (MIS) 5031197 which is part of the operational Program with the title "Human Resources Development, Education and Lifelong Learning 2014-2020" which is co-funded by the E.U. European Community Fund and National Resources. The Internship Program of the University of Western Macedonia aims to adequately prepare students to effectively apply the knowledge they acquire during their studies and to work in a professional field with direct or indirect relevance to their studies. The activities carried out within the Internship Program aim at empowering the student capabilities and attempt to utilize the knowledge and skills acquired by the students during their studies at a professional level. The internship program also aims at facilitating student integration into the labor market.

The Internship program is an important part of Higher Education, and through this program the students can acquire valuable work experience and develop connections with the labor market. The internship contributes to a better utilization of the knowledge and skills acquired by the students during their studies at a professional level, the smooth and beneficial integration of the students into the labor market, as well as the creation of two-way communication between educational institutions and productive organizations (Private and Public sector) in the country. Gaining professional experience through the Internship program can help in the professional orientation of the students, who in many cases do not have a clear picture of the available career opportunities and have not set their career goals.

The Internship at the Department of Communication and Digital Media is institutionalized and lasts three months. The Internship program will be available to the students from the 5th semester onwards. In order to take part in the program the students must submit an application through the program's online platform and placements that are available to the University each year (depending on the funding that the program receives) will be allocated to students with the use of an algorithm. The Internship is considered an elective course with 5 ECTS points. All students who undertake an Internship are supervised by a Department Professor who is responsible for the Internship Program. Students who benefit from the program are insured for the Internship period (3 months) in the National Insurance Institution (IKY) by the University of Western Macedonia.

The Internship can be completed in Public or Private sector organizations with a 45% - 55% percentage respectively. These percentages are imposed by the European Commission and are mandatory. The host institution will declare the internship placements in the ATLAS Platform (<https://atlas.grnet.gr/>) and from there the placements are secured for the candidate students who can then start their Internship. The procedure regarding the student deliverables and the deliverables of the academic supervisors is carried out electronically through the website and with the help of external program partners:

<https://arch.ict.e.uowm.gr/iprogram/index.php?site/login>.

The official page of the Internship Program is: <https://internship.uowm.gr>

Part C

Module Description

Module Descriptions and in particular the module content, teaching methods and assessment of each module as well as the recommended bibliography are annually updated.

Course Outlines for the 2019-2020 academic year are as follows:

C1. 1st Semester Courses

PRINCIPLES OF COMMUNICATION

COURSE OUTLINE

1. GENERAL

FACULTY	SOCIAL SCIENCES AND HUMANITIES		
DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CDM 1115	SEMESTER OF STUDY	1 ST
MODULE TITLE	PRINCIPLES OF COMMUNICATION		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	
Total		3	5
COURSE UNIT TYPE	Compulsory		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)			

2. LEARNING OUTCOMES

Learning Outcomes

The aim of this course is to introduce students to the process of mass communication. Specific topics covered in this course are the various theories, models and the media of mass communication. Moreover, the course is focused on the impact of mass media on the different audiences that comprise public opinion.

On successful completion of this module the learner will be able to:

- To distinguish the different theoretical concepts and approaches of mass communication.
- To evaluate the role of mass media in society and the formation of public opinion.
- To incorporate the trends and challenges related to new media in the theoretical evaluations of communication.
- To interpret the effectiveness of communication messages through the perspectives of the sender as well as

- of the receiver.
- To assess the importance of the role of mass media in Greece.

General Skills

- Autonomous work
- Teamwork
- Free, creative and inductive thought

3. COURSE CONTENTS

The course is organized around topics such as:

- Theories and models of mass communication – Models of communication
- Basic communication concepts (mass audience, mass and popular culture, publicity and public sphere).
- Critical theoretical approaches to mass communication.
- Typology and characteristics of audiences.
- Audience research and analysis.
- Uses and Gratifications' Model.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.	
TEACHING METHODS	Method description	Semester Workload
	Lectures	39
	Personal Study and Research – (Internet Research)	12
	Project Work (non-compulsory)	20
	Case Studies in Small Groups	12
	Preparation for course	12
	Preparation for exams	30
	Total Work Load for student with project work	125
ASSESSMENT METHODS	I. End of Semester Formal Examination (60% or 100%) - Short answer questions - Essay questions - Questions of applying theories and models of communication on case studies and problems. II. Presentation of Group Projects (40% or 0%)	

5. RESOURCES

- Recommended Book Resources:

- McQuail, D. (2010). *McQuail's mass communication theory*. Sage publications.
- McQuail, D., & Windahl, S. (2015). *Communication models for the study of mass communications*. Routledge.
- Hiebert, R. A., & Gibbons, S. (2017). *Exploring mass media for a changing world*. Routledge.
- Rosenberry, J., & Vicker, L. A. (2017). *Applied mass communication theory: A guide for media practitioners*. Routledge.
- Defleur, Melvin L.; Defleur, Margaret H. 2006. *Mass communication theories: Explaining origins, processes, and effects*. Routledge.
- Fiske, J. (2002). *Introduction to communication studies*. Routledge.
- Berger, A. A. (1998), *Media Research Techniques*, Sage

- Recommended Scientific Articles

- Valkenburg, P. M., Peter, J., & Walther, J. B. (2016). *Media effects: Theory and research*. *Annual Review of Psychology*, 67, 315-338.

- O'Sullivan, P. B., & Carr, C. T. (2018). *Masspersonal communication: A model bridging the mass-interpersonal divide*. *New Media & Society*, 20(3), 1161-1180.
- Gotlieb, M. R., McLaughlin, B., & Cummins, R. G. (2017). *2015 survey of journalism and mass communication enrollments: Challenges and opportunities for a changing and diversifying field*. *Journalism & Mass Communication Educator*, 72(2), 139-153.
- French, M., & Bazarova, N. N. (2017). *Is anybody out there?: Understanding masspersonal communication through expectations for response across social media platforms*. *Journal of Computer-Mediated Communication*, 22(6), 303-319.
- Slater, M. D. (2015). *Reinforcing spirals model: Conceptualizing the relationship between media content exposure and the development and maintenance of attitudes*. *Media Psychology*, 18(3), 370-395.

INTRODUCTION TO JOURNALISM

MODULE OUTLINE

1. GENERAL INFORMATION

FACULTY	SOCIAL SCIENCES AND HUMANITIES		
DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CMD 1125	SEMESTER OF STUDY	1 st
MODULE TITLE	INTRODUCTION TO JOURNALISM		
COURSEWORK BREAKDOWN	WEEKLY TEACHING LOAD	ECTS Credits	
Lectures	3	5	
MODULE TYPE	Core		
PREREQUISITES:	-		
TEACHING AND EXAMS LANGUAGE:	Greek		
MODULE DELIVERY TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning Outcomes

The purpose of the course is to familiarize students with the principles and practical application of Journalism. Emphasis is given to the evolution of the role and function of Journalism from print to digital form and to the needs of the modern multimedia environment. The code of journalistic ethics and the concept of conflict of interest are

introduced. At the same time, students understand the ways in which journalism and the news mediate the relationships and institutions of the society, while reflecting on the challenges arising from public mistrust and suspicion towards the media.

At the practical level, students are taught the criteria for identifying good stories, methods of searching, gathering and evaluating information, creating news and writing articles that inform and engage the readers.

Upon successful completion of the course students will be able to:

- Understand the role of the journalist and his/her obligations towards the society
- Understand the structure and function of the journalism context
- Appreciate the particular requirements of practicing Journalism in the contemporary digital environment
- Develop the skills of research, evaluation and presentation of the news
- Think critically, independently and creatively about events and trends locally and globally
- Work within an ethical framework for the pursuit of truth, accuracy, justice and the integration of diversity.

General Skills

- Teamwork
- Decision making
- Critical Thinking
- Free, creative and inductive thought

3. MODULE CONTENTS

Indicative sections:

- The history of Journalism from the 18th century till today
- The role of the Journalist
- Journalism as a Public voice
- Journalism and Propaganda
- Journalism and Public Relations
- Ethics and Journalism
- The challenges of contemporary media
- Types of Journalistic writing
- Tools for reporting
- The news article
- Journalism and Social Media

4. TEACHING METHODS-ASSESSMENT

MODE OF DELIVERY	In-class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform	
TEACHING METHODS	<i>Method Description</i>	<i>Semester Workload</i>
	Lectures	39
	Preparation for module attendance	20
	Group project preparation and write-up	15

	Case study analysis in small student groups	20
	Exam Preparation	30
	Exams	2
	Total work Load	126
ASSESSMENT METHODS	<p>I. End of semester written exam that includes:</p> <ul style="list-style-type: none"> - Short essay questions - Multiple choice questions - Case study questions that require the application of journalism principles in real problems <p>II. Writing and presentation of Group Project</p>	

5. RESOURCES

-Recommended Book Resources:

- Kovach, B. και Rosenstiel, T. (2007). *The elements of Journalism, What Newspeople should know and the public should expect. Revised updated edition, Three Rivers Press*
- Fleming, C. (2006). *An Introduction to Journalism, Sage Publications*
- Ruddin, R., and Ibbotson, T. (2002). *An Introduction to Journalism, Essential Techniques and Background Knowledge, Focal Press Publications*

-Recommended Article/Paper resources:

- Bardoel, J., & Deuze, M. (2001). 'Network journalism': converging competencies of old and new media professionals. *Australian Journalism Review*, Vol. 23 No. 2, p. 91.
- Deuze, M. (2004). What is multimedia journalism?. *Journalism studies*, No. 5 Vol.2, pp. 139-152.
- Hafez, K. (2002). Journalism ethics revisited: A comparison of ethics codes in Europe, North Africa, the Middle East, and Muslim Asia. *Political communication*, Vol. 19 No. 2, pp. 225-250.
- Hanitzsch, T. (2007). Deconstructing journalism culture: Toward a universal theory. *Communication theory*, Vol. 17 No. 4, pp. 367-385.
- Hermida, A. (2010). Twittering the news: The emergence of ambient journalism. *Journalism practice*, Vol. 4 No. 3, pp. 297-308.
- Nip, J. Y. (2006). Exploring the second phase of public journalism. *Journalism Studies*, Vol. 7 No. 2, pp. 212-236.
- Pavlik, J. (2000). The impact of technology on journalism. *Journalism studies*, Vol 1 No. 2, pp.229-237.
- Schudson, M., & Anderson, C. (2009). Objectivity, professionalism, and truth seeking in journalism. *In The handbook of Journalism Studies* (pp. 108-121). Routledge.
- Steensen, S. (2011). Online journalism and the promises of new technology: A critical review and look ahead. *Journalism studies*, Vol. 12 No. 3, pp. 311-327.

INTRODUCTION TO NEW COMMUNICATION TECHNOLOGIES AND THE SCIENCE OF THE WEB

MODULE OUTLINE

1.GENERAL

FACULTY	SOCIAL SCIENCES AND HUMANITIES
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DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CDM 1135	SEMESTER OF STUDY	1st
MODULE TITLE	INTRODUCTION TO NEW COMMUNICATION TECHNOLOGIES AND THE SCIENCE OF THE WEB		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS CREDITS
Lectures		2	
Lab exercises		2	
Σύνολο		4	5
MODULE TYPE:	Core, Compulsory		
PRE-REQUISITE LESSONS:	-		
TEACHING AND EXAMS LANGUAGE::	Greek		
MODULE DELIVERY TO ERASMUS STUDENTS	Yes (in English through project work)		
MODULE WEBPAGE (URL)			

2.LEARNING OUTCOMES

Learning outcomes

The purpose of this course is to analyze the evolving communication environment through the development of new technologies. The course covers the Internet and its crucial role as a tool of communication. The course also analyses how the internet works, how information is transferred, how search engines work, issues that are related to website publication and operation, web services, the evolution from Web 1.0 to a more participatory Web (Web 2.0), Web 2.0 platforms- Social media, Blogs, Wikis, Video and Image sharing platforms etc.

The lesson also covers technical issues in a theoretical and practical level regarding computer components and the way that these components work, peripheral devices (printers, scanners etc), technical issues regarding network operation, and emerging technologies such as mixed reality, 3D scanning and printing, Artificial Intelligence and AI agents.

The lesson also aims at developing skills through laboratory exercises in software packages such as word processing, presentations, spreadsheets. Students also learn how to efficiently utilize search engines and web services (e.g. Google drive, email) for completing communication activities as well as assignments presentation tasks.

Upon successful completion of the course the student must be able:

1. to incorporate new technologies into their everyday academic activities
2. to adapt to the evolving technological landscape in communication
3. to analyze the functionality of computer equipment and the peripheral devices
4. to analyze the essential elements of the infrastructure and operation of networks and the internet
5. To analyze basic web services (search engines, social media, blogs, Google Drive etc)
6. To analyze the basic Multimedia technologies that exist today and are used in the Communication field. Furthermore they will be able to analyze the emerging trends in Multimedia, such as 3D scanning& printing, Virtual and Augmented reality, Interactive video, and the impact of these trends in the field of Communication
7. To combine software packages such as spreadsheets and software for presentations in order to

- interpret and present information
8. to evaluate and select the appropriate technological tools for communication purposes and to solve practical problems in their field of their study

General Skills

- Teamwork
- Decision making
- Creativity
- Critical thinking
- Free, creative and inductive thought
- Work in an interdisciplinary environment

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3. COURSE CONTENTS

Indicative sections:

- History of new technologies and the internet and their role in the field of communication
- Networks and Internet services used for synchronous and asynchronous communication
- Search Engines
- Computer hardware and software and their applications in the field of communication
- The communication environment as it is being shaped today by the web 2.0 technologies
- Interactive devices and applications in communication
- Recent Developments and future trends in digital technologies that shape the field of communication
-

4. TEACHING & LEARNING METHODS - ASSESSMENT

MODE OF DELIVERY	Lectures in class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	<p>Students work with word processing, spreadsheet and presentation software packages, as well as online tools for document and file management.</p> <p>Support of the learning process through the e-class platform</p> <p>Support of the learning process through multimedia videolessons.</p>	
TEACHING METHODS AND ORGANIZATION	<i>Method Description</i>	<i>Semester work load</i>
	Lectures	26
	Preparation for lesson attendance	19
	Lab exercises	26
	Preparation for completing and presenting individual and team assignments	24
	Exam preparation	30
	Total work load	125
ASSESSMENT		

	<p>End of Semester Formal Examination (60 - 100%) that may include:</p> <ul style="list-style-type: none"> - Short answer questions – - Essay questions – - Multiple choice questions – - Comparative analysis of theoretical issues - Case study questions <p>II. Lab exercises and examination 0-40 %</p>
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5.RESOURCES

-Recommended book resources :

- Introduction to informatics, Evans Alan, Martin Kendall, Poatsy Mary Anne, 2018, Kritiki Publishing
- Introduction to Informatics, 10th edition , Beekman Ben, Beekman George, 2015, Gioyrdas Publications
- Discovering Computers. Vermaat Misty, Sebok susan, Freund Steven, Campbell Jennifer, Frydenberg Mark , 2017, BROKEN HILL PUBLISHERS LTD

PRINCIPLES OF IMAGE CAPTURING AND EDITING

MODULE OUTLINE

1.GENERAL

FACULTY	SOCIAL SCIENCES AND HUMANITIES		
DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CDM 1145	SEMESTER OF STUDY	1st
MODULE TITLE	PRINCIPLES OF IMAGE CAPTURING AND EDITING		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS CREDITS
		Lectures	2
		Lab exercises	2
		<i>Σύνολο</i>	4
MODULE TYPE:	Core, Compulsory		
PRE-REQUISITE LESSONS:	-		
TEACHING AND EXAMS LANGUAGE:	Greek		
MODULE DELIVERY TO ERASMUS STUDENTS	Yes (in English through project work)		
MODULE WEBPAGE (URL)			

2.LEARNING OUTCOMES

Learning outcomes

The purpose of the course is to cover the theory and important developments related to digital imaging for communication needs. Students will be taught the role of photography and digital images in modern media such as online services, social networks, digital storytelling, interactive multimedia etc.

The course focuses on how digital cameras work, photography techniques, digital image file types and their characteristics (format, dimensions, size calculation, etc.), color models etc. Special emphasis will be given to laboratory exercises on image editing techniques using appropriate software packages (commercial and open source).

Upon the successful completion of the lesson the students will be able to:

1. To analyze the role of photography in storytelling and journalism, marketing and communication.
2. To thoroughly understand how cameras work, the types of cameras that exist in the market and other auxiliary equipment. The students will also learn to apply basic principles of photography in order to capture images that can be used for communication purposes.
3. To have basic knowledge about the image file types and characteristics, the factors that affect the image size, image size calculation, compression techniques, color models, differences between vector and bitmap graphics.
4. To efficiently use image editing techniques in order to produce images for communication purposes
5. To create Photo-Storytelling projects
6. To understand the role of images in today's evolving web environment (i.e. social media platforms) and in the development of emerging multimedia technologies (e.g. augmented reality).
7. To examine and select suitable techniques for embedding images in various web and Multimedia platforms

General Skills

- Teamwork
- Decision making
- Creativity
- Critical thinking
- Free, creative and inductive thought
- Work in an interdisciplinary environment

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3. COURSE CONTENTS

Indicative sections:

- History of analogue and digital image
- Photography equipment. Types of cameras (compact, DSLR, action cameras, 360 cameras) auxiliary equipment (tripods, drones, sliders etc)
- Principles of camera operation and principles of Photography (aperture, depth of field, shutter speed, ISO, lighting-photometry, close and distant shots etc. ,
- Digital Image characteristics (image types, image dimensions, calculating the image size, compression techniques etc.) transferring and storing images, presenting images)
- Color theory, light and perception. Color models.
- Vector and bitmap images
- Animation, panoramas, 3D images.
- Image sharing platforms (Flickr, Instagram κτλ)
- Using images in social media and other online platforms, Image sharing platforms (Flickr, Instagram etc)
- Image editing software, Commercial and open source tools.
- Image editing techniques (image resizing, cropping, filters, background removal, coloring a gray scale image, perspective correction, decrease and increase depth of field, fixing flaws and improving photos, synthesizing new images, creating panoramic photos, mass editing)
- The role of the image in Journalism, Marketing and Communication and Visual storytelling.

4. TEACHING & LEARNING METHODS - ASSESSMENT

MODE OF DELIVERY	Lectures in class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	<p>Students will work with image editing software and will also use search engines for finding suitable images.</p> <p>Support of the learning process through the e-class platform</p> <p>Support of the learning process through multimedia videolessons.</p>	
TEACHING METHODS AND ORGANIZATION	Method Description	Semester work load
	Lectures	26
	Preparation for lesson attendance	19
	Lab exercises	26
	Preparation for completing and presenting individual and team assignments	24
	Exam preparation	30
	Total work load	125
ASSESSMENT	<p>Final Examination (60 - 100%) that may include:</p> <ul style="list-style-type: none"> - Short answer questions – - Essay questions – - Multiple choice questions – - Comparative analysis of theoretical issues - Case study questions <p>II. Lab exercises and examination 0-40 %</p>	

5. RESOURCES

-Suggested Book resources :

- The technical side of the analogue and digital image, Anastasios Sxizas
- Digital Image processing, 4th edition, Gonzales, Stefanos Kollias, Tziolas publications
- Adobe Photoshop CS6 step by step, Adobe Creative Team, Giourdas Publications

INTRODUCTION TO THE PSYCHOLOGY OF COMMUNICATION

MODULE OUTLINE

1. GENERAL INFORMATION

FACULTY	SOCIAL SCIENCES AND HUMANITIES
DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA

LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CMD 1155	SEMESTER OF STUDY	1 st
MODULE TITLE	INTRODUCTION TO THE PSYCHOLOGY OF COMMUNICATION		
COURSEWORK BREAKDOWN		WEEKLY TEACHING LOAD	ECTS Credits
Lectures		3	5
MODULE TYPE	Core		
PREREQUISITES:	-		
TEACHING AND EXAMS LANGUAGE:	Greek		
MODULE DELIVERY TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning Outcomes

The purpose of the course is to introduce students to the cognitive field of communication psychology. Students become familiar with the classical models of communication and understand the social, cultural and psychological factors that interact and ultimately frame the communication between the transmitter and the receiver. The course also focuses on the concept of interpersonal communication at both interpersonal and group level.

Upon successful completion of the course students will be able to:

- Understand the concept of communication, the types of communication and the relationship between communication and psychology
- Appreciate the value and contribution of psychology theory when designing messages and communication campaigns
- Acquire effectiveness and objectivity in their private and public communication.
- Analyze how interpersonal and mass communication influence human behavior
- Decode non-verbal communication
- Determine how spacetime and rituals influence the communication process

General Skills

- Teamwork
- Decision making
- Critical Thinking
- Free, creative and inductive thought

3. MODULE CONTENTS

Indicative sections:

- The meaning and definitions of psychology
- The scientific view of communication
- Theories of communication

- Traditions of communication theories
- Psychological factors of communication
- Communication and interaction
- Systematic approach to communication
- Non verbal communication
- Time and rituals of communication
- Interpersonal communication
- Group Psychology

4. TEACHING METHODS-ASSESSMENT

MODE OF DELIVERY	In-class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform	
TEACHING METHODS	<i>Method Description</i>	<i>Semester Workload</i>
	Lectures	39
	Preparation for module attendance	20
	Group project preparation and write-up	15
	Case study analysis in small student groups	20
	Exam Preparation	30
	Exams	2
	Total work Load	126
ASSESSMENT METHODS	<p>I. End of semester written exam that includes:</p> <ul style="list-style-type: none"> - Short essay questions - Multiple choice questions - Case study questions that require the application of psychology theory in real problems <p>II. Writing and presentation of Group Project</p>	

5. RESOURCES

-Recommended Book Resources:

- Littlejohn, S. και Foss, K. (2004), *Theories of Human Communication*, 9th edition, Sengage Learning
- Schacter, D., Gilbert, D.T., Nock, M. & Wegner, G. D. (2016), *Psychology*, 4th edition, Worth Publishing.
- Freud, S. (2015), *The Psychopathology of Everyday Life*, Andesite Press, [German edition 1901]
- Berne, E. (1964), *Games People Play, The Psychology of Human Relationships*, Grove Press.

- Watzlawick P., Helmick Beavin J., και Jackson D. (1967), W.W. Norton and Company

-Recommended Article/Paper resources:

- Tinigina, A. A. (2013). *Modern Research on Egocentrism in the Context of Social Perception and Communication. Social Psychology and Society*, 2013(1), 29-38.
- Marx, M. H. (2010). *Systems and Theories. The Corsini Encyclopedia of Psychology*, 1-2.
- Branthwaite, A. (1983). *Situations and social actions: Applications for marketing of recent theories in social psychology. Journal of the Market Research Society*, Vol. 25, No.1, pp. 19-38
- Zuckerman, M., DePaulo, B. M., & Rosenthal, R. (1981). *Verbal and nonverbal communication of deception. In Advances in experimental social psychology (Vol. 14, pp. 1-59). Academic Press.*
- Garvey, W. D., & Griffith, B. C. (1972). *Communication and information processing within scientific disciplines: Empirical findings for psychology. Information storage and retrieval*, 8(3), 123-136.
- Argyle, M., Alkema, F., & Gilmour, R. (1971). *The communication of friendly and hostile attitudes by verbal and non-verbal signals. European Journal of Social Psychology*, 1(3), 385-402.
- Miller, G. A. (1967). *The psychology of communication. Human Resource Management*, 6(3), 43.

MANAGEMENT OF ORGANIZATIONS

COURSE OUTLINE

1. GENERAL

FACULTY	SOCIAL SCIENCES AND HUMANITIES		
DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CDM 1165	SEMESTER OF STUDY	1 ST
COURSE TITLE	MANAGEMENT OF ORGANIZATIONS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	
<i>Total</i>		3	5
COURSE UNIT TYPE:	Compulsory,		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)			

2. LEARNING OUTCOMES

Learning Outcomes

The purpose of the course is to provide students with an overview of the discipline, the basic theories and principles of management. In this course, students will be presented with the basic management functions and processes of planning, organizing, leading and controlling. Moreover, students will gain familiarity with components of organizational environment and will learn the challenges that businesses are facing in today's contemporary, dynamic

and highly competitive environment. Students will also be introduced to the various organizational strategies for developing and maintaining a competitive advantage.

On successful completion of this module the learner will be able to:

- To differentiate the communications and media organizations based on their characteristics.
- To understand the different structures of different organizations.
- To analyze in depth the internal as well as the external business environment.
- To assess the importance of management for the development and well-functioning of organizations.
- To compare alternative strategies for the development of a competitive advantage based on the environment and the type of organization.
- To criticize the different leadership styles for motivating employees.
- To employ-incorporate corporate social responsibility initiatives in the strategic management plans of businesses.
- To judge the appropriateness and effectiveness of strategic plans and programs.
- To decide and recommend solutions to specific business problems and issues presented in the form of case studies.

General Skills

- Teamwork
- Decision making
- Critical Thinking
- Search, analyze and synthesize data and information using the necessary technologies.
- Demonstrate social, professional and ethical responsibility as well as gender sensitivity
- Free, creative and inductive thought

3. COURSE CONTENTS

The course is organized around topics such as:

- Organization as a system
- Organizational structure and basic functions
- Organizational environment
- Managers: Roles, Knowledge, Competencies
- Planning, Organizing, Leading, Controlling
- Power in Organizations (Centralization – Decentralization)
- Leadership, Motivation, Communication
- Corporate culture, ethics and social responsibility
- Strategic management and planning process
- Competitive analysis
- The concepts of effectiveness and efficiency
- Case studies

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class		
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.		
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>	
	Lectures	39	
	Personal Study and Research – (Internet Research)	12	
	Project Work (non-compulsory)	20	
	Case Studies in Small Groups	12	
	Preparation for course	12	
	Preparation for exams	30	

	Total Work Load for student with project work	125
ASSESSMENT METHODS	I. End of Semester Formal Examination (60%-100%) - Short answer questions - Essay questions II. Presentation of Group Projects (40%-0%)	

5. RESOURCES

- Recommended Book Resources:

- Snell, S., Bateman, T., & Konopaske, R. (2015). *M: Management*. McGraw-Hill Higher Education.
- Rothaermel, F. (2013), *Strategic Management, Concepts and Cases*, McGraw Hill.
- Kinicki, A., Williams, B. K., Scott-Ladd, B. D., & Perry, M. (2011). *Management: A practical introduction*. McGraw-Hill Irwin.
- David, F.R. (2007), *Strategic Management: Concepts and Cases*, Prentice Hall.
- Robins, S., De Cenzo, D., and Coulter, M. (2011), *Fundamentals of Management (7th Edition)*, Pearson Education.
- Montana, P. J., & Charnov, B. H. (2008), *Management*, New York, Barron's Educational Series. Inc.
- Schermerhorn, J. (2011), *Introduction to Management*, Wiley.
- Mullins, L. J. (2007), *Management and Organizational Behaviour*, Pearson Education.
- Albarran, A., Mierzejewska, B., & Jung, J. (Eds.). (2006). *Handbook of media management and economics*. Routledge.
- Aris, A., & Bughin, J. (2005). *Managing media companies: Harnessing creative value*. Chichester: John Wiley & Sons.
- Bartol, K.M., and Martin, D.C. (1994), *Management International Edition*, McGraw-Hill, New York, NY.

- Recommended Article/Paper Resources:

- Ansoff, H. I., Kipley, D., Lewis, A. O., Helm-Stevens, R., & Ansoff, R. (2019). *Societal strategy for the business firm*. In *Implanting Strategic Management (pp. 285-310)*. Palgrave Macmillan, Cham.
- Rothaermel, F. T., Hitt, M. A., & Jobe, L. A. (2006). *Balancing vertical integration and strategic outsourcing: effects on product portfolio, product success, and firm performance*. *Strategic management journal*, 27(11), 1033-1056.
- Horst, S. O., & Moisander, J. (2015). *Paradoxes of strategic renewal in traditional print-oriented media firms*. *International Journal on Media Management*, 17(3), 157-174.
- Murschetz, P. (2016). *Connected television: Media Convergence, Industry Structure, and Corporate Strategies*. *Annals of the International Communication Association*, 40(1), 69-93.
- Brown, C. (2016). *Media Management: A Critical Discipline?*. In *Managing Media Firms and Industries (pp. 83-100)*. Springer, Cham.
- Bloom, N., Genakos, C., Sadun, R., & Van Reenen, J. (2012), *Management Practices Across Firms and Countries*, *Academy of Management Perspectives*, Vol. 26, No. 1, pp. 12-33.
- Schoemaker, P., Krupp, S., Howland, S. (2013), *Strategic Leadership: The Essential Skills*, *Harvard Business Review*, Jan/Feb 2013, Vol. 91, No. 1, pp. 131-134.
- Kavali, S., Tzokas, N., & Saren, M. (2001), *Corporate Ethics: An Exploration of Contemporary Greece*, *Journal of Business Ethics*, Vol. 30, No. 1, pp. 87-104.

C2. 2nd Semester Courses

LANGUAGE AND COMMUNICATION

MODULE OUTLINE

1. GENERAL

FACULTY	SOCIAL SCIENCES AND HUMANITIES		
DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CDM 2114	SEMESTER OF STUDY	2nd
MODULE TITLE	PRINCIPLES OF VIDEO AND AUDIO EDITING		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS CREDITS
Lectures		3	
Σύνολο		3	4
MODULE TYPE:	Core, Compulsory		
PRE-REQUISITE LESSONS:	-		
TEACHING AND EXAMS LANGUAGE::	Greek		
MODULE DELIVERY TO ERASMUS STUDENTS	Yes (in English through project work)		
MODULE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The aim of this course is to introduce students to theoretical approaches of the science of linguistics. On successful completion of this course the students will:

- be familiarized with the theoretical framework of the science of linguistics;
- have a general understanding of the structure of the language system and its use for communication purposes;
- understand the relationship of language to other disciplines;
- analyze empirical data by applying theoretical approaches;
- be able to analyze speech in oral and written communication;
- have the ability to gather and interpret relevant data within their field of knowledge to form judgments involving thinking on relevant scientific issues,
- have developed the knowledge-acquisition skills that would be necessary to pursue further studies with a high degree of autonomy;
- be able to communicate information, ideas, problems and solutions to both specialized and non-specialized audiences.

General Skills

- Search, analysis and synthesis of data, using the necessary technologies
- Autonomous work
- Teamwork
- Work in an interdisciplinary environment

- Exercise criticism
- Free, creative thinking and inductive reasoning

3. COURSE CONTENTS

This introductory course aims at familiarizing students with linguistics' basic terminology and linguistic applications in discourse analysis. The following sections are indicatively reported:

- Clarifications on general terminology that allow the study of linguistics;
- The concept of human language structure: the Saussurean system, form and substance, language and speech;
- The structure of human language, under the scope of the transformational-generative grammar: phonetics - phonology, morphology, syntax, semantics;
- The semiotic and communicative character of language;
- Study of the language in real communication circumstances: pragmatics, sociolinguistics.
- Speech acts, discourse analysis, applied linguistics;
- Analysis of the communicative functions of language through various examples of communication contexts.

4. TEACHING & LEARNING METHODS - ASSESSMENT

MODE OF DELIVERY	Lectures in class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Online resources to support and enrich teaching. Use of projector for viewing audiovisual material. Email use to communicate with students. Support of the learning process through the e-class platform.	
TEACHING METHODS AND ORGANIZATION	Method Description	Semester work load
	Lectures	39
	Project Work	31
	Exam preparation	30
	Total work load	100
ASSESSMENT	<p>The final grade of the course is derived from all the following parameters:</p> <p>I. A written final examination that usually includes:</p> <ul style="list-style-type: none"> - Short answer questions - Freelance development questions - Multiple choice questions <p>II. Presence and participation in the course</p> <p>III. Optional presentation of individual or group work.</p> <p>Assessment criteria are announced to students from the 1st lesson and are accessible on the e-class platform.</p>	

5. RESOURCES

Saussure, Ferdinand de (2011). *Course in general linguistics*. Eds. Charles Bally & Albert Sechehaye. Trans. Wade Baskin, subsequently edited by Perry Meisel & Haun Saussy. NY: Columbia University Press.

Fromkin, V., Rodman, R., & Hyams, N. (2011). *An Introduction to Language (Int. ed.)*. Boston, MA Wadsworth.

Harris, Z. (1951). *Structural Linguistics*, University of Chicago Press.

Harris, Z. (1965). *Transformational theory*. *Language* 41, 363-401.

Lyons, J. (1968). *Introduction to theoretical linguistics*, Cambridge University Press

Miller, G. (1951). *Language and Communication*, New York, NY: McGraw-Hill.

STATISTICS FOR SOCIAL SCIENCES

MODULE OUTLINE

1. GENERAL

FACULTY	SOCIAL SCIENCES AND HUMANITIES		
DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CDM 2124	SEMESTER OF STUDY	2nd
MODULE TITLE	STATISTICS FOR SOCIAL SCIENCES		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS CREDITS
Lectures		3	
Σύνολο		3	4
MODULE TYPE:	Core, Compulsory		
PRE-REQUISITE LESSONS:	-		
TEACHING AND EXAMS LANGUAGE::	Greek		
MODULE DELIVERY TO ERASMUS STUDENTS	Yes (in English through project work)		
MODULE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

The purpose of this course is to provide students with an overview of the emerging legal and regulatory framework of Internet. Students will be assessed the importance of the legal issues that arise from peoples' and businesses' interactions through the Internet and cyberspace. The course will focus on legal and policy issues related to the protection of intellectual properties and anonymity, invasion of privacy, e-commerce, online contracts, and the practice of domain names.

On successful completion of this module students will be able to:

- Develop dexterities for the correct collection, regrouping, treatment and presentation of data.
- Create and interpret diagrams and statistical tables
- Calculate and interpret the descriptive measures
- Simple Random Sampling
- Calculate probabilities

General Skills

- Decision making
- Project Self Study

3. COURSE CONTENTS

The course is related with the following: Descriptive Statistics. Classification of statistical data, Frequency, Cumulative Frequency, Relative Frequency, Cumulative Relative Frequency, Measures of location and central tendency, measures of dispersion, Lorenz curve, skewness and kurtosis, double entry tables, Probabilities, commitment probability, theorem of total probability, theorem of Bayes, Bernoulli distribution, Poisson distribution, Normal distribution.

The course covers topics such as:

- Review of Statistics
- Sampling
- Collection and Presentation of Statistical Data

- Descriptive measures
- Elements of Theory of Totals
- Combinations, Permutations, Permutations with Repetition
- Probabilities,
- Univariate variables
- Probability distributions

4.TEACHING & LEARNING METHODS - ASSESSMENT

MODE OF DELIVERY	Lectures in class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform	
TEACHING METHODS AND ORGANIZATION	<i>Method Description</i>	<i>Semester work load</i>
	Lectures	39
	Exam preparation	61
	Total work load	100
ASSESSMENT	Final Exams (100%)	

5.RESOURCES

1. Z. Kalogiratos, Th. Monovasilis, G. Vasileiadis, Statistics
2. Karageorgos D., Statistics descriptive and inference, Savvalas.
3. Frankos Ch. (2004), Business Statistics, Stamoulis publications, Athens
4. Dimitriadis E. (2002), Descriptive Statistics, Kritiki publications Kavala
5. Teacher Notes available on e-class platform

POLITICAL COMMUNICATION

MODULE OUTLINE

1.GENERAL

FACULTY	SOCIAL AND HUMAN SCIENCES		
DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CDM 2135	SEMESTER OF STUDY	2nd
MODULE TITLE	POLITICAL COMMUNICATION		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS CREDITS
Lectures		3	
Σύνολο		3	5
MODULE TYPE:	Core, Compulsory		
PRE-REQUISITE LESSONS:	-		
TEACHING AND EXAMS LANGUAGE::	Greek		
MODULE DELIVERY TO ERASMUS STUDENTS	Yes (in English through project work)		

MODULE WEBPAGE (URL)	
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2.LEARNING OUTCOMES

Learning outcomes

The purpose of this course is to analyse political communication strategy in contemporary political life focusing on state of the art forms of political communication, on political parties as well as on electoral (and generally political) behavior of citizens. Aim of the module is to provide an introduction and basic understanding of the science on Political Communication.

On successful completion of this module students will be able to:

- Acquire critical understanding of the principal characteristics of contemporary political communication science
- Analyze the different theoretical approaches in Political Communication
- Compare and evaluate the different research methods in political communication
- Approach critically various social and institutional debates that arise from contemporary political communication.
- Analyze and assess the consequences of mediated communication in contemporary democracy.

General Skills

- Teamwork
- Critical thinking
- Free, creative and inductive thought
- Essay in an interdisciplinary field
- Search, Analysis and Synthesis of data and information with the use of necessary technologies.

3. COURSE CONTENTS

Indicative topics covered in the course:

- Theoretical Framework of Political Communication
- Political Communication and Media
- Political Communication and Advertising
- Political Communication and Public Discourse
- Electoral Campaigning and Political Communication
- Political Communication and Public Opinion
- Political Communication and public Relations
- Public sphere and deliberation

4.TEACHING & LEARNING METHODS - ASSESSMENT

MODE OF DELIVERY	Lectures in class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform	
TEACHING METHODS AND ORGANIZATION	<i>Method Description</i>	<i>Semester work load</i>
	Lectures	39
	Project	36
	Self Study	50
	Total work load	125
ASSESSMENT	Final Examination (70%) that may include: <ul style="list-style-type: none"> - Short answer questions – - Essay questions – - Multiple choice questions – - Comparative analysis of theoretical issues 	

	- Case study questions II. Lab exercises and examination 30 %
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5.RESOURCES

<p>Brian Mc Nair Introduction to Political Communication, 2011</p> <p>Meyer, Th., & Hinchman, L., Media Democracy, How the media colonize politics, Polity Press and Blackwell, Cambridge, UK 2002.</p> <p>Webster, F., (ed), Culture and Politics in the information age, A new politics? Routledge, London, New York 2001.</p> <p>Norris, Pippa, A Virtuous Circle. Political Communications in Postindustrial Societies, Cambridge, Cambridge University Press, 2002.</p> <p>Jenkins, Henry and Thornburn, David (eds), Democracy and New Media, The MIT Press, Cambridge, Massachusetts, London, England, 2003.</p> <p>Fishkin, James, S. & Laslett, Peter (eds) Debating Deliberative Democracy, Malden, MA, USA, Oxford, UK, Victoria, Australia: Blackwell Publishing, 2003</p>
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PRINCIPLES VIDEO AND AUDIO EDITING

MODULE OUTLINE

1.GENERAL

SCHOOL	SOCIAL SCIENCES AND HUMANITIES		
DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CDM 2144	SEMESTER	2nd
MODULE TITLE	PRINCIPLES OF VIDEO AND AUDIO EDITING		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS CREDITS
Lectures		2	
Lab exercises		2	
Σύνολο		4	5
MODULE TYPE:	Core, Compulsory		
PRE-REQUISITE LESSONS:	-		
TEACHING AND EXAMS LANGUAGE::	Greek		
MODULE DELIVERY TO ERASMUS STUDENTS	Yes (in English through project work)		
MODULE WEBPAGE (URL)			

2.LEARNING OUTCOMES

Learning outcomes
<p>The aim of the course is to cover the theory and important developments related to digital video and its use in areas of communication such as information, marketing, education etc. Students will also be taught the role of video in modern media such as online services, social networks, digital storytelling, interactive media, etc.</p> <p>The course focuses on the transition from analogue to digital video, on video camera types and technical details on how to operate digital video cameras, auxiliary equipment (tripods, drones, lens types, lighting,</p>

green screen etc.), video shooting techniques (framing) , types of shots, etc., video file types and their characteristics (format, dimensions, size calculation, etc.), tools used today in video editing.

The course will also cover relevant topics related to sound such as the transition from analogue to digital audio, digital audio processing (equipment, sampling & quantization), audio files and their features.

The course will also cover the stages of video production (pre-production, post-production), topics related to the evolution of the Internet and the impact of online technologies on the way video is used and disseminated today (video sharing platforms, YouTube, Vimeo and social networks). The course will also cover topics related to the use of video in education, distance learning and massive open online learning platforms (MOOCS).

The lesson will also cover current trends in video production such as 360o video, 3D video, interactive video and more.

Particular emphasis will be given to performing laboratory exercises on video editing techniques using appropriate software packages (commercial and open source)

Upon successful completion of the course the students will be able to:

- Analyze the social implications and role of digital video in areas of communication such as journalism, marketing, communication and education.
- Understand how digital cameras work, the camera equipment (camera types and accessories), basic shooting techniques as well as to apply the basic principles of video shooting and editing to achieve communication goals.
- Acquire basic knowledge about video file features such as format, frame rates (FPS), NTSC & PAL, frame dimensions, file size calculation, video file types and compression techniques, codecs etc.
- Acquire basic knowledge of digital audio and audio file features (file types, sampling & quantization)
- To analyze the capabilities of video & sound editing software and evaluate video editing software packages
- Apply video editing techniques and special effects to create presentation videos for communication purposes
- Analyze the role and forms of video in the evolving web environment, in social networks and modern multimedia applications (YouTube video sharing platforms, Vimeo, snapchat, stories, Augmented and Virtual reality)
- To analyze and use various techniques for disseminating video through various web platforms and applications
- To analyze and evaluate emerging video technologies (360o video, interactive video, 3D video, etc.)

General Skills

- Teamwork
- Decision making
- Creativity
- Critical thinking
- Free, creative and inductive thought
- Work in an interdisciplinary environment

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3. COURSE CONTENTS

Indicative sections:

- The transition from analogue to digital video and from analogue to digital sound
- The role of video in today's communication landscape (online marketing, advertising, e-learning etc).

- Video equipment- cameras, camera equipment (e.g. lenses), camera types, auxiliary equipment (tripods, lighting equipment, sliders, drones etc)
- Video file specifics (types, dimension, resolution, HD, 4K, file size & factors, file size calculation, transferring and storing, presentation software)
- Video and Sound compression techniques
- Video production stages (Pre-Production, Production, Post- Production)
- Audio capturing and processing
- Audio files (types, sampling and quantization)
- Video sharing platforms, dissemination of Video on social media
- Copyright issues regarding Video and Sound files
- The role of video in Education (MOOCS, Coursera, EdX, Khan Academy etc.)
- Video editing software (open source and commercial)
- Sound editing software (open source and commercial)
- Video distribution methods

4. TEACHING & LEARNING METHODS - ASSESSMENT

MODE OF DELIVERY	Lectures in class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	<p>Students will work with Video and Audio editing software packages.</p> <p>Support of the learning process through the e-class platform</p> <p>Support of the learning process through multimedia videolessons.</p>	
TEACHING METHODS AND ORGANIZATION	Method Description	Semester work load
	Lectures	26
	Preparation for lesson attendance	19
	Lab exercises	26
	Preparation for completing and presenting individual and team assignments	24
	Exam preparation	30
	Total work load	125
ASSESSMENT	<p>Final Examination (60 - 100%) that may include:</p> <ul style="list-style-type: none"> - Short answer questions – - Essay questions – - Multiple choice questions – - Comparative analysis of theoretical issues - Case study questions <p>II. Lab exercises and examination 0-40 %</p>	

5. RESOURCES

-Suggested Book resources :

- THE VIDEO CAMERA AND AUDIOVISUAL RECORDING, JULIA TZIMA
- 101 TOPTIPS FOR DSLR VIDEO, JUNIPER ADAM, NEWTON DAVID, NEXUS PUBLICATIONS AE

- DIGITAL VIDEO FOR NOVICES, COLIN BARRETT, KLIDARITHMS PUBLICATIONS
- VIDEO PRODUCTION – BASIC PRINCIPLES Zettl Herbert
- DIGITAL VIDEO with Adobe Creative Cloud step by step – Giourdas Publications
- 3D Video [electronic resource], Lucas, 2013, Wiley-ISTE, HEAL-Link Wiley ebooks
- Emerging Technologies for 3D Video [electronic resource], 2013, Wiley, Link Wiley ebooks

INTERNET TECHNOLOGIES AND DESIGN IN THE WORLD WIDE WEB I

MODULE OUTLINE

1.GENERAL

FACULTY	SOCIAL SCIENCES AND HUMANITIES		
DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CDM 2154	SEMESTER OF STUDY	2nd
MODULE TITLE	INTERNET TECHNOLOGIES AND DESIGN IN THE WORLD WIDE WEB I		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS CREDITS
		Lectures	2
		Lab exercises	2
		Σύνολο	4
MODULE TYPE:	Core, Compulsory		
PRE-REQUISITE LESSONS:	-		
TEACHING AND EXAMS LANGUAGE::	Greek		
MODULE DELIVERY TO ERASMUS STUDENTS	Yes (in English through project work)		
MODULE WEBPAGE (URL)			

2.LEARNING OUTCOMES

Learning outcomes

This course will focus on the technologies involved in web development. There will be an overview of all the tools and technologies available to build an online presence, whether it is corporate websites, personal websites and websites designed to promote and communicate with the public in general. Initially, the course will repeat concepts related to it web site publishing such as webserver, client-server communication, url domain names, FTP etc

The students will then be taught the HTML Subject Markup Language, Cascading style sheets CSS, and will be introduced to basic Javascript commands.

Στην συνέχεια η φοιτητές θα διδαχθούν προγράμματα σχεδίασης και δημιουργίας ιστ

Students will then be taught a software package for creating webpages based on HTML and CSS (eg Dreamweaver).

In Lab hours students will design and create webpages using HTML CSS and software packages. The lesson will also cover concepts such as search engine optimization techniques and techniques for making webpages friendly to the users and the search engines

The course will also briefly cover Web programming languages (PHP, Java, Python), client server and database technologies for dynamic web pages and web application development as well as content management systems,

Upon successful completion of the course students will be able to:

1. Understand basic concepts related to website creation (e.g. web pages, html, links, static and dynamic web pages, web server, url, domain name etc.)
2. Understand and apply the necessary procedures for publishing a website on the Internet
3. Compare and evaluate the various web development tools (e.g. design packages, programming languages, content management systems) and decide which are the most appropriate (or a combination of them) for creating web presentations that aim to cover different communication needs.
4. Design and create websites using HTML and the CSS markup language
5. Design and create webpages using software packages (e.g. Dreamweaver)
6. To utilize knowledge and skills gained in the previous semester on image editing to design stylish and effective web presentations
7. To adapt to the developments in web site design and to be able to redesign web presentations based on these developments

General Skills

- Teamwork
- Decision making
- Creativity
- Critical thinking
- Free, creative and inductive thought
- Work in an interdisciplinary environment

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3. COURSE CONTENTS

Indicative sections:

- Revision of concepts related to the publication and operation of web sites such as webserver, client-server, url, domain name, FTP etc
- Hypertext Markup language HTML, HTML5. HTML tags
- Cascading style sheets CSS
- Introduction to Javascript
- Webpage creation with the use of HTML, CSS και Javascript.
- SEO techniques for developing webpages that are friendly to search engines
- Webpage design and creation software (e.g. Dreamweaver).
- Brief introduction to Web application development technologies. Web programming languages PHP, Java, Python, client-server technologies and databases.
- Brief introduction to Content management systems (CMS).
- Web page creation with the use of templates HTML, CSS, PHP (π.χ. bootstrap).
- Web site publishing procedures, Web site management.

4. TEACHING & LEARNING METHODS - ASSESSMENT

MODE OF DELIVERY	Lectures in class
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	<p>Students work with web site design and development software.</p> <p>Support of the learning process through the e-class platform</p> <p>Support of the learning process through multimedia video-lessons.</p>

TEACHING METHODS AND ORGANIZATION	Method Description	Semester work load
	Lectures	26
	Preparation for lesson attendance	19
	Lab exercises	26
	Preparation for completing and presenting individual and team assignments	24
	Exam preparation	30
	Total work load	125
	ASSESSMENT	<p>Final Examination (60 - 100%) that may include:</p> <ul style="list-style-type: none"> - Short answer questions – - Essay questions – - Multiple choice questions – - Comparative analysis of theoretical issues - Case study questions <p>II. Lab exercises and examination 0-40 %</p>

5.RESOURCES

-Suggested Book resources :

- Melonie, Julie C., Learn HTML 5, CSS και JavaScript, Giourdas Publications, 2013
- Designing successful webpages, Arsenis., Klidarithmos Publications, 2011
- Lemay, Laura, Handbook of HTML and CSS, Giourdas Publications 2011

INTRODUCTION TO CULTURE AND CULTURAL HERITAGE MANAGEMENT

COURSE OUTLINE

1. GENERAL

FACULTY	SOCIAL SCIENCES AND HUMANITIES		
DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CDM 2164	SEMESTER OF STUDY	2 ND
COURSE TITLE	INTRODUCTION TO CULTURE AND CULTURAL HERITAGE MANAGEMENT		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	
Total		3	4
COURSE UNIT TYPE	Compulsory		
PREREQUISITES :	-		

LANGUAGE OF INSTRUCTION/EXAMS:	GREEK
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)
MODULE WEB PAGE (URL)	

2. LEARNING OUTCOMES

Learning Outcomes

The aim of this course is to provide students with an overview of the concepts of culture, modernity, cultural goods, tradition, cultural identity and heritage. The concept of cultural evolution and the various aspects of both popular and modern culture are presented. Emphasis is given to analyzing the ways, means and political management of cultural heritage both in Greece and internationally.

On successful completion of this module the learner will be able to:

- Understand the concepts of culture and cultural heritage.
- Identify the different aspects that comprise the popular and modern culture.
- Evaluate the cultural policy at regional and local level.
- To formulate plans and programs for the management of cultural heritage by incorporating the new technology.

General Skills

- Autonomous and Team - work
- Teamwork
- Free, creative and inductive thought
- Respect for diversity

3. COURSE CONTENTS

The course is organized around topics such as:

- Introduction to the concepts of culture and cultural identity
- Aspects of popular and modern culture
- Modernism/Modernity
- The concept of tradition and folklore
- Introduction to cultural goods and cultural heritage
- Cultural policy
- The institutional framework and responsible entities for cultural heritage management
- Cultural heritage management in Greece and Internationally
- Cultural heritage management with new technologies

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Preparation for autonomous works/exercises	12
	Project Teamwork	7
	Preparation for course	12
	Preparation for exams	30
	Total Work Load for student with project work	100
ASSESSMENT METHODS	I. End of Semester Formal Examination (60% or 100%) - Short answer questions - Essay questions	

	II. Presentation of Group Projects (40% or 0%)
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5. RESOURCES

- Recommended Book Resources:

- Smith, P., & Riley, A. (2011). *Cultural theory: An introduction*. John Wiley & Sons.
- Storey, J. (Ed.). (2006). *Cultural theory and popular culture: A reader*. University of Georgia Press.
- Timothy, D. J., & Nyaupane, G. P. (Eds.). (2009). *Cultural heritage and tourism in the developing world: A regional perspective*. Routledge.
- Ingold, T. (1994). *Introduction to culture*. *Companion encyclopedia of anthropology: Humanity, culture, and social life*, 329-349.
- Connor, S. (1989). *Postmodernist culture: An introduction to theories of the contemporary* (p. 170). Oxford: Basil Blackwell.
- Strinati, D. (2004). *An introduction to theories of popular culture*. Routledge.
- Leask, A., & Fyall, A. (2006). *Managing world heritage sites*. Routledge.
- Graham, B., Ashworth, G., & Tunbridge, J. (2016). *A geography of heritage: Power, culture and economy*. Routledge.

- Recommended Scientific Articles

- Bec, A., Moyle, B., Timms, K., Schaffer, V., Skavronskaya, L., & Little, C. (2019). *Management of immersive heritage tourism experiences: A conceptual model*. *Tourism Management*, 72, 117-120.
- Psomadaki, O. I., Dimoulas, C. A., Kalliris, G. M., & Paschalidis, G. (2019). *Digital storytelling and audience engagement in cultural heritage management: A collaborative model based on the Digital City of Thessaloniki*. *Journal of Cultural Heritage*, 36, 12-22.
- Holtorf, C., & Kristensen, T. M. (2015). *Heritage erasure: rethinking 'protection' and 'preservation'*. *International Journal of Heritage Studies*, 21(4), 313-317.
- Adie, B. A., & Hall, C. M. (2017). *Who visits World Heritage? A comparative analysis of three cultural sites*. *Journal of Heritage Tourism*, 12(1), 67-80.
- Fredheim, L. H., & Khalaf, M. (2016). *The significance of values: heritage value typologies re-examined*. *International Journal of Heritage Studies*, 22(6), 466-481.
- Tscheu, F., & Buhalis, D. (2016). *Augmented reality at cultural heritage sites*. In *Information and communication technologies in tourism 2016* (pp. 607-619). Springer, Cham.
- Carter, B., & Grimwade, G. (1997). *Balancing use and preservation in cultural heritage management*. *International Journal of Heritage Studies*, 3(1), 45-53.

PRINCIPLES OF MARKETING

MODULE OUTLINE

1. GENERAL INFORMATION

FACULTY	SOCIAL SCIENCES AND HUMANITIES		
DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CMD 2175	SEMESTER OF STUDY	2 nd
MODULE TITLE	PRINCIPLES OF MARKETING		
COURSEWORK BREAKDOWN		WEEKLY TEACHING LOAD	ECTS Credits
		Lectures	3
			5
MODULE TYPE	Core		
PREREQUISITES:	-		
TEACHING AND EXAMS LANGUAGE:	Greek		

MODULE DELIVERY TO ERASMUS STUDENTS	Yes (in English)
MODULE WEBPAGE (URL)	

2. LEARNING OUTCOMES

Learning Outcomes

The purpose of the module is the critical understanding of the basic concepts and principles of marketing management. Students will learn about the role of marketing within the organization as well as the techniques that marketers use for developing the four basic elements of the marketing mix (product, price, place and promotion). Moreover, students will explore the role of market segmentation, targeting, differentiation and positioning for the creation and maintenance of a competitive advantage.

Upon successful completion of this module the learner will be able to:

- Understand the role and contribution of the marketing function to the effective management of a business.
- Appreciate the forces of the micro and macro marketing environment
- Segment consumers in small clusters using particular segmentation criteria
- Decide upon the suitable differentiation and positioning strategies for products and services/
- Use marketing research techniques when preparing strategic marketing plans for products or services.
- Contrast and critically evaluate alternative marketing strategies based on thorough analysis of case studies

General Skills

- Teamwork
- Decision making
- Critical Thinking
- Free, creative and inductive thought

3. MODULE CONTENTS

The course is organized around topics such as:

- Types of marketing (i.e. micromarketing, macromarketing).
- The marketing environment
- Competitive analysis and competitive advantage.
- Segmentation, targeting and positioning process.
- Differentiation strategies for products and services.
- Consumer Behaviour
- Marketing mix elements.
- Product strategy
- Price strategy
- Place strategy
- Promotion strategy
- Strategic marketing plan.
- Case study analysis

4. TEACHING METHODS-ASSESSMENT

MODE OF DELIVERY	In-class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform	
TEACHING METHODS	Method Description	Semester Workload
	Lectures	39
	Preparation for module attendance	20
	Group project preparation	15

	and write-up	
	Case study analysis in small student groups	20
	Exam Preparation	30
	Exams	2
	Total work Load	126
ASSESSMENT METHODS	I. End of semester written exam that includes: <ul style="list-style-type: none"> - Short essay questions - Multiple choice questions - Case study questions that require the application of marketing theory in real problems II. Writing and presentation of Group project	

5. RESOURCES

-Recommended Book Resources :

- Perreault, W., Cannon, J., and McCarthy (2015), *Introduction to Marketing. Basic Marketing*, McGraw Hill Publishers
- Kotler & Armstrong (2015), *Principles of Marketing*, 16th edition, Prentice Hall
- McDonald & Wilson (2011), *Marketing Plans: How to Prepare Them, How to Use Them*, 7th edition, Wiley
- Aaker, D. (2013), *Strategic Market Management*, 10th edition, John Wiley and Sons
- Larsen, H. H. (1997), *Cases in marketing*, Sage.
- Fahy, J. & Jobber, D. (2014). *Foundations of Marketing*, McGraw-Hill.
- Mullins, J., Walker, O. C., Boyd, H. Jr., & Larreche, J. -C. (2004), *Marketing Management A Strategic Decision Making Approach*, 5th edition, McGraw-Hill Publishers

-Recommended Article/Paper resources:

- Rust, R. T., Moorman, C., & Bhalla, G. (2010), *Rethinking Marketing*, Harvard Business Review, Vol. 88, Nos. 1/2, pp. 94-101.
- Grönroos, C. (1997). *Keynote paper From marketing mix to relationship marketing-towards a paradigm shift in marketing*. *Management decision*, 35(4), 322-339.
- Constantinides, E. (2006), *The Marketing Mix Revisited: Towards The 21st Century Marketing*, *Journal of Marketing Management*, Vol. 22, Nos. 3-4, pp. 407-438.
- McCole, P. (2004), *Refocusing Marketing To Reflect Practice: The Changing Role Of Marketing For Business*, *Marketing Intelligence & Planning*, Vol. 22, No. 5, pp. 531-539.
- Homburg, C., Workman, J. P., & Jensen, O. (2000). *Fundamental changes in marketing organization: The movement toward a customer-focused organizational structure*. *Journal of the Academy of Marketing Science*, 28(4), 459-478.
- Schmitt, B. (1999), *Experiential Marketing*, *Journal of Marketing Management*, Vol. 15, Nos. 1-3, pp. 53-67.
- Gök, O., & Hacioglu, G. (2010), *The Organizational Roles Of Marketing And Marketing Managers*. *Marketing Intelligence & Planning*, Vol. 28, No. 3, pp. 291-309.
- Danaher, P. J., & Rossiter, J. R. (2011), *Comparing Perceptions Of Marketing Communication Channels*, *European Journal of Marketing*, Vol. 45, Nos. 1/2, pp. 6-42.
- Tonks, D. G. (2009), *Validity and the Design of Market Segments*, *Journal of Marketing Management*, Vol. 25, Nos. 3-4, pp. 341-356.