

Communications

Course Descriptions

CN 6001 PUBLIC RELATIONS STRATEGY 3 CREDITS

Course Description

Effective and creative planning is at the heart of all public relations and communication activity. This course promotes understanding of the practice of public relations from both theoretical and practical perspectives, discussing key concepts of public relations as a communication management function. Topics explored include social and organizational contexts of public relations management and strategies for planning, implementing, and evaluating public relations campaigns.

CN 6002 ADVANCED MEDIA WRITING AND TECHNIQUES 3 CREDITS

Course Description

This course guides students from the research, planning, and design stages of public relations public relations writing, to the production of effective public relations materials. It explores the methods involved in selecting media and evaluating the success of communication campaigns. It emphasizes the importance of tailoring messages to specific audience needs and of behaving ethically towards publics.

CN 6003 POLITICAL COMMUNICATION 3 CREDITS

Course Description

This course enables the student to assess the role and function of communication in the public sphere, providing a general overview of key theories and research in the field. The course adopts a cross-national perspective and focuses on exploring the relationship between political institutions and the media, and on the role of new media in politics, popular culture and the construction of public opinion. A special emphasis is given to the analysis of cases and examples from Greece.

CN 6004 COMMUNICATION FOR THE TOURISM INDUSTRY 3 CREDITS

Course Description

This course focuses on communication strategies and public relations tools for the travel and tourism industry. It examines communication practices and techniques that are of special importance to the industry's major sectors: hotels, restaurants, tourist attractions/destinations, and transportation services. Topics of discussion include the role of information technology in the hospitality industry, an analysis of destination branding and case studies drawn from recent practice in several countries.

CN 6005 NEGOTIATION AND CONFLICT RESOLUTION 3 CREDITS

Course Description

This course provides the theoretical framework, the concepts and the tools that are critical to the establishment, development and implementation of effective conflict resolution and negotiation strategies and tactics, applying them to interpersonal, organizational, and intercultural contextual frameworks. Using role-play, students apply negotiation strategies to practical settings, including third-party conflict resolution and other conflict management efforts

CN 6006 APPLIED COMMUNICATION RESEARCH METHODS 3 CREDITS

Course Description

This course enables students to develop the research skills that will allow them to complete successful research projects in their future careers. The theory and techniques of both quantitative and qualitative communication research methods are presented in this course. Using numerous examples of research in the field, the course demonstrates how communication studies are designed and applied to specific cases.

CN 6007 STRATEGIC CORPORATE COMMUNICATION 3 CREDITS

Course Description

Corporate communication lies at the heart of effective strategic management. This course examines important corporate communication areas such as internal communication, advertising, public relations, integrated communications strategies, and new communication technologies and focuses on how these areas work together to achieve organizational objectives.

CN 6008 COMMUNICATION FOR THE ENTERTAINMENT INDUSTRY 3 CREDITS

Course Description

The entertainment industry is one of the largest and fastest growing industries in the world. This course explores various sectors of the entertainment industry and their communication strategies. The discussion will include new media, gaming, theme entertainment, live performances, music, television, and film with a special focus on public relations for sport organizations. Topics examine the “celebrity industries” and the PR structures that manufacture celebrity, drawing examples from the full range of contemporary media.

CN 6009 PUBLIC RELATIONS IN THE PUBLIC AND NON-PROFIT SECTORS 3 CREDITS

Course Description

This course is designed to provide a broad-based understanding of communication strategies and their applicability to public and non-profit organizations. It is intended to enable public and non-profit marketers and communication specialists to manage their communication and publicity efforts strategically. It develops a special knowledge of public communication campaigns that addresses a variety of social issues related to the environment, culture, education, public health, and many other social programs and services.

CN 6010 THE MEDIA OF MASS COMMUNICATION**3 CREDITS****Course Description**

This course explores the structure, function, and performance of the mass media and their dynamic relationship to society. It provides students with knowledge of the ways in which American, European, and Greek media organizations operate, focusing on media production, media content, media effects and audience analysis.

CN 6011 CRISIS COMMUNICATION MANAGEMENT**3 CREDITS****Course Description**

This course focuses on crisis communication practices in organizations of all types, with an emphasis on planning, emergency communication, image restoration, and organizational learning. Strategies discussed include pre-crisis planning, crisis response, and post-crisis recovery.

CN 6012 CAPSTONE PROJECT IN COMMUNICATION**3 CREDITS****Prerequisites:****5 Core Courses**

CN 6001 PUBLIC RELATIONS STRATEGY

CN 6002 ADVANCED MEDIA WRITING AND TECHNIQUES

CN 6006 APPLIED COMMUNICATION RESEARCH METHODS

CN 6007 STRATEGIC CORPORATE COMMUNICATION

CN 6010 THE MEDIA OF MASS COMMUNICATION

4 Elective courses**Course Description**

The Capstone project is the MA candidates' final academic project, and marks the culmination of their Master's degree program. The Capstone project requires students to integrate and apply the knowledge and skills acquired in their course work. Projects are selected by students with faculty approval and conducted under the guidance of a faculty member. Projects can focus on: designing a professional communication strategic plan to meet the objectives of an organization; devising a complete professional campaign to promote a company, product, service, or public figure; or researching a communication topic relevant to one of the special areas examined in the elective courses.

CN 6020 EFFECTIVE COMMUNICATION SKILLS**3 CREDITS****Course Description**

This course offers an opportunity to learn and apply, in daily life, practical principles of effective communication. Emphasis is placed on psychological, social, cultural, and linguistic factors, which affect person-to-person interaction. This course is designed to help students improve their communication in both personal and professional contexts. Attention is given to human perceptions, interpersonal dynamics, patterns of inference, listening, and verbal and visual symbols.