

**SCHOOL OF INTERNATIONAL STUDIES, COMMUNICATION AND CULTURE
DEPARTMENT OF COMMUNICATION, MEDIA AND CULTURE**

**UNDERGRADUATE COURSES
OFFERED DURING THE
2022-2023
ACADEMIC YEAR**

FIRST YEAR – Fall Semester

COMPULSORY COURSES

[Choose five (5) from the compulsory courses below or four (4) from the compulsory courses plus one (1) from the elective courses]

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410114	Introduction to Media Studies	I. Vovou	6	3
2.	410228	Introduction to Journalism	N. Bakounakis	6	3
3.	410270	Introduction to Culture and Cultural Studies	M. Michailidou	6	3
4.	410099	Introduction to Computing/Information Technology	D. Dounas	6	3
5.	410167	Introduction to Political Economy	N. Leandros	6	3
6.	410308	Information Literacy: Methodology for Information Seeking, Evaluation and Use	C. Kanaki	6	3

ELECTIVE COURSES

(Choose only one (1) if you decide to choose four (4) courses from the compulsory list above)

7.	410945	Italian: Italian Civilization	N. Danezis & A. Papameleti [Department of Foreign Languages]	6	3
8.	410943	French: French in Social Sciences	M. Syntichaki [Department of Foreign Languages]	6	3
9.	410277	Introduction to International Politics	A. Gofas, G. Evaggelopoulos, K. Kolliopoulos [Department of International, European and Area Studies]	6	3

FIRST YEAR – Spring Semester

COMPULSORY COURSES

[Choose five (5) from the compulsory courses below or four (4) from the compulsory courses plus one (1) from the elective courses]

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410219	Language and Communication I	M. Kakavoulia	6	3
2.	410202	Organization and Management	D. Iordanoglou	6	3
3.	410220	Visual Cultural Studies	Y. Skarpelos	6	3
4.	410082	Introduction to Web Science: Technologies, Services, Applications	D. Dounas	6	3
5.	410286	Game and Communications	K. Karpouzis	6	3
6.	410323	Introduction to Cyberpsychology	K. Theodoridis	6	3

ELECTIVE COURSES

[Choose only one (1) if you decide to choose four (4) courses from the compulsory list above]

7.	MET-120542	European Integration: An overview	A. Passas, Ch. Platias, V. Chatzopoulos [Department of International, European and Area Studies]	7,5	3
8.	MET -800110	Economic and Urban Geography	V. Avdikos [Department of Economic and Regional Development]	6	4

SECOND YEAR – Fall Semester

COMPULSORY COURSES

[Choose five (5) from the compulsory courses below or four (4) from the compulsory courses plus one (1) from the elective courses]

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410227	Marketing Principles: Products, Services and Culture	G.M. Klimis	6	3
2.	410165	Methods of Communications Research	M. Michailidou	6	3
3.	410257	Introduction to Museology	A. Gkazi	6	3
4.	410329	Cultural Computing/Technology	K. Karpouzis	6	3
5.	410322	Sociology of the Internet *	P. Vatikiotis	6	3
6.	410913	English Language for Media and Communication*	P. Kokori	6	3
7.	410091	Introduction to Cinema Studies	P. Kokori	6	3
8.	41005	Political Sociology	D. Serafis	6	3
9.	410332	The Book as a Communication Medium in the Digital Era	P. Kapos	6	3
10.	410340	Statistical Literacy in Digital Media and Information Analysis	V. Roungas	6	3

* The courses are also offered to Erasmus students

ELECTIVE COURSES

[You can choose only one (1) if you decide to choose four (4) courses from the compulsory list above]

11.	410295	Introduction to Modern Greek Society	S. Sakellaropoulos [Department of Social Policy]	6	3
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SECOND YEAR – Spring Semester

COMPULSORY COURSES

[Choose five (5) from the compulsory courses below or four (4) from the compulsory courses plus one (1) from the elective courses]

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410216	Introduction to Advertising and Public Relations*	B. Tsakarestou	6	3
2.	410079	Contemporary Communication Issues	I. Vovou	6	3
3.	410118	The Constitutional Organization of the State	J. Kiki	6	3
4.	410107	Introduction to Cinema Studies	P. Kokori	6	3
5.	410321	Digital Methods and Online Research	K. Theodoridis	6	3
6.	410190	Introduction to the History of Art	D. Pandi	6	3

* The course is also offered to Erasmus students

ELECTIVE COURSES

[You can choose only one (1) if you decide to choose four (4) courses from the compulsory list above]

7.	MET-520182	Anthropological Theories of Nationalism and Ethnicity	A. Notaras [Department of Social Anthropology]	6	3
8.	MET-120324	International Political Economy	G. Stasinopoulos [Department of International European and Area Studies]	6	3

THIRD YEAR – Fall Semester

WORKSHOPS/LABS – Compulsory Subjects

Culture and Cultural Management Track

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410233	Culture and Cultural Management Track Workshop I: Cultural Heritage	A. Gkazi	8,5	3
2.	410234	Culture and Cultural Management Track Workshop I: Contemporary Digital Applications in Cultural Studies	K. Karpouzis	8,5	3

Journalism Track

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410235	Journalism Workshop I: Introduction to reporting and storytelling - The Short Form	N. Bakounakis	8,5	3
2.	410236	Journalism Workshop II: Radio and Acoustic Communication	A. Gazi	8,5	3

Advertising and Public Relations Track

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410261	Advertising and Public Relations Workshop I: Applied Marketing – Digital / Mobile Marketing	B. Tsakarestou	8,5	3
2.	410262	Market Research, Digital Media and Apps - Web, UX, Apps, Mobile, Video, Podcasting	B. Tsakarestou S. Kaperonis	8,5	3

COMPULSORY COURSES COMMON FOR ALL TRACKS

[Choose three (3) or two (2) & one (1) from the Electives]

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410168	Communication and Language II	M. Kakavoulia	5	3
2.	410127	History of Political Ideas	M. Michailidou	5	3
3.	410214	Codes of Journalistic Ethics	J. Kiki	5	3
4.	410204	Social issues, social innovation and corporate responsibility*	B. Tasakarestou	5	3
5.	410311	Design as a Communication Tool	S. Kaperonis	5	3
6.	410314	Image and Communication	Y. Skarpelos	5	3
7.	410333	Publishing Entrepreneurship and the Production Process	P. Kapos	5	3
8.	410339	Literacy in digital media and information: Theory and Practice	V. Roungas	5	3
9.	410282	International Humanitarian Law	M. Marouda [Department of International, European and Area Studies]	6	3

* The course is also offered to Erasmus students

THIRD YEAR – Spring Semester

WORKSHOPS/LABS – Compulsory

Culture and Cultural Management Track

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410237	Culture and Cultural Management Track Workshop III: Social Media & Cultural Communication	S. Kaperonis	8,5	3
2.	410238	Culture and Cultural Management Track Workshop IV: Cinema	A.Gkazi	8,5	3

Journalism Track

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410239	Journalism Workshop III: Communication Projection of Journalistic Organizations	S. Kaperonis	8,5	3
2.	410240	Journalism Workshop IV: Special Reporting	P. Vatikiotis	8,5	3
3.	410324	Journalism Workshop XI: Alternative Journalism	P. Vatikiotis		

Advertising and Public Relations Track

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410263	Advertising and Public Relations Workshop III: Strategy Design & Social Media	B. Tsakarestou	8,5	3
2.	410264	Advertising and Public Relations Workshop IV: Startup Entrepreneurship	B. Tsakarestou	8,5	3

COMPULSORY COURSES COMMON FOR ALL TRACKS

[Choose three (3) or two (2) & one (1) from the Electives]

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410196	Strategic Management of Companies and Organizations, I	G.M. Klimis	5	3
2.	410320	Video, Sound and Photo Editing	S. Kaperonis	5	3
3.	410330	Ethical, Social and Cultural Aspects of Technology	K. Karpouzis	5	3
4.	410343	Text Production	E. Arseniou	5	3
5.	410334	Book Publishing in the New Hybrid Environment	P. Kapos	5	3
6.	410341	Crisis, Argumentation and Public Policies	D. Serafis	5	3
7.	410342	Gaming Simulations in Consulting and Decision Making *	V. Roungas	5	3
8.	410086	Media Economics	N. Leandros	5	3
9.	410342	Political Communication	M. Psylla	5	3

* The course is also offered to Erasmus students

FOURTH YEAR – Fall Semester

WORKSHOPS/LABS – Compulsory

Culture and Cultural Management Track

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410241	Culture and Cultural Management Track Workshop V: Management of Cultural Events	G.M. Klimis	8,5	3
2.	410242	Culture and Cultural Management Track Workshop VI: Theatre - Contemporary Performance	P. Kokori	8,5	3

Journalism Track

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410243	Journalism Workshop V: Applied Reporting with Handheld Devices	S. Kaperonis	8,5	3
2.	410244	Journalism Workshop VI: Television in the Era of Intermediality	I. Vovou	8,5	3
3.	410307	Journalism Workshop IX: Aspects of the Internet – Critical Perspectives	P. Vatikiotis	8,5	3

Advertising and Public Relations Track

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410265	Advertising and Public Relations Workshop V: Creativity – The Art of Storytelling	B. Tsakarestou	8,5	3
2.	410267	Advertising and Public Relations Workshop VI: The Power of Storytelling Native-Branded Content Public Diplomacy	B. Tsakarestou	8,5	3

COMPULSORY COURSES COMMON FOR ALL TRACKS

[Choose three (3) or two (2) & one (1) from the Electives]

A/A	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410148	On Narrative: Theories and Applications	M. Kakavoulia	5	3
2.	410115	Media Law: Press Law	J. Kiki	5	3
3.	410327	Big Data in Culture	Y. Skarpelos	5	3
4.	410252	Human Resource Management	D. Iordanoglou	5	3
5.	410338	Consumer Culture and Behavior in Digital Environments	K. Theodoridis	5	3
6.	410328	Protection of Personal Data	F. Panagopoulou [Department of Public Administration]	5	3
7.	410192	Introduction to Contemporary Art	D. Pandi	5	3
8.	410152	Research Project – Final Year Thesis (If not completed in the Spring Semester -4 th year)		10	6

ELECTIVE COURSE

[You can choose only one (1) if you decide to choose two (2) courses from the compulsory list above]

9.	MET-800052	Cultural Development and Policy	V. Avdikos [Department of Economic and Regional Development]	6	4
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FOURTH YEAR – Spring Semester

WORKSHOPS/LABS – Compulsory

Culture and Cultural Management Track

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410245	Culture and Cultural Management Track Workshop VII: Audience Engagement and Cultural Experience	M. Michailidou	8,5	3
2.	410246	Culture and Cultural Management Track Workshop VIII: Exhibition, Planning and Design	G.M. Klimis	8,5	3

Journalism Track

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410247	Journalism Workshop VII: The Long Form	S. Kaperonis	8,5	3
2.	410248	Journalism Workshop VIII: Television Genres, Analysis and Production of Audiovisual Content	I. Vovou	8,5	3
3.	410344	Journalism Workshop XII: Artificial Intelligence and Data in Journalism	V. Roungas	8,5	3

Advertising and Public Relations Track

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410266	Advertising and Public Relations Workshop VII: Crisis Management – Simulation in Physical World and the Social Media	B. Tsakarestou	8,5	3

2.	410268	Advertising and Public Relations Workshop VIII: Leadership and Emotional Intelligence	D. Iordanoglou	8,5	3
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COMPULSORY COURSES COMMON FOR ALL TRACKS

[Choose three (3) or two (2) & one (1) from the Electives]

	COURSE CODE	COURSE TITLE	INSTRUCTOR	ECTS	HOURS/PER WEEK
1.	410157	Message Analysis	M. Psylla	5	3
2.	410087	Media Law II: Radio and Television Law	J. Kiki	5	3
3.	410331	Narrative in Old and New Media	M. Kakavoulia	5	3
4.	410210	Image and Culure: Computational Analysis of Visual Culture	Y. Skarpepos	5	3
5.	410309	Modern Greek Literature in the Media	E. Arseniou	5	3
6.	410157	Message Analysis	D. Serafis	5	3
7.	410345	Financial Technology	N. Daskalakis	5	3
8.	410139	Research Project – Final Year Thesis		10	6
9.	410163	Internship		5	3

ELECTIVE COURSES

[You can choose only one (1) if you decide to choose two (2) courses from the compulsory list above]

10.		International and European Protection of Human Rights	M. Marouda [Department of International, European and Area Studies]	5	3
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