

Module Layout

ENΔ611 Creative Strategies in Digital Communication

Faculty	ΣΑΚΕ	Faculty of Humanities and Social Sciences	
Programme of Study	ENΔ	Communication and New Journalism II	
Module	ENΔ611	Creative Strategies in Digital Communication	
Level of Study	Undergraduate		Graduate
		Master	Doctoral
		X	
Language of Instruction	Greek		
Mode of Delivery	Distance		
Module Type	Required		Electives
			X
Number of Group Consulting Meetings	Total	Physical Presence	Online
	8	-	8
Number of Assignments	2		
Final Grade Calculation	Assignments	Weekly Activities	Final Exam
	30 %	20 %	50 %
Number of European Credit Transfer System (ECTS)	15		

Module Description

This module focuses on how digital media affect the planning and implementation of communication campaigns. It aims to equip the students with the required knowledge and skills in order to be able to answer the multiple challenges of the current communication and business ecosystem. In addition, aims to help them to understand this always changing context and to develop technical skills on various digital tools and methodologies.

Applying a combination of theory and practice, the students who will complete the particular module will be able to plan and implement an efficient digital communication strategy. At the same time, they exercise on the skill of choosing and combining a number of different digital tools aiming to attract and engage with various audiences and to produce a successful mix of transmedia content. Through the essays and activities, they also exercise on the analysis of best practices and case studies and on the practical application of certain tools in the development of a digital communication strategy.

The specific content of the module offers an overview of the field of digital communications, highlighting the application of theory and focusing on issues of planning and strategy implementation. At the same time, we focus on the study, analysis and discussion of best case practices, surveys and contemporary cases aiming the development of critical thinking and at the same time the interrelation between theoretical models with real circumstances and needs of the market.

With the use of printed and electronic material, new media and social networking, in the Module offered in the 2nd year of study the following subjects are developed:

1. The shaping of the field of communication in the digital age.
2. Corporate websites and communication in search engines.
3. Communication via email and newsletter.
4. Communication in Social Media Networks.
5. Communication through online games.
6. Communication in the era of mobile.
7. Crowdfunding.

The Module focuses on the:

- Mapping of the new environment of communication, under the scope of digital media.
- Familiarisation with a wide variety of digital tools, always within the context of an integrated strategy.
- Combination of theory and practice in order the students to be able to navigate and understand the complexity of the digital environment and at the same time to apply the new tools.
- Acquirement of technical skills for certain tools.
- Content production and management for different social media platforms.
- New research methodologies for data research and analysis.
- Critical evaluation of research findings in the media
- Evaluation and monitoring processes for digital campaigns.

Pre-requisite Modules

ENΔ511	Contemporary World: the political condition
ENΔ512	Understanding Media: the Message
ENΔ513	Contemporary Approaches to Communication and Journalism
ENΔ521	Contemporary World: the social condition
ENΔ522	Understanding the Message: The effects
ENΔ523	Strategic Communication

Co-requisite Modules

Grading Scheme

Assessment Method	Percentage on Final Grade	Workload	
		Hours	ECTS
Weekly Study	0 %	175-210'	7
Communication with the instructor and fellow-students	0 %	25'-30'	1
Weekly Interactive Activities	20 %	50'-60'	2
Assignment 1	15 %	62'-75'	2.5
Assignment 2	15 %	62'-75'	2.5
Final/Repeat Examination	50 %	-	-
Total	100%	374-450	15

Grading Rules and Assessment methods

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e. $90\% \cdot 10 = 9$, etc.
- Passing rate
 - 50% of the Assignments
 - 50% of the Interactive Activities
 - Students are allowed to participate in the final exam of a Module if they have overall earned the minimum grade ($\geq 50\%$) in both their Assignments and Interactive Activities
 - 50% of the Final exam

If a student earns a grade with decimal points, then it is rounded to the nearest half unit.