

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	APPLIED SCIENCES		
<b>DEPARTMENT</b>	DIGITAL MEDIA AND COMMUNICATION		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	DMC 546	<b>SEMESTER OF STUDY</b>	5 <sup>TH</sup>
<b>COURSE TITLE</b>	ISSUES AND CAMPAIGN MANAGEMENT		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures		2	
Practice - Workshops		2	
Total		4	6
<b>COURSE UNIT TYPE</b>	Compulsory, Course Specialization		
<b>PREREQUISITES :</b>	-		
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	GREEK		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	Yes (in English)		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://elearn.teikoz.gr/course/view.php?id=82">http://elearn.teikoz.gr/course/view.php?id=82</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>The purpose of the course is to facilitate an understanding of the various methods for the effective communication management of issues and problems that threaten the well-functioning of an organization. Moreover, the importance of the preventive detection of issues that might intimidate an organization's reputation and image is also pointed out.</p> <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> <li>• Assess the role and importance of issues management in the communication strategy of an organization.</li> <li>• Analyze and evaluate potential threats and problems that might turn into issues that could destroy an organization's reputation.</li> <li>• Develop preventive as well as reactive issues management programs</li> <li>• Design communication campaigns for political candidates and parties.</li> </ul>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>- Teamwork</li> <li>- Decision making</li> <li>- Critical thinking</li> <li>- Free, creative and inductive thought</li> </ul>

### 3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> <li>- Environmental scanning and monitoring.</li> <li>- Issues management process. Planning and implementing an issues management program</li> <li>- Detection of synergies with stakeholders that are affected by the issue and develop communication programs and campaigns through collaboration with the aforementioned stakeholders.</li> <li>- Methods and means for influencing the decision-making centres regarding issues affecting an organization.</li> </ul>
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- Analysis of strategies and communication messages used by opponent stakeholders affected by the issue.
- The impact of issues management on the reputation and goodwill of an organization.
- Media relations.
- The role of NGOs and activist groups as advocates for issues affecting the organization.
- Design a political election campaign for political candidates/parties.

#### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	In-Class	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Support of the learning process through the e-class platform.	
<b>TEACHING METHODS</b>	<b>Method description</b>	<b>Semester Workload</b>
	Lectures	26
	Practice - Workshops	26
	Project Work (non-compulsory)	39
	Personal Study	59
	<b>Total Work Load for student with project work</b>	<b>150</b>
	Lectures	26
	Practice - Workshops	26
	Personal Study	98
<b>Total Work Load for student without project work</b>	<b>150</b>	
<b>ASSESSMENT METHODS</b>	<p>I. End of Semester Formal Examination (60% or 100%)</p> <ul style="list-style-type: none"> <li>- Short answer questions</li> <li>- Essay questions</li> <li>- Questions of applying theories and models of issues and campaign management on case studies and problems.</li> </ul> <p>II. Presentation of Group/individual Projects (40% or 0%)</p>	

#### 5. RESOURCES

- Recommended Book Resources:

- Heath, R. L., & Palenchar, M. J. (2008), *Strategic Issues Management: Organizations And Public Policy Challenges*, Sage Publications.
- Carroll, A. B., & Buchholtz, A. K. (2011), *Business & Society: Ethics and Stakeholder Management*, CengageBrain.com.
- Grunig J. (1992), *Excellence in Public Relations and Communication Management*, Lawrence Erlbaum Associates, New Jersey.
- Papathanasopoulos, S. (2011), *Media in the 21st Century*, Kastaniotis Publishing, Athens (in Greek).
- Mpantimaroudis, F. (2011), *Cultural Communication*, Kritiki Publishing, Athens (in Greek).
- Erber, S. (2005). *Eventmarketing: Erlebnisstrategien für Marken*, Mi, Verlag Moderne Industrie. (in German)

- Recommended Article/Paper Resources:

- Jaques, T. (2009), *Issue Management as a Post-Crisis Discipline: Identifying and Responding to Issue Impacts Beyond the Crisis.*, *Journal of Public Affairs*, Vol. 9, No. 1, pp. 35-44.
- Jaques, T. (2009), *Issue and Crisis Management: Quicksand in the Definitional Landscape*, *Public Relations Review*, Vol. 35, No. 3, pp. 280-286.
- Jaques, T. (2010), *Embedding Issue Management as a Strategic Element of Crisis Prevention*,

*Disaster Prevention and Management, Vol. 19, No. 4, pp. 469-482.*

- *Heath, R. L. (2002), Comment: Issues Management: Its Past, Present And Future, Journal of Public Affairs, Vol. 2, No. 4, pp. 209-214.*
- *Lauzen, M. (1997), Understanding the Relations between Public Relations and Issues Management, Journal of Public Relations Research, Vol. 9, pp. 65-82.*
- *Greening, D. W., & Gray, B. (1994), Testing a Model of Organizational Response to Social and Political Issues, Academy of Management Journal, Vol. 37, No. 3, pp. 467-498.*
- *Lauzen, M. and Dozier, D. (1994), Issues Management Mediation of Linkages Between Environmental Complexity and Management of the Public Relations Function, Journal of Public Relations Research, Vol. 6, pp. 163-184*
- *Smith, G. (2005), Positioning Political Parties: The 2005 UK General Election, Journal of Marketing Management, Vol. 21, Nos. 9-10, pp. 1135-1149.*
- *Lipsitz, K., Trost, C., Grossmann, M., & Sides, J. (2005), What Voters Want From Political Campaign Communication, Political Communication, Vol. 22, No. 3, pp. 337-354.*