

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 628	SEMESTER OF STUDY	6 th
COURSE TITLE	PUBLIC RELATIONS AND MARKETING ON THE WEB		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	
Practice - Workshops		2	
Lab exercises		3	
Total		8	8
COURSE UNIT TYPE	Compulsory, Course Specialization		
PREREQUISITES :	DMC 455		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://elearn.teikoz.gr/course/view.php?id=86		

2. LEARNING OUTCOMES

Learning Outcomes
<p>Internet applications, web, blogging, web 2.0 tools, social networking and social media provided new channels with rich opportunities and challenges for the fields of Public Relations and Marketing. Whether in the form of websites, blogs, YouTube videos, Flickr photos, Facebook profiles, LinkedIn connections, Twitter messages, RSS feeds, or other innovative new media platforms, the Internet and World Wide Web have transformed the way information is accessed. All these new channels increased the complexity of public relations and marketing practices and at the same time provided challenging opportunities for more creative public relations and marketing strategies. The course is designed to offer advanced skills through public relations and marketing strategies on the web case studies.</p> <p>Upon successful completion of the course the students must be able to:</p> <ol style="list-style-type: none"> 1. Assess the importance of the role of new media in public relations and marketing practices and adapt to the rapid changes of public relations and marketing practices on the web 2. Assess the influence of new media in organizational structure and management 3. Assess the importance of electronic Word of Mouth (e-WOM) and its appropriate use in public relations and marketing strategies on the web 4. Explore, measure and evaluate the effectiveness of public relations and marketing strategies on the web 5. Compare and contrast various public relations and marketing strategies on the web through the use of case studies 6. Acquire advanced skills in designing and applying good practices for the web promotion of enterprises/organizations/public persons, good practices and techniques for interacting, communicating with the user or with target groups and good practices for serving them.
General Skills
- Individual Work

- Teamwork
- Critical thinking
- Decision-making
- Working in interdisciplinary field
- Free, creative and inductive thought
- Search, Analysis and Synthesis of data and information with the use of necessary technologies.
- Adaptation to new situations
- Design and Implementation of projects
- Generating new research ideas

3. COURSE CONTENTS

- Impact of internet, web and social media technologies in public relations and marketing
- The role of Web Consultant
- Web Metrics and Analytics
- User-centered web models
- Web business models
- Electronic Word of Mouth (e-Wom) and reputation management on the web
- Public Relations and Marketing web strategies
- Search Engine Marketing
- Synchronous and Asynchronous communications tools in PR and Marketing
- Usability Metrics and Evaluation of Websites
- Web 2.0 and Social Media Marketing
- YouTube and Viral Marketing
- Website Optimization Techniques
- Intelligent Web Marketing
- Personalized and Collaborative Web Marketing
- Case Studies

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Students design strategic PR and strategic marketing projects on the web	
	Support of the learning process through multimedia video-lessons.	
	Support of the learning process through the e-class platform.	
TEACHING METHODS	Method description	Semester Workload
	Lectures	39
	Lab Exercises	39
	Practice - Workshops	26
	Project Work (non-compulsory)	39
	Personal Study	57
	Total Work Load for student with project work	200
	Lectures	39
	Lab Exercises	39
	Practice - Workshops	26
	Personal Study	96
	Total Work Load for student with project work	200
ASSESSMENT METHODS	i. End of Semester Formal Examination (60-35%)	

	<ul style="list-style-type: none"> - Short answer questions - Essay questions - Questions of solving communication problems. <p>II. Presentation of Group Projects (0-25%)</p> <p>iii. Lab examination 40 %</p>
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5. RESOURCES

- Recommended Book Resources:

- Arsenis S. (2010), Internet and Social Sciences, Kleidarithmos Publications (in Greek)
- Paschopoulos A. (2009) New Media: Are you in?; Social Media Marketing, Kleidarithmos Publications (in Greek)
- Berners-Lee, Hall, O Hara, Shadbolt, Weitzner (2008), A Framework for Web Science, Now Publishers Inc.
- Vlachopoulou Maro, Dimitriadis Sergios (2013), Electronic Business and Marketing, Rosili (in Greek)
- Vakali A., Papamitiou Z. (2012) Web Information Systems, New Technology Publications (in Greek)
- Sponder Marshall (2012), Social media analytics: effective tools for building, interpreting, and using metrics, McGraw-Hill, NY.
- Scott, David Meerman (2010), The new rules of marketing and PR : how to use social media, blogs, news releases, online video, & viral marketing to reach buyers directly, John Wiley & Sons, Hoboken, N.J.

-Recommended Papers/Articles:

- G. Lappas, A. Triantafyllidou, P. Yannas (2013). Online Political Marketing: The use of Facebook in the 2010 Greek Municipal Election, in Jonathan Bishop and Ashu Solo (eds), *Politics in the Information Age*, IDEA Publishing
- P. Yannas, G. Lappas (2010). "Evaluating Local E-Government: A Comparative Study of Greek Prefecture Websites", in Safeullah Soomro (Ed.), *E-learning experiences and future*, ISBN: 978-953-307-092-6, INTECH, <http://sciy.com/articles/show/title/evaluating-local-e-government-a-comparative-study-of-greek-prefecture-websites>
- G. Lappas (2008). "An Overview of Web Mining in Societal Benefit Areas", *Journal of Online Information Review*, 32(2):179-195
- M. Bruhn, V. Schoenmueller, D. B. Schäfer (2012) Are social media replacing traditional media in terms of brand equity creation? *Management Research Review* Vol. 35 No. 9
- L. Curtis, C. Edwards, K. L. Fraser, S. Gudelsky, J. Holmquist, K. Thornton, K. D. Sweetser (2010) Adoption of social media for public relations by nonprofit organizations, *Public Relations Review* 36 (2010) 90–92.
- B. Hay (2010), TWITTER TWITTER – BUT WHO IS LISTENING? A REVIEW OF THE CURRENT AND POTENTIAL USE OF TWITTERING AS A TOURISM MARKETING TOOL http://eresearch.qmu.ac.uk/1500/1/eResearch_1500.pdf
- B. J. Jansen, M. Zhang, K. Sobel, A. Chowdury. (2009). Twitter power: Tweets as electronic word of mouth. *J. Am. Soc. Inf. Sci. Technol.* 60, 11, pages 2169-2188.
- B.M. Kunz– B.Hackworth - P.Osborne - J. D., High (2011), "Fans, Friends, and Followers: Social Media in the Retailers' Marketing Mix", *Journal of Applied Business and Economics*, 12(3), pp. 61-68
- W. G. Mangold, D. J. Faulds (2009). Social media: The new hybrid element of the promotion mix, *Business Horizons* Volume 52, Issue 4, Pages 357-365
- S. Reino and B. Hay, B. (2011), The use of YouTube as a Tourism Marketing Tool,

<http://eresearch.gmu.ac.uk/2315/1/2315.PDF>

- R. D., Waters, P. M. Jones, (2011). Using video to build an organization's identity and brand: A content analysis of nonprofit organizations' YouTube videos. *Journal of Nonprofit & Public Sector Marketing*, 23(3), 248-268.