

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 715	SEMESTER OF STUDY	7 th
COURSE TITLE	STRATEGY OF INTEGRATIVE COMMUNICATIONS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		2	
Practice - Workshops		2	
Total		4	5
COURSE UNIT TYPE	Compulsory, Course Specialization		
PREREQUISITES :	-		
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=93		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The purpose of the course is to help students understand the importance of managing strategically corporate communications using the framework of integrated communications. The focus of this course is on the design and implementation of integrated communication plans-programs in which all corporate communications (i.e. marketing communications, advertising, public relations, sales promotion, direct marketing, personal selling and publicity) are centrally controlled.</p> <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> • Distinguish between the concepts of corporate communications, integrated communications and integrated marketing communications. • Recognize the need for a central control over corporate communications. • Identify the contribution of integrated communication plans on the strategic planning process of an organization. • Compare and evaluate the contribution of each communication function in the development of an integrated communication program. • Interpret and evaluate the impact of integrated communication plans. • Formulate integrated communication programs for different types of organizations. • Assess the effectiveness of different integrated communications strategies through careful analysis of case studies.
General Skills
<ul style="list-style-type: none"> - Teamwork - Decision making - Critical thinking - Free, creative and inductive thought

3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> - Introduction to the concepts of corporate communications, integrated communications and

- integrated marketing communications.
- The role of integrated communications on effective communication planning.
- The notion of corporate communications management.
- Integrated communications programs – models.
- The role of research on the preparation and execution of integrated communication programs.
- Effective management of relationships with various publics and stakeholders (media, government, employees, community, investors, customers).
- Case studies

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	26
	Practice - Workshops	26
	Project Work (non-compulsory)	29
	Personal Study	44
	Total Work Load for student with project work	125
	Lectures	26
	Practice - Workshops	26
	Personal Study	73
Total Work Load for student without project work	125	
ASSESSMENT METHODS	I. End of Semester Formal Examination (60% or 100%) - Short answer questions - Questions of applying theories and models of integrative communication on case studies and problems. II. Presentation of Projects (40% or 0%)	

5. RESOURCES

- Recommended Book Resources:
 - Belch, G. and Belch, M. (2010), Advertising and Promotion: An Integrated Marketing Communications Perspective (8th edition), McGraw-Hill.
 - Hendrix, J. (2004), Public Relations Cases, Wadsworth/Thompson Learning, Australia.
 - Caywood, C. (2011), The Handbook of Strategic Public Relations and Integrated Communications (2nd Edition), McGraw-Hill, Unites States of America.
 - Riel, C. V. (1995), Principles of Corporate Communication, Hemel Hempstead, Prentice-Hall.
 - Cornelissen, J. (2011), Corporate Communication: A Guide to Theory and Practice, Sage Publications.
 - Van Riel, C. B., & Fombrun, C. J. (2007), Essentials of Corporate Communication: Implementing Practices For Effective Reputation Management, Routledge.
 - Argenti, P. (2012), Corporate Communication (6th Edition), McGraw-Hill.
- Recommended Article/Paper Resources:
 - Schultz, D. E. (1992), Integrated Marketing Communications, Journal of Promotion Management, Vol. 1, No. 1, pp. 99-104.
 - Schultz, D. E. (1996), The Inevitability of Integrated Communications, Journal of Business Research, Vol. 37, No. 3, pp. 139-146.

- Cornelissen, J. (2000), 'Integration' in Communication Management: Conceptual and Methodological Considerations, *Journal of Marketing Management*, Vol. 16, No. 6, pp. 597-606.
- Steyn, B. (2003), From Strategy to Corporate Communication Strategy: A Conceptualization, *Journal of Communication Management*, Vol. 8 No. 2, pp. 168-183.
- Likely, F. (2003), PR/Communication-Key Player in Strategic Management Processes, *Strategic Communication Management*, Vol. 7, No. 6, pp. 18-22.
- Moss, D., Newman, A., & DeSanto, B. (2005), What Do Communication Managers Do? Defining and Refining the Core Elements of Management In a Public Relations/Corporate Communication Context, *Journalism & Mass Communication Quarterly*, Vol. 82, No. 4, pp. 873-890.