



## Course Syllabus

|                                |  |                                   |
|--------------------------------|--|-----------------------------------|
| <b>Course Code</b>             | <b>Course Title</b>                      | <b>ECTS Credits</b>               |
| COMM-445                       | Internship in PR, Advertising, Marketing | 6                                 |
| <b>Prerequisites</b>           | <b>Department</b>                        | <b>Semester</b>                   |
| COMM-321 / COMM-322            | Communications                           | Spring                            |
| <b>Type of Course</b>          | <b>Field</b>                             | <b>Language of Instruction</b>    |
| Required                       | PR, Advertising and Marketing            | English / Greek                   |
| <b>Level of Course</b>         | <b>Lecturer(s)</b>                       | <b>Year of Study</b>              |
| 1 <sup>st</sup> Cycle          | Dr. Nicholas Nicoli                      | 3 <sup>rd</sup> , 4 <sup>th</sup> |
| <b>Mode of Delivery</b>        | <b>Work Placement</b>                    | <b>Corequisites</b>               |
| Conventional<br>(Face-to-face) | Yes (120 Hours)                          | None                              |

### Course Objectives:

The main objectives of the course are to:

- Give students a chance to intern for 120 hours in their chosen professions
- Allow students to gain an understanding of the workplace dynamics of organisations dealing with public relations, advertising and marketing.
- Give students the opportunity to build proficiencies and gain experience in the public relations, advertising and marketing sector.
- Give students the opportunity to reflect on their experiences acquired within a more academic setting as students return to class and discuss their internships.
- To create ethnographic course assignments based on their experiences

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Have acquired a better understanding of the workplace culture in their chosen field of study
2. Acquire further social capital in their field of study
3. To identify differences between public relations and other forms of communications such as advertising and marketing
4. To have an understanding of how the field of communications is practised in a real life setting
5. To work on actual campaigns

**Course Content:**

- Learn the basics of ethnographic methods of data collection and analysis
- Become familiarised with writing descriptive memos and diaries based on their experiences
- Reflection with the supervisor / lecturer on internship experiences

**Learning Activities and Teaching Methods:**

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments.

**Assessment Methods:**

Ethnographic memos and diaries

Reflexive discussions

Presentation

Final assignment and analysis of internship

**Required Textbooks / Readings:**

| Title                                | Author(s)      | Publisher                 | Year | ISBN-10       |
|--------------------------------------|----------------|---------------------------|------|---------------|
| 101 Successful Networking Strategies | Eric P. Kramer | Course Technology (EBSCO) | 2013 | 1-4354-5984-9 |

**Recommended Textbooks / Readings:**

| Title   | Author(s)   | Publisher           | Year | ISBN              |
|---|---|---------------------|------|-------------------|
| Organisational Anthropology: Doing Ethnography in and among complex organisations | <i>Christina Garsten and Anette Nyqvist (editors)</i> | Pluto Press (EBSCO) | 2013 | 978 1 8496 4916 2 |