

MODULE OUTLINE DMD66

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	PUBLIC ADMINISTRATION AND E-GOVERNANCE		
LEVEL OF STUDY	POSTGRADUATE		
MODULE CODE	DMD66	SEMESTER OF STUDY	4th
MODULE TITLE	Leadership and Public Communication		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		HOURS	CREDIS
		280-300	10 ECTS
COURSE TYPE Compulsory, Optional, Optional mandatory	Optional		
PREREQUISITE MODULES:	None		
LANGUAGE OF INSTRUCTION AND EXAMS	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	No		
MODULE WEBSITE (URL)	https://www.eap.gr/en/dimosia-dioikisi-ilektroniki-diakyvernisi/topics-2/#dmd66 Each module has its own space in the Learning Management System of EAP (https://courses.eap.gr/login/index.php), with controlled access (use of code) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:</i>
Upon the completion of the module, students will be able to: <ul style="list-style-type: none"> • understand the characteristics of effective leadership, • develop effective communication skills in the context of exercising leadership in the public sector, • they can work properly in today's changing conditions in the public sector, considering organizational behavior approaches • manage the new communication tools in the public sector, • offer, in collaboration with their superiors and subordinates, a high level of teamwork and teamwork results
General Competences <i>Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?</i> <i>Search for, analysis and synthesis of data and</i> <div style="float: right;"><i>Project planning and management</i></div>

<i>information by the use of appropriate technologies,</i> <i>Adapting to new situations</i> <i>Decision-making</i> <i>Individual/Independent work</i> <i>Group/Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i>	<i>Respect for diversity and multiculturalism</i> <i>Environmental awareness</i> <i>Social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Critical thinking</i> <i>Development of free, creative and inductive thinking</i> <i>Introduction of innovative research</i>
<ul style="list-style-type: none"> • Search for, analysis and synthesis of data and information by the use of appropriate technologies • Adapting to new situations • Decision-making • Group/Team work • Working in an international environment • Working in an interdisciplinary environment • Project planning and management • Respect for diversity and multiculturalism • Social, professional and ethical responsibility and sensitivity to gender issues • Critical thinking • Development of free, creative and inductive thinking 	

3. MODULE CONTENT

<p>This module aims to develop knowledge and understanding of the key areas of leadership and organizational behavior, an understanding of the key marketing principles and their application in the new public sector environment. A leader is a person who inspires confidence and makes others follow him. It is not promoted, not imposed but highlighted. At the same time, the leader's point of contact with his audience is the communication and the strategy that will be developed and implemented, with focus on targets and measurable results. The marketing mix, the steps in developing a marketing plan for public services, research techniques in the public sector, and examples of successful marketing programs are discussed. Students are expected to develop basic knowledge and skills in the field of marketing and public sector communication that will enable them to face the challenges and add value to public organizations that are now operate in a dynamic environment.</p>
--

4. TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education with three Group Counseling Meetings (OSS) during the academic semester, held on weekends.	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	We use : Remote meetings tools (cisco webex), Presentation software (e.g. power point), Additionally, the students use office automation tools, web browsers and e-reader for digital books.	
MODULE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory</i>	Activity	Annual Workload

<i>practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc</i> <i>The study hours for each learning activity as well as the hours of selfdirected study are given following the principles of the ECTS.</i>	3 OSS (x 4 hours)	12
	2 tutorial exercises (2 x 30 hours)	60
	1 semester assignment	55
	Examination	4
	Individual study	149-169
	Total module workload (hours)	280-300
<p align="center">STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</p> <p align="center"><i>Detailed description of the evaluation procedures.</i></p> <p><i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i></p>	<p>Completion of written assignments during the academic semester which constitute a 40 percent of each student's grade, if a pass is obtained in the final or repetitive examination. Final exam grades constitute a 60 percent of the students' final course grade. For further information go to the EAP Study Guide.</p>	

5. SUGGESTED BIBLIOGRAPHY

- Suggested bibliography:

Δ. Μπουραντάς. Ηγεσία. Ο δρόμος της επιτυχίας. Εκδόσεις Κριτική, 2005

Perreault, W. (2011). Marketing: Μια Στρατηγική Προσέγγιση. Εκδόσεις Πασχαλίδης.

McNair, Brian (2011). Εισαγωγή στην Πολιτική Επικοινωνία. Αθήνα: Εκδόσεις Παπαζήση.

Καϊτατζή-Γουιτλοκ, Σ. (2010). Μορφές και μέσα πολιτικής επικοινωνίας. University Studio Press.

Sweeney, J. (2019). Public Sector Marketing Pro: The Definitive Guide to Digital Marketing and Social Media for Government and Public Sector, JS Press.