

MSc in MEDIA & REFUGEE / MIGRATION FLOWS

Athens, February 2023

Specialization 2 «Communication Management of Refugee / Migration Flows» Spring Semester Schedule

| DATE & HOUR | ACTIVITY | INSTRUCTORS | VENUE |
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| Friday 24/02/23 15:30 – 16:00 | Meeting of the students of both specializations with the Director of the MSc | George Pleios | Grypareio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302 |
| Friday 24/02/23 16:00 – 19:00 | Lecture: Introduction and course overview. Introduction to Public Relations | Ekaterini Stavrianea | Grypareio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302 |
| 19:00 – 22:00 | Lecture: Lecture: Introduction and course overview. Introduction to the European Union. | Savvatu Tsolakidou | |

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| <p>Friday 03/03/23 16:00 – 19:00</p> <p>19:00 – 22:00</p> | <p>Lecture: Developing a Public Relations Program (1)</p> <p>Lecture: EU policies on migration flows</p> | <p>Ekaterini Stavrianea</p> <p>Savvatoú Tsolakidou Instructor: Theodora Gazi</p> | <p>Gryporeio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302</p> |
| <p>Friday 10/03/23 16:00 – 19:00</p> <p>19:00 – 22:00</p> | <p>Lecture: Developing a Public Relations Program (2)</p> <p>Lecture: The Greek State, its organization to deal with a complex problem such as the refugee and migration flow. Later developments and diversified structures for tackling with efficiency the problem</p> | <p>Ekaterini Stavrianea</p> <p>Savvatoú Tsolakidou Instructor: Vasso Moustakatou</p> | <p>Gryporeio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302</p> |
| <p>Friday 17/03/23 16:00 – 19:00</p> <p>19:00- 22:00</p> | <p>Lecture: Public Relations and Communication Strategy</p> <p>Lecture: Migration Policy in Greece. Structures and Functions. Assessment of Migration policy. Decision March 2020. A new proposal for a migration policy in Europe</p> | <p>Georgia Zouni</p> <p>Savvatoú Tsolakidou Instructor: Vasso Moustakatou</p> | <p>Gryporeio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302</p> |
| <p>Wednesday 22/03 17:00 – 19:00</p> | <p>Médecins Sans Frontières / Communication and advocacy. Experts by experience, an example of good practice</p> | <p>Savvatoú Tsolakidou Instructor: Cryssafo Arvaniti</p> | <p>Gryporeio Building, Sofokleous 1 & Aristeidou 11 Str. Room: To be specified</p> |

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| Friday 24/03/23 16:00 – 19:00 | Lecture: Strategy and Communications with the new media | Georgia Zouni | Grypareio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302 |
| 19:00 – 22:00 | Lecture: Strategy, Communication, and Results. Strategic Communication Plan | Athanasios Gkegkas | |
| Friday 31/03/23 16:00 – 19:00 | Lecture: Communications with the new media | Georgia Zouni | Grypareio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302 |
| 19:00 – 22:00 | Lecture: Implementing Strategic Communication Plan. Programs, Projects and Resources | Athanasios Gkegkas | |
| Friday 07/04/23 16:00 – 19:00 | Lecture: Crisis Management | Ekaterini Stavrianea | Grypareio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302 |
| 19:00 – 22:00 | Lecture: Basic Principles of program and Project Management. Tools and Methods | Athanasios Gkegkas | |
| April 10 – April 23 | EASTER HOLIDAYS | | |
| Thursday 27/04/23 16:00 – 18:00 | Communication policy of EKO Greece: Intercultural competencies via the platform INERACT | Savvatou Tsolakidou Instructor: Stefano Esposito | Grypareio Building, Sofokleous 1 & Aristeidou 11 Str. Room: To be specified |
| Friday 28/04/23 16:00 – 19:00 | Lecture: Crisis Management | Sophia Kanaouti | Grypareio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302 |
| 19:00 – 22:00 | Intermediate Assignment - Presentation of teamwork | Athanasios Gkegkas & Savvatou Tsolakidou | |

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| Friday 05/05/23 16:00 – 19:00 | Lecture: Media Relations | Ekaterini Stavrianea Georgia Zouni | Grypareio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302 |
| 19:00 – 22:00 | Lecture: Project Management and EU Competitive Programs on refugee/migrants | Savvatu Tsolakidou | |
| Friday 12/05/23 16:00 – 19:00 | Lecture: European and other funding about refugee/migrant support. The European Agenda on Migration. Funding for migrant integration & good practices of integration | Kondylo Terzi | Grypareio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302 |
| 19:00 – 22:00 | Lecture: Digital media and Public Relations | Ekaterini Stavrianea Instructor: A. Theodosis | |
| Friday 19/05/23 16:00 – 19:00 | Lecture: European and other funding about refugee/migrant support. Structural Funds, Asylum Migration, and Integration Fund (AMIF2014-2020) and Internal Security Fund (ISF 2014- 2020) | Kondylo Terzi | Grypareio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302 |
| 19:00 – 22:00 | Lecture: The role of public relations in a non-profit organization | Ekaterini Stavrianea Instructor: to be specified | |
| Friday 26/05/23 16:00 – 19:00 | Lecture: Refugee and Migrant support program from nongovernmental bodies and international Organizations. 2ndAssignment | Kondylo Terzi | Grypareio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302 |
| 19:00 – 22:00 | Lecture: How to manage Narratives and Representations of Refugees in the Media in the public sphere | Sophia Kanaouti | |

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| Friday 02/06/23 16:00 – 19:00 | Presentation of final projects | Stavrianea, Zouni & Kanaouti | Grypareio Building, Sofokleous 1 & Aristeidou 11 Str., Room 302 |
| 19:00 – 22:00 | Presentation of final projects | S. Tsolakidou & K. Terzi | |
| All activities marked in yellow are not involved in compulsory course attendance, but highly recommended | | | |

Strategic Communication and Utilization of European Resources

Lecturers:

1. Savvato Tsolakidou, Dr., Special Laboratory and Teaching Staff at the Dept. of Communication & Media Studies, University of Athens (NKUA)
2. Athanasios Gkegkas, Dr. External expert
3. Kondylo Terzi, Dr., Scientific Personnel in European Programs at the Supreme Council for Civil Personnel Selection (ASEP)

Instructors:

1. Theodora Gazi, Dr. Lawyer
2. Vasso Moustakatou, MSc., Director of the European Institute of Management and Governance (EPLO)
3. Cryssafo Arvaniti, Médecins Sans Frontiere
4. Stefano Esposito, Project manager of InteracPlatform at EKO, Responsible for social media

Public Relations and Perception Management of the Refugee / Migration Policy

Lecturers:

1. Ekaterini Stavrianea, Dr., Assistant Professor at the Dept. of Communication and Media Studies, National & Kapodistrian University of Athens (NKUA)
2. Georgia Zouni, Dr., Assistant Professor, University of Piraeus
3. Sophia Kanaouti, Dr., Adjunct Lecturer for the NKUA, Fellow of the New School for Social Research New York

Instructors:

1. Antonios Theodosios, Ph.D candidate