STUDENT HANDBOOK

BA (Hons) Communication

2018-2019

(Updated Spring 2020)

School of Liberal Arts and Sciences
DEREE – The American College of Greece

Contents

1. Welcome to the Programme

1.1 Message from the Dean

The importance of a Liberal Arts education has never been more in need of emphasis than nowadays, when educational institutions are called upon to ascertain society's commitment to the values of inclusion, diversity, ethical accountability and responsible citizenship. A Liberal Arts education offers a broad as well as in-depth exposure to knowledge that cultivates refined understanding, global consciousness, and ability to deploy creative synthesis which is the foundation of critical, innovative thought. Not surprisingly, research shows, a Liberal Arts degree is the ticket to employability and professional success, as Liberal Arts majors are more and more in demand in today's job market for their informed decision-making abilities, communication skills, and structured habits of mind.

Helena Maragrou, PhD
Dean, School of Liberal Arts & Sciences

1.2 Message from the Department Head

Welcome to the Department of Communication, where we aspire to provide you with the space and inspiration to explore and develop your interests while preparing for a career or post-graduate study. Our curriculum offers courses in the major areas of communication: advertising, film and television, journalism and public relations. It provides students with a foundation in theoretical and research traditions that are important in the field, and in the applied skills that are valuable to communication practitioners.

We hope that you will take advantage of your time with us to develop as an inquisitive, thoughtful adult who sees engagement with ideas and examination of the practices of communication professionals as tools to becoming a successful scholar or practitioner yourself. We hope that the time you spend with us will be a time of reflection and of coming to know yourself and your aspirations as a member of the College community and the wider society in which you live.

Daniel McCormac
Head, Department of Communication

1.3 Academic Calendar http://www.acg.edu/academics/college-calendars

1.4 Key Contacts

- American College of Greece: +30 210 600 9800
- Department Head: McCormac, Daniel, djmccormac@acg.edu, ext. 1006, room CN 3102
- Dean's Office: libarts@acg.edu@acg.edu ext. 1359, room 515
- Academic Advising Office: dc.adv@acg.edu ext. 1431
- Student Success Centre: ssc@acg.edu ext.1326, 1333
- Registrar's Office: registrar@acg.edu ext. 1331, 1328, 1449, 1445
- Validation Office: validation@acg.edu ext. 1428
- Student Affairs: studentaffairs@acg.edu ext. 1197, 1442
- Student Government: dc.sgorg@acg.edu ext.1373
- Library helpdesk: libraryreference@acg.edu ext. 1434, 1267
- SASS: sass@acg.edu ext.1273, 1276
- Study Abroad Office: studyabroadoffice@acg.edu ext. 1029, 1412
- Career Office: career@acg.edu ext. 1313, 1316
- Educational Psychologist: Dr. Natassa Triga, atriga@acg.edu ext. 1167
- College Nurse: Nora Beliati, tbeliati@acg.edu ext. 1500
- Communication Society: dc.comsoc@acg.edu
  ../../../../../avramidouk/Desktop/dc.afsoc@acg.edu

1.5 Keeping in Touch

Academic and administrative staff at ACG use your student email address to contact you. It is important that you check this account regularly. You can forward emails from your student email address to a preferred personal email address. However, spam filters needed by the College mean that emails sent from external email addresses may be delayed, blocked or deleted. It is, therefore, important that your student email address is the only email address that you use to contact College staff.

We will inform you of cancelled classes / activities / course notices as soon as possible. This will be via Blackboard, an email to your student email address or, if urgent, via the mobile phone number on our contact records.

Please make sure that you inform the Registrar's Office whenever you change your address and contact details. This will ensure we can always contact you in an emergency, and that you receive any important College communications that we may need to send you.

2. Studying on this Programme

All degree seeking students entering Deree- The American College of Greece (Deree-ACG) will be required to register for both the US, NECHE accredited bachelor's degree, and the European - UK award validated by the Open University.The following may be exempted from this rule: a) Students pursuing parallel studies at the Greek University/TEI. b) Transfer students who have transferred 92 US credits or above applicable to their program.c) Readmitted students who have interrupted their studies before 2010 will have the option of pursuing only a Deree US degree. Students who wish to be considered for these exemptions must petition the Committee on Academic Standards and Policies (CASP) through the Student Success Center during the first month after their initial registration at Deree.

2.1 Programme Philosophy and Mission

In combining academic study and practical training, the Communication programme at Deree - ACG prepares students to embark on postgraduate work or professional careers in the field. It develops students' understanding of how professionals work in the different areas and how those areas differ and converge. It exposes them to the main the main theoretical and research currents that have shaped communication as a field of study; and also allows them to grow as thoughtful individuals who can reflect critically on the problems confronting society in a global age, and on the ways in which the media may reflect, exacerbate, or contribute to providing soutions to those problems.

Our combined approach makes the programme at DEREE - ACG unique in Greece and a valuable part of the country's educational landscape. Greek state university media studies programmes tend to be highly theoretical. While they do offer students some opportunity, for example, to produce television news stories or write for publications, these applied efforts are not informed by the media-specific, audience-sensitive communication techniques that are the hallmark of the best of the British and American media. DEREE students produce projects and write papers that reflect an informed and methodical approach to solving theoretical and applied communication problems.

2.2 Programme Learning Outcomes

The Communication programme assumes neither prior knowledge of communication subject areas nor prior attainment of skills related to work in the media industry. Its sequential path begins by introducing students to four areas of communication – advertising, film and television, journalism and public relations – and developing key media communication skills. Students then have considerable choice in taking more advanced modules in all four areas. While the curriculum allows students to focus on areas that they have a particular interest in, it also reflects the

complexity captured in the introduction to the QAA subject benchmark for Communication:

"Human social life depends upon the constant development and various
uses of modes of communication and upon shared and contested understandings
of the world, necessitating the systematic study of communication and
culture, and of their mediation through a variety of channels at the local,
regional and global levels."

Comparing and contrasting different media, students develop a nuanced understanding of the relationship between different media areas. They see areas of overlap, but also reflect on a number of issues, such as how communication techniques appropriate in one area may not be appropriate in other areas.

Upon graduation, our students understand the dynamic relationship between media practitioners and media users and the ways that communication professionals and scholars conduct research in the field. Our graduates are able to develop communication plans and have the applied skills to prepare written and multimedia messages. Graduates also have an understanding of the ethical dimensions of communication in professional contexts.

2.3 Programme Structure

Students in the Communication programme take eight modules at Level 4, eight at Level 5 and eight at Level 6 (BA Hons level). While individual students may have an area in one or two of the four areas covered by the progamme, all students will take some modules in all the areas. At Level 4 they take a number of modules that introduce them to the different communication industries and the theoretical traditions of the field as an area of study. They also take modules designed to develop their applied skills in multimedia production and writing for the media. At Levels 5 and 6 students undertake more specialized study and training in the programme's four areas. At Level 5 they also receive further education in theory, in preparation for a Level 6 module in research methods and their capstone project.

The Communication programme contains both concentration (compulsory) and optional modules. The concentration (compulsory) modules that contain theoretical or other academic elements as primary components are:

Foundations of Contemporary Mass Communication (Level 4)
Writing for the Media (Level 4)
Introduction to Public Relations (Level 4)
Introduction to Advertising (Level 4)
Introduction to Film and Television Studies (Level 4)
Introduction to Digital Video (Level 4)
One social science module (Level 4)
Introduction to Computer Information Systems (Level 4)

Media Ethics (or Ethics) (Level 5)
Issues in Context (Level 5)

Communication Theories (Level 5)

Communication Research Methods (Level 6)
Communication Seminar (Level 6)

Because a major goal of the programme is to prepare students to make our graduates attractive to employers or capable of working on a freelance basis, the concentration of compulsory modules also contains the following practical modules, which provide the foundation on which students develop their digital communication and writing skills later:

Multmedia Lab (Level 4), and
Writing for Mass Communication (Level 4)
Introduction to Computer Information Systems (Level 4)

The optional modules, five at Level 5 and six at Level 6, are in the four areas: advertising, films and television, journalism and public relations. There are also two general Communication modules. The lists of modules follows.

Advertising

CN 31XX Digital Storytelling
CN 3434 Advertising Strategy and Client Services (former Client Services in Advertising)
CN 3409 Advertising Copywriting and Evaluation (former Copywriting and Evaluation)
CN 3542 Digital Campaigns (former Digital Communication)
CN 4313 Brand Building in Advertising
CN 45XX Audience Behavior in Advertising
CN 4800 Creativity in Advertising Campaigns (former Creative Execution in Advertising)
CN 4545 Making the Short Film

Film and Television

CN 31XX Digital Storytelling
CN 3425 Film Analysis
CN/MU 3164 Sound Design
CN 3316 Broadcast Communication for News and Public Relations
CN 4239 Making the Short Documentary
CN 4437 Screenwriting
CN 44XX American Cinema
CN 4545 Making the Short Film

Journalism

CN 31XX Digital Storytelling
CN 3311 Fundamentals of Journalism (former Fundamentals of Print Journalism)
CN 3316 Broadcast Communication for News and Public Relations (former Radio News Writing)
CN/ITC 3016 Designing for the Web

CN 4207 Multimedia Content for News and Public Relations (former Television News Writing)
CN 4404 News Culture
CN 4436 Global Public Relations
CN 4533 Investigative Journalism (former Advanced Print Journalism)

<u>Communication</u>

L6-CN 4438 Leadership Communication

L6- CN 4543 Computer Mediated Communication

Students must complete all eight level 4 modules before moving on to Level 5, and must complete four Level 5 modules before moving on to Level 6. Students must also complete any prerequisites listed for a module before taking it.

2.4 Academic Staff

Melenia Arouh, PhD, received her doctorate in film and philosophy from the University of Southampton. Her publication and research interests are in the areas of aesthetics, television cultures, the philosophical study of cinema, and art criticism. She has worked as a free-lance journalist for a number of magazines and newspapers, including *Eleftherotypia*.
m.arouh@acg.edu

Katerina Diamantaki, PhD, received her doctorate in communication and media from the National Kapodistrian University of Athens. She co-authored the book *Old Fears and New Technologogies: Attitudes and Representations of Greek Educators toward New Educational Technologies*, and authored or co-authored chapters in several books; and has published several articles in academic journals.

Nikos Falagas, MA, received his master's degree in media, communication and public relations from the University of Leicester. An experienced broadcaster, he has worked on a number of live and recorded sports productions. He has also worked as a materials coordinator at Filmnet, and coordinated a team of 40 people recording and logging sports venues during the Athens Olympics.
nfalagas@acg.edu

Giakoumaki, Christina, PhD, received her doctorate from the Athens University of Economics and Business. She has published a number of articles in advertising and marketing journals.

Ilias Hotzoglou, MSc, received his master's degree from the University of Sheffield and is the head of the Department of Information Systems and has completed an MPhil as he works towards his PhD. His research interests include technology-enhanced learning, interactive media, and digital media technologies. He has written the books *Crisis Talk, Greece part2,* and *Elections and the Internet.*
ihotzoglou@acg.edu

Demetris Kamaras, PhD, received his doctorate in journalism from City University of London. He has worked as a journalist, analyst, digital communications specialist. He has founded two websites and works in the area of digital journalism practices.

Grigorios Karimalis, PhD, received his doctorate in organizational and corporate communication from Wayne State University in Detroit. He is a public relations adviser at the Hellenic Telecommunications and Post Commission. He has co-authored a number of academic journal articles.

Argyo Kefala, PhD, holds a PhD from New York University and is the coordinator of the MA in Strategic Communication programme at Deree College. Her areas of interest include strategic planning and political communication, communication theory, mass media and culture, public affairs, and communication in the non-profit sector. She taught for a decade at New York University, Temple University, and Marymount Manhattan College, and worked as a journalist while in the US. In Greece, she has served as communication adviser for the Office of the Prime Minister and the Office of the Minister of Education. She has published numerous articles, a novel and a collection of short stories.
argykefala@acg.edu

Margarita Kondopoulou, MA, received her master's degree in mass communication from the University of Leicester. She has worked as a research associate at the Universities of Leicester and Konstanz and as a radio and print journalist. She teaches journalism, News Culture, and Media Ethics.
nkondopoulou@acg.edu

Simon Leader, PhD, received his doctorate from the University of Leicester. His dissertation topic was *The Holocaust and the British Regional Press 1939-1945.* He teaches Communication Theories, Communication Research Methods, and the Communication Seminar.
sgl1@acg.edu

Anastasia Lyra, MA, received her master's degree from the University of Maryland and has over two decades of professional experience as a public relations practitioner. She has worked for a number of multinational companies and a government agency, and her expertise is in developing and implementing internal and external communication strategies.
tlyra@acg.edu

Despina Makri, MSc, received her master's degree from Cranfield University, and is the Information Technology programme coordinator. Her research interests include multimedia development systems, digital media technologies, and digital humanities.
demakri@acg.edu

Daniel McCormac, MA, received his master's degree in journalism and media management from the University of Missouri. He has 20 years of experience in print and broadcast journalism as a reporter, writer, editor, and television news anchor. He has also worked as a public relations media officer and communication consultant.

djmccormac@acg.edu

Georgia Miliopoulou, PhD, received her doctorate in brand communication from the Panteion University in Athens. Her publication and research interests are in the areas of creativity, digital content and communication strategy. She has worked for over two decades as an executive or a specialized consultant for some of the largest agencies in Greece.
gmiliopoulou@acg.edu .

Kyparissiadis, George, PhD, received his doctorate in visual sociology from Panteion University and has publications focusing on diversity management and expressions of diversity in different countries. He has work experience in the advertising industry in Greece and the UK, and is the founder of Sektor30, an artist-run space in Athens.

Peponi, Mavra, MFA, received her master's in film directing from California Institute of the Arts. She won the audience award for her thesis film *Still* (*Stasis*), at the Los Angeles Greek Film Festival, and has worked on a series of educational films for PBS.

Nevradakis, Michael, PhD, received his doctorate in media studies from the University of Texas at Austin. He has numerous publications on a wide range of media and communication-related issues. He works as a journalist and runs an online radio station based in New York.

Skoulas, Emmanuel, PhD, received his doctorate from Panteion University. He has worked as a consultant and scientific advisor in the Ministry of Civilian's Protection in the fields of Crisis Management-Crisis Communication (2003-2009) and in the Ministry of Interior Decentralization and E-Governance as a scientific advisor on issues of immigration policies (citizenship and migrants' integration), public policies and local governance, Roma issues, and Gender Mainstreaming (2009-2014). He has been teaching at major State & Private Educational Institutions

2.5 The Communication Society

All Communication majors are members of the Communication Society. Each year the Communicaton students elect five people to the governing body. The society has an academic advisor from the department, with whom the society plans and executes academic events such as the hosting of guest speakers. If you are interested in joining the governing body or simply working closely with it, contact the department head.

2.6 Description of Modules

For a detailed description of the Communication modules go to
the college catalog

2.7 Programme Resources

Library Help

Your department liaises with JS Bailey Library staff to ensure physical and electronic information resources for your subject are available. Library staff are available to support you personally and will work with you throughout your time at the College.

If you have any questions about using the Library, such as logging-in, printing or using our various databases you can get help:
• from the front desk on the ground floor of the JS Bailey Library
• online: http://library.acg.edu/help
• by phone: +30 210 600 9800 ext. 1434

The JS Bailey Library's website library.acg.edu provides access to thousands of resources and information about Library services. You can also access key services via your smart phone or tablet.

Multimedia resources

Microsoft Office: 750 licences currently in operation. Licences are per machine and are renewed every 5 years.

SPSS: 100 licences currently in operation. Licences are concurrent and are renewed annually.

E-views: 3 licences currently in operation. Licences are per machine and are renewed annually.

Blackboard platform: The licence is renewed annually.

Turnitin Plagiarism Detection software: Licence is renewed annually.

Premiere editing suite: installed on lab computers for teaching and student use.

Cameras and audio recording equipment is available for student use at the sound studeio and production lab

External Examiners

The External Examiners guarantee that you are assessed fairly in relation to other students on the same programme and that your award is of the same standard as similar programmes offered by other UK higher education institutions.

The Chief External Examiner for this programme is Professor Michael Wright, PhD.

Academic Society Advisors provide an oral summary of External Examiners' reports in the first Academic Society General Assembly meeting after each Board of Examiners. Information on the External Examiner's report could be provided by your Department Head upon request.

Work-Related Activities

While you may gather a great deal of information in your courses, there is no substitute for direct experience in a professional environment. Work-related activities allow you to get "hands-on" experience and, therefore, constitute a pertinent learning tool.

The internship option, which you may also complete for 3 credits in the US (but not the validated) program provides opportunities for the development of practical skills in contexts where professional criticism is both immediate and constructive. It also furnishes you with opportunities to observe and understand connections between coursework and skills needed to perform effectively in a professional environment. Internships aid in the identification of knowledge and skills essential to doing well in a particular profession, give you the opportunity to demonstrate your professionalism and, therefore, increase the credibility of your degree.

In addition, because the internship experience requires a great deal of personal responsibility, it enhances your professional confidence and provides an important step in your personal and professional maturation process.

The industry placement is in essence your first step towards a professional career. It gives you valuable experience in preparation for employment, provide entry into a professional network and occasionally lead directly into employment opportunities. Contacts made through the internship can be invaluable sources of information for securing eventual employment.

2. 8 Opportunities for Graduates

Communication graduates work in numerous branches of the communication field. Some work for large companies; others start their own companies or work freelance. We have graduates who become advertising and public relations account managers, journalist with traditional and online media, and film directors and producers. Many of our graduates go on to complete master's degrees, often in the UK, but also in the US, Holland and other countries.

3. Assessment and Feedback
3.1 Assessment

Assessment Strategy and Procedure

Although courses may employ assessment instruments which perform only a diagnostic or formative function, credit for the completion of a course can only be obtained on the basis of one or more summative assessments. A summative assessment provides a measure of the extent to which a student has achieved the intended learning outcomes of a module. The assessment of a student's academic performance requires a judgment of the quality of his or her work. In all cases, this assessment are governed by criteria which are explicit and communicated to students. More information on the assessment strategy and the general grading criteria of the College can be found in Student Resources

Examination Regulations and Procedures
Examination regulations apply to in-class assessments, such as examinations, laboratory tests etc., for all students registered in DEREE courses and aim at promoting academic honesty through appropriate conduct. More information on procedures for exam security and invigilation is provided in Student Resources.

Student Identity
Students must carry with them their DEREE ID card in the examination room.   For details on Checking of Student Presence Procedure, please visit *myACG*.

Entering and Leaving the Exam
Students who arrive late may be admitted to the exam but no additional time will be given. Students should be allowed to enter and take the exam up until a quarter of the allotted time has passed. Students should not be allowed to leave before a quarter of the allotted time has passed. Students should bring as little as possible to the examination room. Any bags, books, notes, should be placed underneath the chair. Food and drink (including coffee) are not permitted in the exam room with the exception of clear bottles of water.

Exam Conduct
Students should bring their own pens, pencils, approved calculators, and other materials needed for the examination. All exams should be written legibly in black or blue ink. Pencil may only be used for diagrams, graphs, etc. Exam answers written in pencil are not acceptable. Entry/leaving an exam should be done as quietly as possible.

Mobile Phones and Electronic Devices
Mobile phones and electronic devices must be switched off – not on "silent" – in clear view and placed underneath the chair. If students use or attempt to use their phone / electronic device during the exam it will be regarded as a disciplinary offence. Students will be held responsible if their mobile phone / electronic device rings / vibrates during the exam. Any student caught using Bluetooth or any electronic device in the exam will be asked to leave immediately and will face disciplinary action.

Student Answers/Examination Paper
All answers must be legibly written on exam paper provided by the exam proctor. Students are not permitted to write answers on the question paper. Students must clearly cross out any (rough) work that is not to be graded. If extra exam paper is needed,

it will be provided by the exam proctor. The only paper that can be used is the paper provided by the College and should all be returned to the proctor at the end of the exam.

Return of Exam Papers
Students must put the exam question paper and all answer papers together and submit both to the exam proctor. Failing to do so will result in failure in the exam.

Assessment Schedule
Please note the exam/assessment periods in the academic calendar and make sure that you are available during that period.

Examination Schedule
The examination schedule is published on *myACG*. Please keep checking for updates.

Coursework
Where a module is wholly or partly assessed by coursework, the submission date and method of submission will be clearly stated on the Course Information Packet circulated to students by the instructor on the first day of classes and posted on the course Blackboard container.

When you submit an assignment it is important that you ensure the following information is on the assignment front sheet:
- ✓ Your name
- ✓ Year and semester
- ✓ Name of the instructor for whom the assignment has been done
- ✓ Name of the module for which the assignment has been done

Your responsibilities:
- ✓ Keep a record of your work
- ✓ Keep copies of all assignments
- ✓ Ensure your work is handed in within the deadlines

Each piece of assessed work will receive a mark and feedback. The method and form of feedback for each module will depend on the assessment method.

Assessment Method Mapping

COURSE	LEVEL	COURSE TITLE	ASSESSMENT TYPE	WEIGHTING	DETAILS
CN 2301	4	Contemporary Mass	Research paper	40	Research paper
		Communication	Final examination	60	Essay questions

CN2202	4	**Writing for Mass Communication**	Feature Story	60	Students write 800 to 100-word story with quotes from 3 people they have interviewed and credibility material
			Midterm examination	40	Essays and writing problems
CN 2203	4	**Fundamentals of Public Relations**	In-class midterm exam	40	Essay questions or problems
			Final examination	60	Essay questions or problems
CN 3521	5	**Communication Theories**	Assignment	40	A 2,000 word essay
			Final Exam	60	Essay questions
CN 3311	5	**Fundamentals of Print Journalism**	final form articles/portfolio	50	students write complete articles
			Final examination	50	Essay questions
CN 3412	5	**Media Ethics**	Individual case study essay	40	Application of multiple theories to a case study
			Final examination	60	Essay questions
CN 2305	4	**Multimedia Lab**	Midterm project	50	Tool applications
			Final project	50	Tool applications

Code	Credits	Course	Assessment	Weight	Description
CN 4504	6	News Culture	1 research essay (3000 words)	40	Topic selected from a list of 5 set by the instructor
			Final examination	60	Essay questions (5 out of 10)
CN 3609	5	Copywriting and Creative Evaluation	Final Project	60	Campaign consisting of various ad scripts
			Final examination	40	Essay questions
CN 3410	5	Communication in Advertising	Portfolio composed of various media types	60	Strategy and execution of media
			Final examination	40	Essay questions
CN 3525	5	Film Analysis	Film analysis essay	50	2500-3000 words
			Final Examination	50	Essay questions
CN 4438	5	Leadership Communication	Term paper	40	Analysis/evaluation of the communication style/strategy of a selected leader
			Final examination	60	Essay questions (choice: 3 out of 5), problem/case (mandatory)
CN 4707	6	TV News Writing	Package story	50	Voiced and fully edited project, 2-4 minutes long
			Final Examination	50	Essay questions and writing problems

CN 2408	4	Issues in Context	Mid-term exam	40	Short research paper
			Final Examination	60	Essay questions
CN 3416	5	Radio News Writing	Field report	70	Edited field report (2.5 to 4 minutes)
			Final examination	30	Short-answer questions/editing or writing exercises
CN 3622	5	Television Producing	Program proposal	30	Preparatory proposal
			Production schedule	70	Fully developed schedule with video
CN 2227	5	Introduction to Film and	Midterm Examination	40	Essay questions
		Television Studies	Final Examination	60	Essay questions
CN 3334	5	Client Services in Advertisng	Individual Assignment	20	Students write a creative brief based on a specific advertising case study
			Final Project	40	Students present a case study analysis
			Final examination	40	Essay questions
CN 3537	6	Screenwriting	Portfolio	30	Preparatory work
			Original short screenplay	70	15-20 pages
CN 3639	6	Making the Short Documentary	Mid-term Examination	30	Essay questions
			Final Documentary	70	Short film

CN 3500	6	**Creative Execution in Advertising**	Portfolio composed of various campaigns	60	Campaign development – strategy and execution with storyboards
			Final Examination	40	Essay questions
CN 3423	5	**Public Relations and Special**	Individual Project	40	Proposal for the organization of an event
		Events Planning	Final examination	60	Choose 4 out of 6 problems/essay questions
CN 3526	6	**Public Relations in Non-Profit**	Individual Project	60	Design a communication campaign plan
		Organizations	Midterm examination	40	Problems/essay questions combination
CN 3428	5	**Public Relations Techniques**	Project: Media kit production	40	Writing tasks consistent with current public relations practices
			Final examination	60	Case study /application and comprehension essay questions
CN 4735	6	**Editing, Theory and Practice**	Midterm examination	40	Essay questions
			Final video project	60	Students display editing skills in software project
CN 4632	6	**Communication Research**	Assignment	60	Research proposal
		Methods	Final examination	40	short or long answer questions
CN 4736	6	**International Public Relations**	Individual project	40	International public relations proposal

			Midterm examination	60	problems/essay questions combination (choice: 4 out of 6)
CN 4513	6	**Brand Building in Advertising**	Project portfolio	60	Brand repositioning
			Final examination	40	Essay questions
CN 4533	6	**Advanced Print Journalism**	Feature story	60	1200 words minimum
			Two news stories or briefs	10	150 words minimum each
			Final examination	30	Essay questions/editing exercises
CN 4745	6	**Advanced Media Production**	Midterm examination	30	Essay questions
			Final video project	70	Students complete a short narrative film
CN 4940	6	**Communication Seminar**	Mid-term examination	20	Essay questions
			Final paper	80	Paper or project with literature review included in word count
CN 4543	6	**Computer Mediated**	Internet entrepeneurship project	50	Marketing blog development
		Communication	Final examination	50	Essay questions

3.2 Giving your Feedback on This Programme

We are keen to work with you to enhance your programme. Opportunities for you to feedback to us formally include student participation in the Programme Committee, the Academic Society, Student Course Evaluation, Senior Exit Surveys, meetings with the

Dean, meetings with the Provost, and other student surveys. Informal feedback is also welcome at any time either via your instructor or your department head.

School of Liberal Arts and Sciences Programme Committee
The School of Liberal Arts and Sciences Programme Committee is responsible for the routine monitoring of programmes, including the consideration of student feedback, performance data and external examiners' reports. Proposals approved by the Committee are forwarded to the DEREE Curriculum Committee and Academic Council. The Programme Committee is chaired by the Academic Dean of the School. Committee membership includes all Department Heads and Programme Coordinators, as well as the president of each student academic society. This ensures that the student community has a voice in decisions about curriculum, teaching and learning, and the development of the School of Liberal Arts and Sciences.

Departmental Academic Society
The School of Liberal Arts and Sciences Communication Department has a student society, which organizes field trips, on-campus lectures, and informational meetings about the programme. The faculty advisor to the Society supervises the organization of student elections to the society's governing board according to the society's constitution, and the board of students implements all planned activities. The societies also maintain a Blackboard site for all students majoring in the programme where academic information can be posted.

The Communication Society fosters a climate of intellectual collaboration between students and faculty members, and provides opportunities for students to explore various career options. We achieve these aims by working with advisors in order to organize events such as conferences and trips with an explicit educational purpose and by actively supporting initiatives undertaken by the Communication department.

Student Course Evaluation
Student evaluations of courses and instructors are administered by the Office of the Registrar at the end of each academic term. The online course evaluation system is easy, convenient, secure, anonymous, and confidential. The course evaluation system is administered by the Registrar's Office. Information about the course evaluation system is available through the college website or by emailing registrar@acg.edu.

Senior Exit Survey
Student feedback comprises an integral part in the continuous development and success of School of Liberal Arts and Sciences programmes. In that spirit, we ask prospective graduates a Senior Exit Survey. The survey includes questions on student satisfaction with the education provided by the School of Liberal Arts and Sciences and with their overall College experience at DEREE. The aim is to identify areas of good practice as well as areas that need improvement. Based on the data collected through the Senior Exit Survey, a report is developed by an interdisciplinary School of Liberal Arts and Sciences faculty committee. All data collected in this survey are held anonymously and securely. Responses cannot be traced back and all results are presented in an aggregated form.

When you reach the final semester of study, you receive the relevant link in your student email address.

3.3 What Happens with your Feedback on This Programme?

Your feedback helps us to continually enhance this programme. You can find out what actions have been taken in response to your feedback through your academic society, student government, department head or instructor. Updates on action taken are also provided through blackboard and *myACG*.
Student feedback is used in a variety of ways, including:

- Improvement of methods of Teaching and Learning
- Module Leader Reports
- Annual Performance Evaluation of academic staff

3.4 Getting Feedback on your Assessed Work

According to The College has committed to a two week turnaround for feedback. Each module handbook will provide you with specific guidelines on the turnaround for feedback.

3.5 How do I Get my Results?

Results from module assessments and decisions on progression to the next level or awards (if you are in the final level) are available from *myACG*. Results normally appear within ten working days after the end of the examination period. Marks on individual assessments are not finalized until the Board of Examiners' meeting (the meeting where your end of year outcome will be decided). If you are unsure about when you might receive your results or have queries relating to your results, you may contact your module instructor via email.

3.6 Issues with Assessment

If you are experiencing problems which are adversely affecting your ability to study (called 'mitigating circumstances'), then you can apply providing some form of evidence of your circumstances to verify your request.

Examples of acceptable extenuating circumstances include:
- Bereavement
- Illness
- Hospitalization
- Transport cancellation, where this may be evidenced
- Court attendance
- Serious family illness where the impact on the students' ability to undertake assessment may be demonstrated
- Accident

The following are not acceptable extenuating circumstances:
- Holidays
- Weddings
- Family celebrations
- Printing problems
- Computer failure, corrupt USB sticks
- Financial problems
- Work related problems
- Accommodation issues
- Mis-reading assessment arrangements

Late Submission

You must submit work by the deadlines set in the course outline. Work submitted after but within seven days of the deadline will receive a maximum grade of C. You will fail the assessment if work is submitted later than seven days after the deadline.

Resits

In the case of an initial failure of one or more assessments in a course, you have the right to be reassessed in (i.e. resit) the element that you have failed. This reassessment will normally be scheduled prior to the commencement of the following semester. Only one resit per each assessment element is allowed in each module. The maximum grade you can obtain for the reassessed component of the course is a pass (Grade C – 40%). If you fail the resit, you will not receive the credit for that course.

Resits in Capstone Courses

Students who fail a coursework assessment (project/paper) with a weight of 60% or above in a capstone course may request to resit the failed assessment in the resit period following the one designated for the course.

Such requests from students must include the instructor's verification that it is impossible for the student to successfully complete the assignment by the scheduled course resit period.

Such an extension for the completion of specified coursework in capstone courses can only be given upon the recommendation of the student's instructor and the approval of the relevant Department Head and CASP.

Academic Appeals

Students registered in a validated program, may appeal against a decision of the Board of Examiners. Students' rights of appeal are limited to two grounds:

- either that the candidate's performance in an assessment was adversely affected by illness or factors which s/he was unable, or for valid reasons unwilling, to divulge before the Board of Examiners reached its decision
- or that that there has been a material administrative error, an assessment was not conducted in accordance with the current regulations for the program or special arrangements formally agreed, or that some other material irregularity relevant to the assessment has occurred.

Disagreement with the academic judgment of a Board of Examiners in assessing the merits of an individual element of assessment does not constitute grounds for an academic appeal. Responsibility for the submission of documentary evidence in support of the appeal rests with the student.

Appeals must be submitted in writing to the Registrar no later than 14 days following the publication of Examination Board results. All appeals must be submitted in writing to the Registrar by the end of the second week of the following session/semester.

On receipt of the appeal, the Registrar informs the department head/area coordinator and Academic Council (through the Chief Academic Officer) and submits to them all relevant evidence and correspondence.

The Academic Dean will undertake an initial assessment of the validity of the appeal and advise the student accordingly. In the light of this advice, the student should decide whether s/he wishes to proceed with the appeal. Alternatively, the student may decide to withdraw his or her appeal and/or lodge a complaint in accordance with the College's complaints procedure. The subcommittee of the Academic Council will hear the appeal. The appellant may be called to appear before the subcommittee. The subcommittee may also require the Chair of the Board of Examiners to appear separately before it. The appellant and the Chair of the Board will not be present when the subcommittee considers the evidence and formulates its decision. The subcommittee must inform the student and the Board of Examiners of its decision within seven days of the hearing. The student has the right to subsequently appeal to the President in writing against the decision of the subcommittee. If the appellant wishes to contest the President's decision s/he has the right to lodge an appeal with the Open University. The student will obtain contact details for the President and the Open University at the Student Success Center.

The Registrar's Office will keep records of outcomes for all appeals cases. The Academic Council will receive annual summary reports regarding all appeals received by the College.

Cheating, Plagiarism and other forms of Unfair Practice
An academic offence (or breach of academic integrity) includes any action or behavior likely to confer an unfair advantage, whether by advantaging the alleged offender or by disadvantaging another or others. Examples of such misconduct are plagiarism, collusion, cheating, impersonation, supplying false documentation, use of inadmissible material and disruptive behavior in class or during examinations. Responsibility for reviewing breaches of academic integrity is held by the Committee on Standing and Conduct.

3.7 Academic Misconduct and Penalties

Charges against a student for violating academic integrity may originate from any source: a faculty member, an administrator, a staff member, a fellow student, or from the community at large. The charges are to be submitted in writing to the chair of the Committee on Standing and Conduct. If a member of the Committee originates the charge, then that member will be recused from the decision-making process, and any other process related to the case, other than those related to the role of complainant/witness. On receipt of the allegation of a breach of academic integrity, the Chair must inform the Chair of the Board of Examiners that is responsible for the assessment. The Board should then suspend its decisions on the candidate's grade(s) until the facts have been established (see Student Resources – Regulatory Framework).

Once the Committee on Standing and Conduct has considered the allegation and reached a conclusion on whether an offence has occurred, it should issue a report with a recommendation regarding the outcome for the student to the Chair of the relevant Board of Examiners. If it has been established that an offence has occurred, the Board will judge the significance of the misdemeanor and exercise its discretion as appropriate to the case. If it is established that a student has attempted to gain an unfair advantage, the examiners shall be given the authority to rule that the student has failed part or all of the assessments, and the authority to determine whether or not the student should be permitted to be reassessed.

Independently of the assessment decisions made by the Board of Examiners on offences pertaining to validated courses/programs, the Committee on Standing and Conduct is empowered to consider a wider range of sanctions that might be applied when a student is found guilty of a breach of academic integrity.

The following list of sanctions is indicative and can be imposed by majority vote of the Committee:

Admonishment Letter (or Letter of Warning): The student is advised in writing that her/his behavior violates rules of academic integrity and that a recurrence will lead to more serious sanctions. The Committee will deliberate on whether the letter should or should not appear in the student's file permanently or for a lesser period of time.

First Offence File: The student's name and a description of the offense is filed in a shared electronic folder, accessible by the Chief Academic Officer, the academic Deans, the Dean of Students and department heads.
Second offences automatically result in a hearing.

Disciplinary Probation: The student is advised in writing that his/her behavior violates rules on academic integrity and is given a probationary period (to be decided upon by the Committee) to show by good behavior that a more stringent penalty should not be imposed. During the period of the probation, the student is required to terminate association with all extra-curricular activities and resign from any student office.

Suspension: The student's relationship with the College will be discontinued until the end of the semester or term. The student will forfeit any fees involved with the College.

Dismissal: The student's relationship with the College will be terminated indefinitely. The right to apply for readmission shall be denied.

Before announcing judgment/sanctions, the Chair of the Committee on Standing and Conduct consults with the Chair of the Academic Council, who has the right to recommend other sanctions. If the Chair of the Academic Council is in agreement with the Committee's recommendations, the Chair of the Committee will inform the student and the plaintiff (in writing and within three days of the hearing) of the final judgment and the actions to be taken. If the Chair of the Academic Council proposes other or additional sanctions, the chair of the Committee must communicate these recommendations to the Committee within three days and re-deliberate. Majority vote once again determines final sanctions. Communications procedures as outlined above apply. A final written report to the Academic Council on a case-by-case basis, is prepared within 14 days, and includes the complaint, the Committee's judgment and sanctions.

Within three *working* days of receipt of the decision, either party (plaintiff or student) has the right to make a formal written appeal against the decision of the Committee. The appeal is addressed first to the Committee on Standing and Conduct. If the Committee does not deem any change to the decision is warranted subsequent to consideration of the appeal, the appeal may then be brought to the Academic Council, and subsequently to the President whose decision is final. The student may appeal against the decision of the Board of Examiners in accordance with the regulations for academic appeals (Section 9, Appendix D – Regulatory Framework).

3.8 Complaints Procedure

Complaints are specific concerns about the provision of a course / module or a program of study or related academic or non-academic service. When appropriate, a complaint is first resolved through informal discussion with the party / office directly involved. If not resolved at that level, a formal complaint is submitted by the student to the Registrar's Office within 14 days from the day the outcome of this discussion is made known to the student. Upon receipt of the complaint, the Registrar forwards the complaint with all relevant documentation to a panel consisting of the Chief Academic Officer, the Academic Deans and the Dean of Students.

Depending on the nature of the complaint, the academic Dean or Dean of Students will undertake an initial assessment of the validity of the complaint and advise the student accordingly. In the light of this advice, the student should decide whether s/he wishes to proceed with the complaint.

In the event that the student decides to proceed with the complaint, a subcommittee of the Academic Council will be convened no later than three weeks after receiving the student's decision. The membership of the subcommittee shall not include any member of

faculty or the administration who has been involved in the complaint or who is a member of the relevant Board of Examiners.

The subcommittee of the Academic Council will hear the complaint. The appellant may be called to appear before the subcommittee. The subcommittee may also require the relevant member of faculty and/or Administration to appear separately before it. The appellant and any member of staff against whom the complaint has been made will not be present when the subcommittee considers the evidence and formulates its decision. The subcommittee must inform the student and the Chair of the Board of Examiners (if the complaint concerns a validated course/program) of its decision within seven days of the hearing. The student has the right to subsequently appeal to the President against the decision of subcommittee. If the appellant wishes to contest the President's decision s/he has the right to lodge a complaint with the Open University. The student will obtain contact details for the President and the Open University at the Student Success Center.

The Registrar's Office will keep records of outcomes for all complaints cases. The Academic Council will receive annual summary reports regarding all complaints received by the College.

4. Where to Get Help

4.1 Downloading College Forms

All standard student forms are available online on www.acg.edu as well as on *myACG → Student Resources → Forms*

4.2 Academic Advising

The Academic Advising Office aids students in choosing and completing their academic programs. The advising staff provides academic advice and information to undergraduate students, advising all first-year students, some second-year students, and transfer students; support for academic staff advisors; and resources for all students in need of academic advice. Once students have declared their major they participate in an advising program that uses academic staff as advisors to handle the responsibility of advising on academic and career-related matters.

International students have an additional non-academic international student advisor who assists them in their efforts to adjust to the new culture and supports them in obtaining any student visas and residence permits required by Greek law.

4.3 Student Academic Support Services

The Student Academic Support Services (SASS) is open daily and offers academic assistance to all DEREE-ACG students through individual learning facilitation sessions and/or workshops. SASS learning facilitators are peers who assist students in improving and strengthening academic study skills.

4.4 Office of Student Affairs

The Office of Student Affairs is dedicated to promoting student development and continually improving the quality of student life. Through extra-curricular activities the College strives to provide students with opportunities parallel to the classroom experience that are consistent with its educational values, such as presentations, lectures, excursions, debates, theatrical plays, blood drives, happenings and events. The students are encouraged to explore personal and professional goals by participating in clubs, societies, organizations and athletic teams. All the student groups have an advisor, or coach, who is knowledgeable in the subject area, monitors their activity, attends their general assemblies and supports the group during the year.

4.5 Student Success Centre

The Student Success Centre supports students by offering comprehensive, integrated services in the areas of academic advising, OU validation issues, student records, registration, and payments in a one-stop area. The Student Success Centre aims to create the optimum conditions so that students can follow the path to academic success. Students may visit the Student Success Centre to pay a bill, request a certificate, obtain a form, arrange to bring a visitor on campus, obtain their transcript, see an academic advisor, ask about OU validation, change a course, and obtain or replace their student ID. The SSC web page has been set up to reflect the one-stop concept of the Centre and includes information from different departments. It may be accessed from the "Quick Links" on the ACG homepage (www.acg.edu) and it allows students to print forms or view the academic calendar, academic policies, final exams schedule, course schedule, graduation instructions, major requirements, frequently asked questions (FAQs), the e-mail directory, and financial aid and international student information.

4.6 Disability Status and Provisions

Students are responsible for alerting the Educational Psychologist to a known or suspected disability and/or learning difference, and for providing relevant documentary evidence if available. The Educational Psychologist suggests actions to be taken to accommodate such cases, having ensured that there has been full consultation with faculty in the department(s) responsible for the assessment of that student. The accommodation is approved by the Committee on Disability and Learning Differences. This action must be endorsed by the Chair of the relevant Board of Examiners in the case of the validated award. Information, guidance and support are provided to all disabled students who declare their disabilities. Students with disabilities and learning differences may be eligible for special accommodations, such as extra time for examination completion, and receive support and educational counseling from the Educational Psychologist on campus.

4.7 Career Services

The Office of Career Services offers centralized, comprehensive and coordinated career development, through appointments, sessions and workshops, building relationships and longstanding collaborations between students/alumni and potential employers. In the past three years the Office has expanded the quality of the services offered by acquiring a Career Services Manager tool, Goinglobal, as well as the handling of the international internship positions and the work study positions, transforming it thus into a hub for career-related issues. The Office moved dynamically to the era of social media utilizing Facebook and Linkedin. The variety of programs and services offered to students and alumni include: counselling sessions about career advising and graduate studies advising; an online test which identifies strengths and personality preferences aiming to assist the students in their selection of a major; Goinglobal, a tool offering job openings abroad; skills workshops about job search and job interview techniques; Career networking events; JobBank offering part-time and full-time positions; Career Days where the students have the opportunity to have a short interview with a company representative; International Internship program.

4.8 Study Abroad

The Study Abroad Programme not only brings US and international students to Athens, it also sends DEREE students to several partner universities in the US and other countries. The International Internship and Study Abroad Program combines and provides a first-of-its-kind career and academic program in Greece and is open to all undergraduate students. Students have the opportunity to intern with a leading multinational company abroad and follow this up with a semester of study with an international partner university. The College is proud to be partnering with a select number of institutions that span the globe such as Northern Arizona University, Mercy College, Texas A&M, Kingsville, University of Utah, the American University in Cairo, and Richmond – The American International University in London, to name a few.

5. What to do if you…..

5.1 …..are absent for more than one day
You must notify your instructor(s) if you are absent for more than one day. If you are going to apply for Mitigating Circumstances you will need to provide written evidence of the reason for your absence (see section 3.6).

5.2 …..are ill
If you are absent through illness on the day of an examination or assignment deadline and you intend to apply for mitigation, you must also provide us with details and any available evidence as soon as possible. Contact the Student Success Centre to get a copy of the appropriate Mitigating Circumstances form.

5.3 …..have a comment, compliment or complaint
We are committed to providing a quality, student-centered experience for all our students. We welcome comments and compliments from students, and find them valuable for on-going improvements. Comments and compliments about your course can be raised with your

instructor(s) and/or Department Head. If you have a specific complaint about an act or omission of the College you may be able to make a formal complaint in writing under the Complaints Procedure (see section 3.8).

5.4 …..are considering withdrawing from the course

You must consult with your advisor if you wish to defer your studies, withdraw from a course, or to transfer registration from one course or award (major) to another. Applications for deferral, withdrawal or transfer should then be lodged with the Registrar's Office.   Applications are subsequently considered by the Committee of Academic Standards and Policies (CASP). CASP decisions are governed by the following regulations:

- Students are permitted to change a course within the first two days of teaching.
- Beyond this period, students may withdraw from a course within the first two weeks of teaching whilst retaining the right to re-enroll in the said course in the future.
- Changes after this deadline will only be considered in exceptional circumstances. Students shall not be permitted to withdraw and then subsequently re-enroll in a course after the submission or completion of the first summative assessment.

5.5 ….need a reference letter

If you need a reference letter from one or more of your instructors, fill in the Reference Request Form from *myACG* (→ *Student Resources* → *Forms*), stating the reason why you need the reference, as well as the number of hard and/or electronic copies requested.

6. Other Relevant Policies

6.1 Attendance Policy

All students are required to attend 80% of instructional class time. Some programmes may impose a stricter attendance requirement.

Absence from a class does not exempt a student from completing the work for that class. Students who have exceeded the allowed threshold of absences will be referred by the instructor to the Registrar's Office. The Registrar will in turn inform the Committee on Academic Standards and Policies which, in the light of any evidence of extenuating circumstances supplied by the student, will decide whether the student must withdraw from the course (and receive an F grade).

6.2 Student Punctuality Policy

It is the responsibility of students to be in class on time, and the responsibility of instructors to begin their class on time and end it on time. Students are considered absent

and will be recorded as such, if they arrive to class 10 minutes (or more) later than the scheduled class starting time.

Individual instructors reserve the right to have a more stringent policy, provided that this policy is listed in the Course Information Packet.

6.3 Turnitin Policy and Student Guidelines

The College is using Turnitin software to assist in the detection of plagiarism. If a case of cheating is proven, disciplinary procedures will be followed, as described in sections 3.6 and 3.7. More information about the College's Turnitin Policy can be found in Student Resources.

Guidelines for Student Use of Turnitin:

- Students are only permitted to submit their own work and only for assignments created by DEREE faculty for DEREE courses.
- Students are not allowed to submit the work of others.
- Students are not allowed to have their own work submitted by others.
- Students are responsible for submitting assignments to Turnitin on time.
- Work submitted to Turnitin remains in a large database of papers against which future papers are scanned.

6.4 Transfer of credits
Students who transfer must be in Good Academic Standing at their previous institution. Students who wish to transfer from US institutions must have a cumulative index (CI) or overall Grade Point Average (GPA) of 2.75 or above. Transfer students must contact the Academic Advising Office and the Validation Office after they are admitted to the College.

6.5 Evaluation of Transfer Credits
The transfer credit process begins immediately after the student's first registration and only after the student has submitted both the official transcript(s) and the course syllabi or descriptions of substantial length from official publications of the institution. Course syllabi may be required for a better evaluation of the student's completed prior academic work. All submitted documents not in English or Greek must be accompanied by certified English or Greek translations and must be submitted to the Validation Office before the end of the student's first semester. The assessment process of the student's prior academic work will be completed no later than two months (excluding vacation period) after the student has submitted a complete folder of the required documents as stated above.

Students cannot be granted credit (or be exempted from) courses at Level 6 and/or for more than 4 courses (i.e. 12 US credits or 60 UK credits) at Level 5. All transfer credit requests are handled by the Validation Office.

6.6 Credit by Assessment for Professional Experience

Credit by assessment may be earned for experiential learning (professional experience) by experienced professionals* who wish to begin or complete their studies. Such credit may fulfill up to 36 US credits required for a degree.

No credit by assessment can be awarded for Level six (6) courses, except for validated internship courses.
No credit by assessment can be awarded for more than four (4) Level 5 courses.

The method of assessment, the number of credits to be earned as well as the course(s) for which experiential credit will be given will be decided by the relevant academic department(s) depending on the disciplines for which credit has been requested. The academic department of the student's declared major will report the results of the assessment to the relevant School Dean for approval. The Office of the Dean will send the final approved evaluation to the Registrar's Office.

*Students must submit an application in order to take advantage of the Credit by Assessment program. The application includes an updated resume and a statement that describes knowledge and skills gained through experience-based learning and how they relate directly to course(s) for which credit requested. Students may also submit certificates of training, work samples, and other documents appropriate as evidence of equivalent to college learning.

Once the application is approved a fee of 90 Euros per credit hour to be assessed will be charged to the student.

6.7 Student Matriculation

For the US NEASC accredited degree students have the right to complete their studies in accordance with the educational programs and requirements in effect at the time they were first admitted to the College. The maximum period of matriculation for a US NEASC accredited degree is 10 years.

If the degree requirements should change during the student's period of studies at the College, the student may choose to complete those degree requirements in effect upon entry or any other set of requirements introduced subsequently and prior to graduation; all the specified requirements for the particular degree chosen must be met.

Students must observe all current prerequisites for courses. Students may stay informed about current prerequisites/co-requisites of courses by consulting annually the latest on line College Catalog.

Re-admitted students are required to follow the program requirements in effect of their re-admission.

6.8 Safety, Health and Wellbeing

The College committed to providing a vibrant and sustainable working environment that values wellbeing and diversity. This commitment exists alongside our wider legal and moral obligations to provide a safe and healthy working environment for our staff, students and members of the public who may be affected by our activities.

Disabled Students
You are expected to declare any disability that would affect your safety in the event of a fire or earthquake, e.g. hearing impairment or the use of a wheelchair. Disabled students must declare their disability, to the College, for it to be taken into consideration.

Accident and Incident and Reporting
All accidents and incidents and dangerous occurrences, must be reported to, and recorded by College staff. In case of accident or medical emergency, you need to contact the College nurse. ACG First Aid Protocol and Medical Emergency Flow Charts are given in [Student Resources](#).

Smoking
No smoking is permitted in any of ACG buildings; if you do smoke outside our buildings please make sure that you stand at least five meters from building entrances and boundaries.

List of Appendices

Appendix A: Undergraduate Online Catalog (including Regulations for Validated Awards of the Open University) http://www.acg.edu/academics

Appendix B: Programme Specification