



Concentration Courses

Social Media Communication & Culture

This course gives students the chance to use a variety of social media applications to promote a message of their choice (example: marketing a product, spreading a news story). Students will study media history, including earlier phases of the Internet, learn to distinguish among various social networking tools. Email, Facebook, TikTok, LinkedIn and Twitter are just a few of the applications one might use to promote a business, send a message to the public, forward news, tell a story, or keep up with old friends and new acquaintances. In addition, students will explore cultural ramifications such as the spread of fake news, and the ability for activist groups to organize to make social change. This course allows students to improve their writing, oral presentation, and research skills.

Capstone in Media & Communications

Are you close to graduation and planning a career in communications, journalism, advertising, PR, broadcasting, digital media, or Internet content creation? Have you been studying media as a cultural form and plan to continue, in graduate school or on your own? If so, this course is for you. Consider 'new economy' solutions to the changing media environment through readings, research, interviews, and discussions, develop or refine a resume and portfolio or web site of past work that will present you as someone who is prepared for an entry level job or to study the subject further, and develop a past paper into a writing sample.

Global Communication & Media

This course explores the role of media historically through shaping and creating national and global issues, including the growth and trajectory of global cultural commodification. Media such as news, propaganda, advertising, music, cinema, television, internet, gaming, social media, crypto, and cybercrime will be explored to the extent that they have shaped global issues, historical events and culture. Through multidimensional and different cultural perspectives, students will use theory to critically assess shifts in media patterns of production, distribution, and consumption in the larger context of globalization. Essential concepts of international communication will be examined, such as international broadcasting, international communication law and regulation, and cultural trends in communication and information technologies.

Media Ethics & Law

Learn the basic principles and application of the First Amendment as it relates to communications and media. Since First Amendment rights are constantly evolving we will examine its application to free, political, and commercial speech, advertising and ethical components related to them. Explore the government's monitoring and restriction of media and the balancing act and various tests the courts apply when allowing journalistic reporting versus a defendant's right to a fair and impartial trial. Media include Print, Radio, Television, Video Games, and the Internet.

why choose this programme

Highly Qualified Academic Staff

Our team comprises professors from prestigious universities with extensive experience both in Greece and internationally

Diverse Concentrations

Choose from multiple concentrations to tailor your degree to your interests

Exploratory First Years

Sample various courses in the first two years before selecting your concentration

Comprehensive Education

Broaden your knowledge with a diverse General Education curriculum

Program Flexibility

with full-time or part-time studies

Adaptable Pathways

Change your concentration during your studies to better align with your evolving career goals



“ For those planning to enter the workforce directly, this degree equips you with highly valued communication knowledge and skills essential for success in various entry-level positions within corporations, mass media, public affairs, and not-for-profit organizations. Additionally, students will be prepared to start their own small businesses. Greek and EU nationals may have their SUNY/ESC degrees recognized by Greek state authorities, further enhancing their professional qualifications.



Apply Now!

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NYC ATHENS CAMPUS
ATHENS, SYNTAGMA



NYC THESSALONIKI CAMPUS
THESSALONIKI



UNIVERSITY OF NEW YORK
IN PRAGUE (UNYP)
PRAGUE



NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE
The LEADING College
of University Studies in Greece:
The ONLY Greek College with expertise in founding and
operating Private Universities in Europe!

Bachelor of Arts (BA) COMMUNICATIONS



Connecting Ideas, Inspiring Change



STATE UNIVERSITY OF NEW YORK
EMPIRE STATE
UNIVERSITY



NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE

The **Bachelor of Arts (BA) in Communications**, offered by the State University of New York - Empire State University, U.S.A., at New York College in Greece, provides students with a comprehensive understanding of Communication, Media, Public Relations, Advertising, and Marketing, along with the legal and ethical issues pertinent to business operations and development.

Students will gain fundamental knowledge of the political, social, legal, regulatory, environmental, and technological factors affecting businesses and organizations, as well as the impact on government policy. The program emphasizes the application of this knowledge in real-world scenarios, equipping students to critically and analytically prepare communication analyses and develop strategies. This includes assessing a company's internal and external relations, identifying strengths and weaknesses, evaluating business risks, and determining necessary adjustments to communication strategies.

SHAPING THE FUTURE OF COMMUNICATION



“ **New York College and its staff will support and encourage you to reach your goals and potential. The vision of New York College is to create excellent opportunities for its students through the provision of vocationally relevant programmes, working alongside industry and professional bodies. The areas of study provide a solid grounding in the major business disciplines and core business skills.**

Our faculty are experts in their fields, and they develop courses based on up-to-date best practice and the latest academic research. They have excellent academic credentials and substantial managerial and executive leadership experience. The programme is challenging but rewarding, and develops practical skills immediately applicable in a global market.

It is my pleasure to welcome you to this stage of your education and I trust that you will find your experience here at New York College both rewarding and enjoyable.

Kelley Galloway

Head of Business Programmes, New York College

Programme Duration:
Full time: 4 years, Part Time: 5-6 years

CURRICULUM

General Education - 30 credits	
<i>You must take these 6 courses = 18 credits</i>	
1	Intro to College Reading and Writing
2	Effective Reading & Writing
3	Math
4	US History
5	Natural Science course
6	Diversity course
<i>Select 3 of the following 5 areas = 9 credits</i>	
1	Social Science course
2	Western Civilization course
3	Other World Civilizations
4	Humanities course
5	Arts course
<i>Take 1 course from any category = 3 credits</i>	
	GenEd elective course

Empire State University Concentration Courses - 32 credits	
1	Business Ethics
2	Social Media Communication
3	Advanced Public Relations
4	Global Strategies
5	Marketing Communications: Advertising & Promotion

Electives	
Communications Analysis	Advanced Advertising
Communications Decisions	Consumer Behaviour (pre-req. Psych. Adj.)
Media Interviewing Skills	Psychology of Advertising

New York College Concentration Prerequisites	
1	Principles of Advertising
2	Advanced Writing & Research
3	Statistics I
4	Principles of Management
5	Principles of Marketing
6	Intro Microeconomics
7	Intro Macroeconomics
8	Business Law
9	Intro to Business Communication
10	History of Mass Media
11	Public Relations
12	Organizational Behavior
13	Communication Among Cultures
14	Management Information Systems
15	Financial Accounting
16	Managerial Accounting

Elective credits	
Human Resource Management	Interpersonal Communication
Theories of Human Communication	Intro to Speech Communication
Social & Economic Development	Advanced Speech Communication
Intro to Sociology	

STATE UNIVERSITY OF NEW YORK Empire State University, U.S.A.

The STATE UNIVERSITY OF NEW YORK is the largest university in the United States with 64 campuses and 400,000 students. Empire State University is one of the 64 colleges and universities of the STATE UNIVERSITY OF NEW YORK with approximately 20,000 students each year. STATE UNIVERSITY OF NEW YORK - Empire State University (SUNY-ESU) offers fully accredited undergraduate and graduate programs as well as professional degrees. Founded in 1971, it is internationally renowned for its flexible and innovative programs. The Department of International Programs at STATE UNIVERSITY OF NEW YORK - ESU collaborates with educational institutions around the world to serve undergraduate students. Students participate in classroom and online courses in Athens, Thessaloniki and Prague (Czech Republic).

New York College has a franchise agreement under the Greek Ministry of Education legislation and the degree you will receive at the end of your studies is awarded by the University itself.



Aerial view of the central administration building of the STATE UNIVERSITY OF NEW YORK in Albany, NY c.1980