



## Concentration Courses

**Ethics for a Global Economy (Business Ethics)** This study is designed to facilitate an understanding of philosophy of ethics and ethical decision-making process. The study emphasizes the overall philosophies, theories, and concepts of moral reasoning in making informed ethical decisions in various areas of business and business management.

**Social Media Communication** 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.

**Advanced Public Relations** By combining academic thinking in PR with practical tasks in strategy development and implementation based on real life examples, the course provides an insight in core tasks of the Communications and Public Affairs functions within organizations. The course builds on the previously gained knowledge of basic PR concepts and extends on it, with focus on particular capabilities in development of communications strategies for corporate reputation building and protection, corporate social responsibility programs and marketing PR programs. The interrelation of Communications and Public Affairs function with other management disciplines, as well as processes of engaging key external stakeholders, are explained. Building on the knowledge gained in the "Public Relations Principles" course, it will extend particularly on the development of communication strategies for various subfields of corporate communication and PR.

**Global Strategies (Strategic Management)** This course is concerned with the field of business policy and strategic management, as well as understanding a conceptual framework for policy formulation and strategic planning. The course also looks at the development of organizational policy as it applies to finance, marketing, production, operations, and human resources within the broad areas of management and systems. A major goal of this course in the business curriculum is to develop a general business and management point of view in the context of a global business environment. Notes: This is a capstone course for students with concentrations in Business Administration or Management. Students are expected to integrate their knowledge from their prior studies and work experiences in this course.

**Marketing Communication: Advertising & Promotion** This course is designed to develop an understanding of all aspects of integrated marketing communications, including advertising, direct marketing, the Internet, interactive media, sales promotion, public relations, personal selling, social and consumer-driven media, and consumer advertising. It provides details on how to research and evaluate a company's marketing environment and promotional situation within the context of consumer behavior, other variables in the marketing mix and overall corporate's marketing plans, and how to use various promotional tools to develop effective communications strategies and programs.

## 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



“ If you plan to enter the workforce directly, this degree offers essential communication skills and knowledge that are highly valued across a range of entry-level positions in communications. Graduates will be well-prepared for roles in corporations, mass media, public affairs, and not-for-profit organizations. Additionally, the program equips students with the skills needed to launch their own small businesses. Greek and EU nationals can also benefit from having their SUNY/ESC degrees recognized by Greek state authorities, enhancing their professional credentials.



**Apply Now!**  
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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 Science (BS) BUSINESS COMMUNICATION



## Master the Art of Business Communication



STATE UNIVERSITY OF NEW YORK  
**EMPIRE STATE**  
UNIVERSITY



**NEW YORK COLLEGE**  
THE INTERNATIONAL COLLEGE OF GREECE

The **Bachelor of Science (BS) in Business Communication**, offered by the State University of New York - Empire State University, U.S.A., at New York College in Greece, prepares students to understand the comprehensive dynamics of Communication, Media, Public Relations, Advertising, and Marketing, including the legal and ethical issues related to business operations and development.

## COMMUNICATE WITH IMPACT

Graduates will gain foundational knowledge of the political, social, legal, regulatory, environmental, and technological factors affecting businesses and organizations, as well as insights into government policy. The program emphasizes applying this knowledge analytically and critically to real-life situations. Students will learn to prepare communication analyses and develop communication strategies, enabling them to assess a company's internal and external relations, identify strengths and weaknesses, evaluate business risks, and determine necessary changes to enhance the company's communication strategy.

CRITICAL THINKING



PUBLIC RELATIONS



ADVERTISING



COMMUNICATION METHODS



COMMUNICATION SKILLS



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**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



### General Education - 30 credits

*You must take these 6 courses = 18 credits*

1	Intro to College Reading and Writing
2	Effective Reading & Writing
3	Math
4	US History
5	Natural Science course
6	Diversity course

*Select 3 of the following 5 areas = 9 credits*

1	Social Science course
2	Western Civilization course
3	Other World Civilizations
4	Humanities course
5	Arts course

*Take 1 course from any category = 3 credits*

GenEd elective course
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### 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

### Programme Duration:

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

### CURRICULUM

#### 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 (either or both NYC and ESU)

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