

ΠΕΡΙΓΡΑΦΜΑ ΜΑΘΗΜΑΤΟΣ (Course Syllabus)

1. General

School	School of Humanities and Social Sciences		
Department	Department of Culture, Creative Media and Industries		
Study Level	Undergraduate		
Course code	ΥΠ212	Semester	2 nd
Course Title	Cultural Creative Industries		
Autonomous Teaching Activities		Weekly Teaching Hours	Credits
Lectures and Tutorials		3	6
Course Type <i>Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων</i>	Scientific area		
Prerequisites:			
Course teaching and evaluation language:	Greek		
The course is offered to Erasmus incoming students			
Course Page (URL)			

2. Learning Outcomes

Learning Outcomes

Describe the learning outcomes of the course, the specific knowledge, skills and abilities students will acquire upon successful completion of the course of the appropriate level.

Upon successful completion of the course students will be able to:

- Have acquired specialised theoretical knowledge of the core concepts and theoretical shifts in the field of the Cultural and Creative Industries (CCIs)
- Have understood the distinctive characteristics of the CCIs through the study of both domestic and international literature
- Are familiar with studies that research and map the Cultural and Creative Industries in Greece and the EU
- Understand the organisational structure of the CCIs as well as their social and economic value
- Can analyse the factors that determine and transform the production, consumption and mediation of cultural products across the cultural and creative sectors

Skills:

- Are able to understand the social conditions that led to the emergence of the CCIs
- Can appreciate the social and economic value of the CCIs

Competences:

- Are able to describe the sectors that constitute the CCIs and their distinctive characteristics
- Can formulate clear and coherent arguments regarding the economic, political, social and cultural impact of the creative industries

General Skills

Taking into account the general competencies that the graduate must have acquired (as listed in the Diploma Supplement and listed below), which one (s) does the course aim for?

Research, analyze and synthesize data and information, using the necessary technologies

Adaptation to new situations

Decision making

Independent work

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas Project design and management

Respect for diversity and multiculturalism
 Respect for the natural environment
 Demonstrate social, professional and ethical responsibility and gender sensitivity
 Exercising criticism and self-criticism
 Promoting free, creative and inductive thinking

The course aims at cultivating the following skills:

- Promotion of free, creative and inductive thinking
- Generation of new research ideas
- Exercise of critical thinking and self-reflection

3. Course Content

The Cultural and Creative Industries (CCIs) shape the way we perceive the world, producing narratives, images and symbols that influence both collective culture and individual identities. The module aims to explore how the global CCIs operate and what distinguishes them from the rest of the economy. Through case studies examining the social, economic, political and cultural impact of creative activity, the module analyses their emergence across different global contexts. More specifically, the syllabus covers the following topics:

- Introduction to the field of the CCIs
- Theoretical foundations, definitions and classifications of the CCIs
- Mapping the CCIs: the EU, Greece, particularities and challenges
- The CCIs as agents of economic, social and cultural change
- From the CCIs to the Creative Economy
- Cultural products, creativity, and the market
- The value chain of film production
- Digital production and amateur economies
- Music industries and streaming platforms
- Fan economies and the Cultural Industry
- The case of gaming as a site of production and consumption

4. Instructive and Learning Methods - Evaluation

Delivery Method.	Delivered by physical presence	
Use of IT's in teaching and communication with students	• PowerPoint presentations • Support Learning Process via the e-class platform • Electronic communication with students	
Teaching Structure <i>The methods of teaching are described in detail</i> <i>The student study hours for each learning activity are recorded as well as the non-instructional study hours so that the overall workload at semester level corresponds to ECTS standards.</i>	Methods	Semester Work Load
	Lectures and seminars	39
	Study and analysis of literature	56
	Team projects	30
	Course Total (25 Hrs. Work Load per Credit Unit)	125
Student Evaluation <i>Description of the evaluation procedure</i>	Assessment Process • Participation in lecture discussions: 10% • Oral presentation (group): 30% • Written examination at the end of the semester: 60% Student Assessment Methods • Participation in lecture discussions • Written examination with essay questions and problem-solving tasks Communication of Assessment Criteria • In the undergraduate programme study guide	

5. Recommended Readings

Advised Bibliography:

Avdikos, V. (2014). *The Cultural and Creative Industries in Greece*. Epikentro. (in Greek)

Hesmondhalgh, D. (2013). *The Cultural Industries* (3rd edition). Sage Publications.

Avdikos, V., Michailidou, M., Klimis, G. M., & Mimis, A. (2016). *Study on the Mapping of the Cultural and Creative Industry in Greece*. Ministry of Culture and Sports & Institute of Regional Development, Panteion University. (in greek)

Avdikos, V., & Kalogeressis, A. (Eds.). (2016). *Texts on the Creative Economy: Markets, Labour, Policies*. Epikentro. (in greek)

Banks, M. (2014). Cultural value project: 'Cultural industries, work and values'. In K. Oakley & J. O'Connor (Eds.), *The Routledge companion to the cultural industries*. Routledge.

Caves, R. (2002). *Creative industries: Contracts between art and commerce*. Harvard University Press.

Journals:

International Journal of Cultural Policy <https://www.tandfonline.com/journals/gcul20>

Journal of Human Relations <https://journals.sagepub.com/home/HUM>

Organization Studies <https://journals.sagepub.com/home/OSS>