

STATEMENT OF QUALITY ASSURANCE POLICY FOR THE POSTGRADUATE STUDY PROGRAM IN “POLITICAL COMMUNICATION AND POLITICAL MARKETING” OF THE SCHOOL OF SOCIAL, POLITICAL AND ECONOMIC SCIENCES, DUTH

The School of Social, Political and Economic Sciences in collaboration with the Quality Assurance Unit of DUTH and the respective services of the University has harmonized the Quality Policy of the Undergraduate Study Program and the offered of Master's and Doctoral programs with the Quality Policy of the Democritus University of Thrace.

In particular, the Postgraduate Program "**Political Communication and Political Marketing**" is part of the strategic planning of DUTH aiming at the promotion of knowledge, the development of research and the satisfaction of the educational, research, social, cultural and development needs of the country, the high-level specialization of graduates in theoretical and applied areas of specific fields of knowledge, special thematic modules or individual branches of the academic subjects of the first study cycle of the respective School.

The Postgraduate Program "**Political Communication and Political Marketing**" is committed to the implementation of a quality assurance policy that supports the academic character and orientation of the study program, promotes its purpose and objectives, implements its strategic goals, determines the means and ways of achieving them and aims at its continuous improvement.

The Postgraduate Program "**Political Communication and Political Marketing**":

- Plans, modifies and improves its Curriculum with transparency and participation of all stakeholders so that it:

- Responds to modern scientific requirements and teaching needs.
- Achieves the learning outcomes and qualifications as described in the Curriculum course outlines and to offer qualifications in accordance with the European Higher Education Qualifications Framework.
- Promotes scientific knowledge and research on political communication and political marketing. It aims to provide a balance between theoretical training and practical application of the strategies and tools of political communication, with a direct connection of scientific research and practical applications of the process of political message communication, focusing on the tools and the actors.
- Offers graduate students a comprehensive view of the scientific field of contemporary political communication issues, providing them with the skills needed for their direct application in the labour market. The programme fosters the social skills of its students, enhancing active learning and teamwork through the courses offered and its parallel activities. Upon successful completion of the MSc and the completion of the degree, graduates will be able to apply their knowledge and skills in the fields of political communication, political campaigns, media and crisis management, in regional and local government institutions, in research institutes, in business, advertising and public relations agencies, in Greece and abroad.

- Implements quality procedures in the teaching work in full alignment with the quality policy of the School and the University:

- Selects the appropriate teachers in accordance with the provisions of the relevant legislation.

- Evaluates the teaching work of the students on a six-monthly basis.
 - Participates in the internal evaluation process as coordinated by the DUTH Quality Assurance Unit.
 - Utilizes a variety of teaching methods and techniques, with an emphasis on student-centered processes and methods.
 - Ensures the progress and development of students during their studies.
 - Encourages every student to write articles, publications in reputable medical journals and announcements at Panhellenic or International Conferences.
 - Ensures useful and accessible learning resources for students
 - Implements the institution of the Academic Advisor.
 - Participates in the procedures provided for in the Regulations of the Outstanding Teaching Award of the ITH
 - Cultivates a climate of respect, cooperation, understanding and participation of all those involved in the Study Program and applying the best practices to resolve any problems that arise, as provided for in the Complaints and Objections Management Regulation.
- Provides for the quality (and quantity) of the research work of the members of the academic unit:
- Strengthens its extroversion with synergies both within the institution and with other institutions in Greece and abroad.
 - Encourages the participation of teachers in international and Greek conferences, research programs and international collaborations.
 - Supports their international mobility.
 - Looks for alternative sources of funding (participation in programs, sponsorships, donations, etc.).
 - Encourages high quality research that will be published and recognized internationally.
- Ensures the connection of teaching with research.
- Collects information about the level of professional rehabilitation of its graduates and disseminates professional rehabilitation information to students beyond the standard.
- Based on available infrastructure (teaching staff and other infrastructures), ensures the appropriate annual number of admissions, so that it can offer high quality education to students.
- Ensures the quality at all levels of operation of the Study Program and at the same time takes the appropriate actions for its improvement.
- Publishes the Quality Assurance Policy of the Study Program on its website and communicates it in every way to all parties involved.
- Ensures continuous update of the program website. so that it is a constantly valid source of information for students.

The Quality Assurance Policy of the Postgraduate Program "**Political Communication and Political Marketing**" is posted at the link <http://mopolcom.polsci.duth.gr>