

carried out in collaboration with the University's Quality Assurance Unit (QAU/MO.DI.P.). The quality assurance procedures constitute a valuable tool for the School and each Postgraduate Program in order for them to fulfill their teaching and research purpose, to ensure the achievement of their set goals and to upgrade the effectiveness of their academic services in general.

The School of the School of Journalism and Mass Communications and the Postgraduate Program Digital Media, Communication and Journalism while implementing the present policy, are committed to apply the quality procedures that will demonstrate the following:

- The suitability of the structure and organization of the Postgraduate Program
- The intended learning outcomes and qualifications are in line with the European and National Qualifications Framework for Higher Education
- The enhancement of the quality and effectiveness of the Postgraduate Program's teaching/research activity (The Master's Program decides whether the research work is valuable to retain in the text and accordingly deletes or keeps it).
- The adequacy of the teaching staff's qualifications for the Postgraduate Program
- The setting, implementation and review of specific annual quality goals for the Postgraduate Program's improvement
- The level of labor market demand for the graduates' acquired qualifications
- The quality of support services
- The efficient use of the Postgraduate Program's resources, which may derive by any tuition fees
- The conduct of an annual internal evaluation and review of the quality assurance system for the Postgraduate Program Digital Media, Communication and Journalism, with the cooperation of the School's Internal Evaluation Group (IEG/OM.E.A.) and the MO.DI.P.

The procedures applied to monitor and continuously improve the Postgraduate Program's quality are analyzed as follows:

- Implementation of the Postgraduate Program's Quality Assurance Policy, its periodic review and revision (when required)
- Postgraduate Program design, in accordance with the current Legislation and AUTH's Regulations, taking into account – to the extent possible – the opinions of the School, the Postgraduate Program's students and graduates as well as of other stakeholders
- Harmonization with the in force legislative and regulatory framework
- Implementation of the Postgraduate Program's Regulations, any other Regulations and AUTH's Regulatory Decisions

- Submission of the Personal Inventory Form and the Course Description Form to MO.DI.P.'s information system, by the teaching staff
- Conduct of Courses and teachers' evaluation by the students
- Various student assessment methods
- Effort towards the monitoring of the professional/career development of the Postgraduate Program graduates
- Faculty staff (selection, regulations, performance, support)
- Postgraduate Program's resources allocation and management (infrastructure, equipment, etc.)
- Quality data collection and processing/analysis (apt, complete, correct) as to ensure the Postgraduate Program's quality with the goal of improving it
- Monitoring, analysis and comparison to national and international key performance indicators
- Postgraduate Program information publication.
- Updating of the Postgraduate Program website in a systematic and qualitative way (Greek, English and potentially in another language), for the publication of the Program's relevant information.
- Feedback mechanisms for strategy and goals, etc. review, corrective actions implementation (when required)
- Annual internal evaluation (monitoring, control and revision of the Postgraduate Program), in accordance with all the aforementioned and based on the guidelines provided by the Hellenic Authority for Higher Education (H.A.H.E./ETHAAE) and the MO.DI.P.
- Support of external evaluation and accreditation procedures, in collaboration with the MO.DI.P.

### **Quality Goals**

The quality goals, on which the School of Journalism and Mass Communications will focus its efforts for the Postgraduate Program Digital Media, Communication and Journalism are the following:

1. courses related to both the theory and the practical application of Journalism
2. specialized knowledge of journalism with emphasis on digital media, new forms of journalism, principles & techniques of investigative journalism, journalistic ethics & ethics, the impact of online journalism on the political and economic functioning of the media, the impact of European integration and globalization on news, research and

verification of online journalistic material, the principles and techniques of journalism in different fields (environment, health, technology) and news reporting in multicultural contexts

3. specialization in cutting-edge sectors, with systematic monitoring of international developments in research, both in modern Journalism and Communication and in related applied and technological directions, as well as new trends developed internationally in research, education, and the labor market
4. adaptation of the curriculum, aiming at the successful response of graduates to the labor market

#### **Quality Policy Dissemination and Publication**

The Quality Policy is communicated and disseminated to the academic and administrative staff, to the students, as well as to other involved parties. The Quality Policy is [published on the Postgraduate's Program website](#).