ADVERTISING & PR LAB

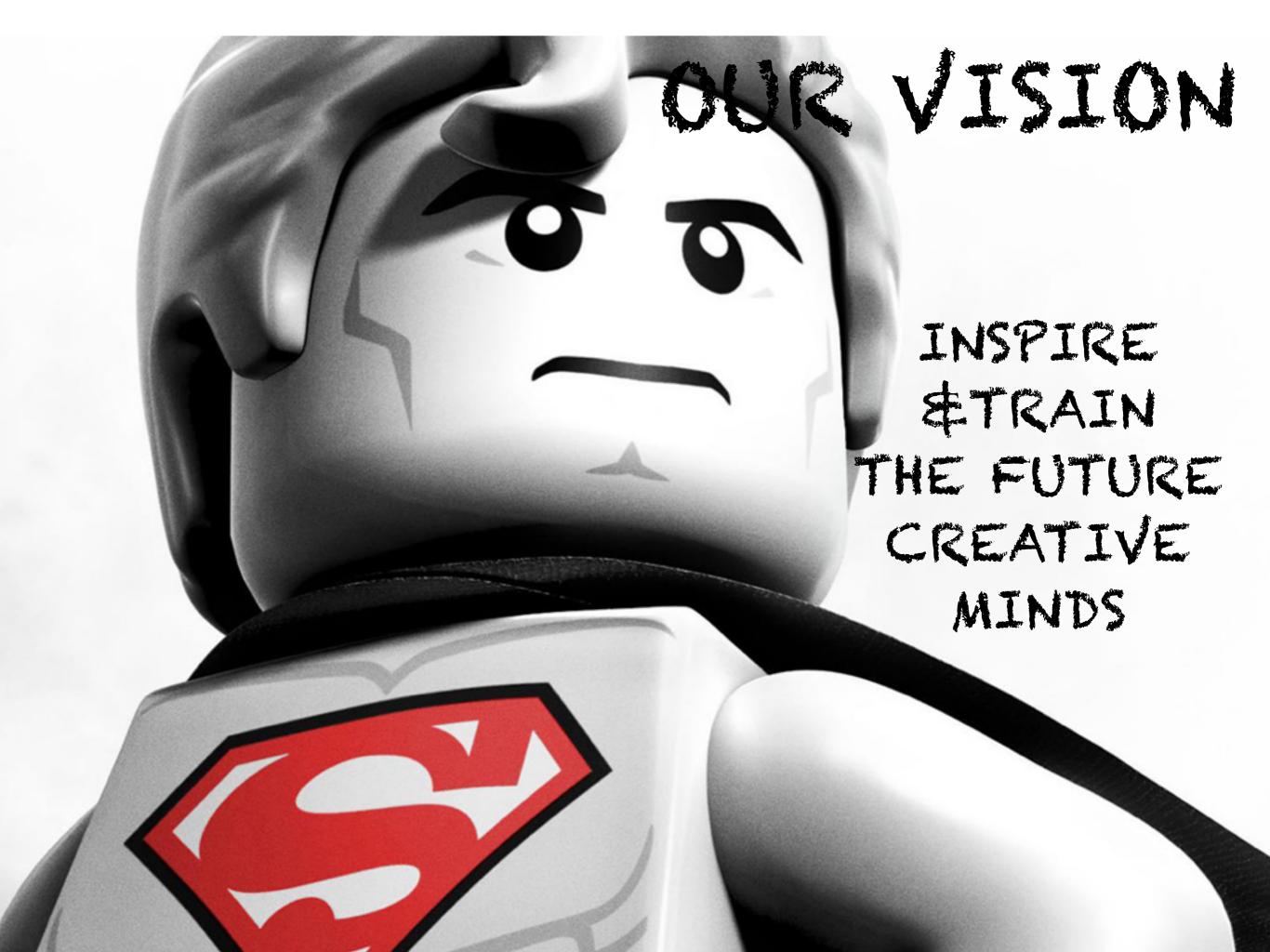
PANTEION UNIVERSITY

DEPARTMENT OF

COMMUNICATION, MEDIA &

CULTURE





OUR SKILLS

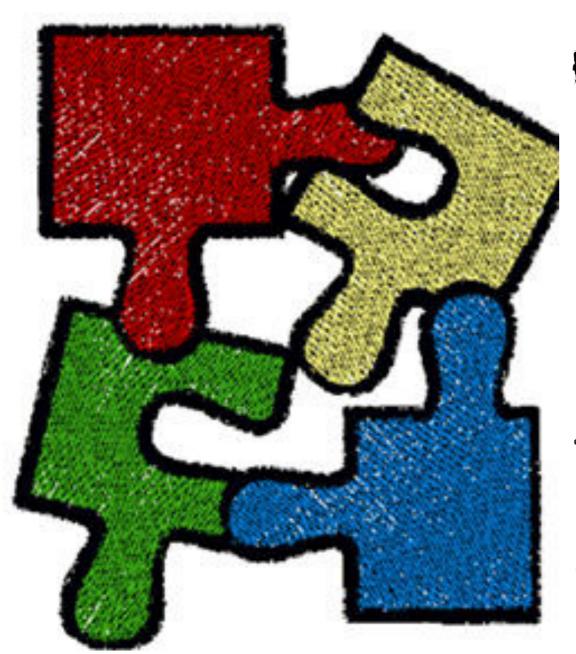
COMMUNICATION, ADVERTISING, PR.
EVENT MANAGEMENT, MARKETING,
STORYTELLING, SOCIAL MEDIA, CRISIS
MANAGEMENT, CREATIVITY, LEADERSHIP,
CSR, MOBILE MARKETING, RESEARCH
ENTREPRENEURSHIP

OUR VALUES

TEAMWORK, COLLABORATION, SHARING CREATIVITY, INNOVATION OPENNESS, PIVOT, DISRUPTION, FAIL FAST, EMBRACE CHANGE, GENEROSITY, PERSONAL RESPONSIBILITY



OUR COLLABORATIONS



FOUNDING MEMBER OF IOC PARTNER CCEBI-CO-CREATING EXPERIENCE BASED INNOVATION RESEARCH CENTER OF COPENHAGEN BUSINESS SCHOOL



Betty Tsakarestou, Assistant Professor and Head of the Advertising and PR Lab @ tsakarestou

Dimitra Iordanoglou, Lecturer in HR @diordanoglou

Lida Tsene, PhD, Teaching Associate & Researcher, PR, Art & Edu Manager, Comicdom Press, Clidatsene

Georgia-Zozeta Miliopoulou, PhD, Tenfour agency - Partner, Creativity, Teaching Associate & Researcher - Panteion University, National School of Public Administration, Athens Technical Institute

Konstantinos Ioannidis, Phd, Research, Nielsen

Maria Briana, PhD Researcher

Triantafillos Papafloratos, PhD Researcher

Invited Business Instructors

Tasos Pagakis, Head of Communications Southeastern Europe, Ericsson, Diana Birba, Marketing Manager G&C, Greece & Italy at Mondelez International, Loukas Petrounias, Executive Director at Solid Communications Greece, Marketing and Advertising, Nektarios Sylligardakis Team leader at Eresus, Thodoris Georgakopoulos Co-Founder, CEO at Nest Media, Haris Makryniotis Managing Director at Endeavor Greece, Anna Zilakou Communications and PR Manager at Endeavor Greece, George Kouvaras, BGM, Mania Xenou Owner, Reliant Communications, George Flessas CEO at CIVITAS