



The
University
Of
Sheffield.

International Faculty
CITY College.

Business
Administration &
Economics
Department.

Company Visit at the Hellenic Children's Village at Filyro



- DIGITAL MARKETING PLAN -

In the context of CBE6200 Strategic Marketing unit

Date: Wednesday, 6 December 2017

Departure time: 17:30

Meeting Point: 23, Dodekanisou St, (Entrance)

About the Hellenic Children's Village at Filyro

The "**Hellenic Children's Village**" was built in Filyro, Thessaloniki, in a magnificent location of about 35 acres, allocated for use by the Ministry of Agriculture. In this area have been built up to date 8 two-storey houses (while there is a provision for another 4), a multi-purpose room of 2.000 sq.m. which houses the administrative services, kindergarten, church (currently under construction), amphitheater, playgrounds, playground, mini - basket and various auxiliary areas. Each "family" is a separate unit of economy and life. Responsibility for bringing up children belongs to the "mother", the selection of which is carried out by a committee of specialized scientists. She comes to give as a real mother the understanding and a warm embrace to these painful creatures. The basic attribute to be possessed is the love for the child and the spirit of self-sacrifice and offering. It is the personification of love. Mothers before taking up their assignment attend special classes on how the Association operates. In the course of this offer, the "mothers" have the support of a scientific group of various specialties. Children attend the Public School in their area and develop social relationships with relatives, classmates and friends, but also with children and their families inside and outside the Children's Village. The "father" of the "**Hellenic Children's Village**" is responsible for the implementation of the regulation and the execution of the decisions of the Board of Directors, who resides with his family in the Children's Village, being the model man and "father" for the children. It cooperates with the "mothers" and ensures that there is a climate of love and mutual respect among them as well as for dealing with any problems that concern each "family". Children are admitted by our Society following a relevant public prosecutor's order, are preschool (0-6 years old) and are physically and mentally healthy.....

**Mandatory for all Full Time & 1st Year Part Time students in:
MA Marketing, Advertising & PR, & MA Digital Marketing & Social Media**