

Doc. 300.1.2

Date: 30/12/2019

# Higher Education Institution's Response

- **Higher education institution:**

The Cyprus Institute of Marketing

- **Town:** Limassol

- **Programme of study (Name, ECTS, duration, cycle)**

**In Greek:**

Μάρκετινγκ Μάνατζμεντ (2 Χρόνια, 120 ECTS,  
Δίπλωμα)

**In English:**

Marketing Management (2 Years, 120 ECTS,  
Diploma)

- **Language of instruction:** English

- **Programme's status**

**New programme:** .....

**Currently operating:** √

**The present document has been prepared within the framework of the authority and competencies of the Cyprus Agency of Quality Assurance and Accreditation in Higher Education, according to the provisions of the “Quality Assurance and Accreditation of Higher Education and the Establishment and Operation of an Agency on Related Matters Laws of 2015 and 2016” [N. 136 (I)/2015 and N. 47(I)/2016].**

## A. Guidelines on content and structure of the report

- *The Higher Education Institution (HEI) based on the External Evaluation Committee’s (EEC’s) evaluation report (Doc.300.1.1) must justify whether actions have been taken in improving the quality of the programme of study in each assessment area.*
- *In particular, under each assessment area, the HEI must respond on, without changing the format of the report:*
  - *the findings, strengths, areas of improvement and recommendations of the EEC*
  - *the deficiencies noted under the quality indicators (criteria)*
  - *the conclusions and final remarks noted by the EEC*
- *The HEI’s response must follow below the EEC’s comments, which must be copied from the external evaluation report (Doc. 300.1.1).*
- *In case of annexes, those should be attached and sent on a separate document.*

## B. Conclusions and final remarks

- *Based on conversations with students and our own assessment, we do not see general areas that require significant improvement. All key quality metrics are met. We would like to make some optional, minor recommendations however that may allow some further refinements at a very specific, micro-level in relation to the content of some modules:*

We would like to begin by expressing deep and sincere thanks to the panel of experts; their comments are invaluable and their recommendations extremely grateful.

- *It would be useful to be consistent in terms of a reading week, indicating whether these are implemented for all modules or just a few (e.g. there is an indicated reading week for 'Principles of Marketing' in week 23, but not for other modules in the same week).*

Reading week is implemented for all modules and is published in our Prospectus. Moreover, we have amended the relevant pages accordingly (see Annex).

- *It would be good to go beyond general descriptors in the assignment section and outline what type of assignment exactly is conducted for each module (e.g. for 'Marketing Management and Practice', it is evident that students will do presentations, as indicated in the teaching week content, so it would be good to outline this in the assignment section).*

Students receive a detailed Module Study Guide which includes details on the assignment from the beginning of the academic year.

- *It would be useful to ensure that textbooks are up to date. Whilst most content from older versions of textbooks is still applicable, it is an option to renew some materials (e.g. some textbooks in the 'Consumer Behaviour' module are dated 2011 and 2013)*

We fully agree with the Panel's recommendation and all Reading Lists have been updated accordingly. (See Annex).

- *Perhaps some titles of topics could be modified, to make it more clear how its' delivered content will differ (e.g. the 'Consumer Behaviour' module, week 13 and 15, looking at the title, and week 22 and 23 seem similar).*

This point has been amended accordingly. (See Annex).

- *For the Digital Marketing module, the course purpose and objective could be expanded, to reflect the content in a more encapsulating fashion beyond practical skills on social media and electronic devices.*

This point has been amended accordingly. (See Annex).

- *For the 'Public Relations' module, some of the topic titles would benefit from specification (e.g. the topics titled 'Management', 'Communication', and 'Research'), to allow students a better orientation and possibility of preparation.*

This point has been amended accordingly. (See Annex).

- *A final minor comment, in relation to the 'Marketing Research' module: it would be good to make it more clear in the content where qualitative and quantitative techniques are discussed, and the balance between them (e.g. week 18 "more powerful statistical techniques" is not entirely clear as to what the original techniques are).*

This point has been amended accordingly. (See Annex).

### C. Higher Education Institution academic representatives

<b>Name</b>	<b>Position</b>	<b>Signature</b>
<b>Dr Christos Hadjiyannis</b>	Director of Quality	<i>Christos Hadjiyannis</i>
<b>Marios Charalambides</b>	DMM Programme Coordinator Nicosia	<i>Marios Charalambides</i>
<b>Elena Makedona</b>	DMM Programme Coordinator, Limassol	<i>Elena Makedona</i>

Date: 30<sup>th</sup> December 2019

## F. ANNEXES

### ANNEX 1 – LIST OF COMPULSORY COURSES AND ELECTIVE COURSES

<b>Module Type</b>	<b>Module Name</b>	<b>Module Code</b>
Compulsory	Business Communication	BUC101
Compulsory	Consumer Behaviour	COB102
Compulsory	Fundamentals of Management	FOM103
Compulsory	Digital Marketing	DIM104
Compulsory	Principles of Marketing	POM105
Compulsory	Practice of Sales Management	PSM106
Compulsory	Marketing Management and Practice	MAP201
Compulsory	Public Relations	PUR202
Compulsory	Management Information Systems	MIS203
Compulsory	Entrepreneurship and Small Businesses	ESB204
Compulsory	Integrated Marketing Communications	IMC205
Compulsory	Marketing Research	MAR206

## ANNEX 2 – COURSE DESCRIPTION

### Year 1: All Compulsory

Course Title	BUSINESS COMMUNICATION			
Course Code	BUC101			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	Year 1			
Teacher's Name	Dr Christos Hadjiyannis			
ECTS	10	Lectures / week	1	Laboratories / week
Course Purpose and Objectives	<p>Business Communication is a basic language and communication skills course, designed specifically for students for whom English is their second language. It aims to improve students' written and verbal communication skills; develop their oral presentation skills; introduce them to business vocabulary and etiquette; and generally give them the confidence to conduct business in English. It incorporates reading and listening comprehension practice tests, reading texts for understanding, and features exercises that have students practise conversations and discussions in English of various lengths and levels. The course also teaches students the fundamentals about business correspondence – letters, e-mails, and social media.</p>			
Learning Outcomes	<p><i>On completion of this course, students should be able to:</i></p> <ul style="list-style-type: none"> <li>• demonstrate an understanding of internal and external business communication practices;</li> <li>• engage in conversation about business goals and tasks using a variety of written forms;</li> <li>• scan and skim business documents, selecting pertinent details for a given task;</li> <li>• demonstrate knowledge and understanding of the appropriate language used in presentations and meetings with business colleagues of all levels;</li> <li>• listen effectively and be able to summarize the content verbally;</li> <li>• demonstrate the ability to apply and adapt business language in different needs such as agenda writing, memo writing etc.</li> </ul>			
Prerequisites	None	Required		

Course Content	<p>Week 1: Developing and Improving Reading and Writing Skills  Week 2: Effective Letter Writing and Message Taking  Week 3: Newsletters and Press Releases  Week 4: Memo Writing  Week 5: Report Writing  Week 6: Meetings, Agendas and Minutes  Week 7: Writing on Social Media  Week 8: Listening Skills  Week 9: Effective Speaking  Week 10: Effective Presentation  Week 11: Comprehension  Week 12: Comprehension of Visual Data  Week 13: Course Review  Week 14: Applying for a Job  Week 15: Interview Skills  <b>Week 16: Assignment Feedback</b>  Week 17: Practical application of Interviewing skills  Week 18: Job Applications  Week 19: CVs  Week 20: CV writing practice  Week 21: Covering letters  Week 22: Class Workshop – Interview Preparation Skills  Week 23: Class Workshop – Presenting Information  Week 24: Class Workshop – Analytical Skills  Week 25: Most Commonly Used Business Terms  <b>Week 26: Revision</b>  <b>Week 27-28: Examinations</b></p>
Teaching Methodology	<p>This course utilises a mixture of interactive lectures, case studies and group work. Student interaction is encouraged, guest lecturers may be invited, while students might also get a chance to visit companies.</p>
Bibliography	<p><b><u>Key text</u></b></p> <p>Guffey, M.E. and Seefer, C.M., <i>Business English</i>, 12th Edition, South-Western, 2017</p> <p><b>Recommended reading</b></p> <p><i>Journal of Communication Management</i></p> <p><i>Corporate Communications: An International Journal</i></p> <p>Marc Roche , <i>Business English Writing: Advanced Masterclass- How to Communicate Effectively &amp; Communicate with Confidence: How to Write Emails, Business Letters &amp; Business Reports</i>, Roche Pub 2019</p> <p>Jones, L. and Alexander, R., <i>New International Business English Student's Book: Communication Skills in English for Business Purposes</i>, Cambridge University Press, 2008.</p>

Assessment	Per CIM regulations, students are assessed via 1 assignment forming 30% of the total grade, and via 1 final examination (weighed at 70%). Assignments are recommended by lecturers and approved by the Program Coordinator. Assignment will take the form of an individual report .Examination questions are set by the course team and are approved by the Board of Examiners. Examination questions, which take the form of essay questions, are not only based on the lectured material but also include judgment questions, questions based on acquired sense, and questions that test students' knowledge of the subject matter.
Language	English



Course Title	CONSUMER BEHAVIOUR			
Course Code	COB102			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	Year 1			
Teacher's Name	Dr Evie Michaelidis			
ECTS	10	Lectures / week	1	Laboratories / week
Course Purpose and Objectives	The module offers an understanding of how buyer behaviour helps marketers focus more effectively on customers' needs and wants. It also addresses wider societal concerns about consumption in a world of finite resources and the potential conflicts that face today's marketers as they attempt to square consumer needs with a firm's need for profits and societal responsibilities. The module enables students with an interest in consumer behaviour to develop their knowledge, understanding and skills in this area.			
Learning Outcomes	<p><i>On completion of this course, students should be able to:</i></p> <ul style="list-style-type: none"> <li>• Demonstrate detailed knowledge of concepts relating to consumer behaviour.</li> <li>• Analyse data concerning complex marketing problems and opportunities with a minimum of guidance, applying major consumer behaviour theories and concepts.</li> <li>• Apply a variety of consumer behaviour concepts and information to develop realistic and original solutions to complex marketing problems.</li> <li>• Be able to communicate problem solutions in an appropriate format.</li> <li>• Be able to access and use learning resources.</li> <li>• Be able to debate ideas and solutions in groups.</li> </ul>			
Prerequisites	None	Required		
Course Content	<p>Week 1. Introduction  Week 2. Cross-cultural Variations in Consumer Behaviour  Week 3. Changing Societies: Values  Week 4. Changing Societies: Demographics and Social Stratification  Week 5. Changing Societies: Subcultures  Week 6. Family and Households  Week 7. Group Influence on Consumer Behaviour  Week 8. Perception</p>			

	<p>Week 9. Learning, Memory, and Product Positioning  Week 10. Motivation, Personality, and Emotion  Week 11: Attitudes and Influencing Attitudes  Week 12. Self-Concept and Lifestyle  Week 13: Case Study analysis/assignment practice  Week 14: Situational Influences  Week 15: Consumer Decision Process and Problem Recognition  <b>Week 16: Assignment feedback</b>  Week 17: Information Search  Week 18: Alternative Evaluation and Selection  Week 19: Outlet Selection and Purchase  Week 20: Post-Purchase Processes  Week 21: Customer Satisfaction, and Customer Commitment  Week 22: Organisations as Consumers  Week 23: Organisational Buying Behaviour Decision Making Process  Week 24: Marketing Regulation and Consumer Behaviour  Week 25: Student case presentation.  <b>Week 26: Revision Week</b>  <b>Week 27-28: Examinations</b></p>
Teaching Methodology	This course utilises a mixture of interactive lectures, case studies and group work. Student interaction is encouraged, guest lecturers may be invited, while students might also get a chance to visit companies.
Bibliography	<p><b><u>Key text</u></b></p> <p>David L Mothersbaugh Associate Professor of Marketing , Delbert I Hawkins Dr , Susan Bardi Kleiser Consumer Behavior: Building Marketing Strategy McGraw-Hill Education; 14 edition 2019</p> <p>Recommended reading  Journal of Consumer Research  Journal of Retailing  Journal of Marketing  Journal of Business Research  European Journal of Marketing</p> <p>Michael R Solomon Margaret K. Hogg, et al.: Consumer Behaviour_: A European Perspective Pearson 2019</p> <p>Elizabeth Parsons , Pauline Maclaran, et al.   1 Contemporary Issues in Marketing and Consumer Behaviour Routledge 2016</p>
Assessment	Per CIM regulations, students are assessed via 1 assignment forming 30% of the total grade, and via 1 final examination (weighed at 70%). Assignments are recommended by lecturers and approved by the Program Coordinator. Assignment will take the form of an individual report. Examination questions

	are set by the course team and are approved by the Board of Examiners. Examination questions, which take the form of essay questions, are not only based on the lectured material but also include judgment questions, questions that are based on acquired sense, and questions that test students' knowledge of the subject matter.
Language	English

Course Title	FUNDAMENTALS OF MANAGEMENT			
Course Code	FOM103			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	Year 1			
Teacher's Name	Prof Andreas Hadjis			
ECTS	10	Lectures / week	1	Laboratories / week
Course Purpose and Objectives	This course is an overview of the major functions of management. The course examines the basic managerial functions of planning, organizing, staffing, leading and controlling in the contemporary environment through a variety of theories and models for an effective managerial decision-making. Emphasis is on basic managerial functions of planning, organizing, controlling and leading through a variety of theories and models for an effective managerial decision-making. Upon completion, students should be able to work as contributing members of a team utilizing these functions of management.			
Learning Outcomes	<p><i>On completion of this module, students should be able to:</i></p> <ul style="list-style-type: none"> <li>• demonstrate an understanding of the managerial functions of planning, organizing, staffing, leading and controlling;</li> <li>• develop the skills to relate scientific and theoretical principles of management to the practical aspect of management;</li> <li>• demonstrate the ability to exercise the managerial functions in the contemporary competitive environment;</li> <li>• discuss the importance of setting objectives in leading, motivating and evaluating employees in organisations</li> <li>• identify relevant issues in human resource management.</li> </ul>			
Prerequisites	None	Required		
Course Content	<p>Week 1: Management and Its History  Week 2: The changing Environment-Organisational Culture  Week 3: Integrated Managerial Issues  Week 4: Ethics and Corporate Social Responsibility in Management  Week 4: Problem Solving /Decision Making  Week 5: Foundations of Planning  Week 6: Organisational Design  Week 7: Managing Change and Innovation  Week 8: Managing Human Resources an over view  Week 9: Diversity and Organisational Behaviour  Week 10: Individual Behaviour  Week 11: Understanding Groups formation  Week 12: Managing Work Teams</p>			

	<p>Week 13: Management of Conflict  Week 14: Stress Management  Week 15: Motivating and Rewarding Employees I  <b>Week 16: Assignment Feedback</b>  Week 17: Motivating and Rewarding Employees II  Week 18: Leading /Leadership Theories I  Week 19: Leading /Leadership Theories II  Week 20: Managing Communication  Week 21: Managing Technology  Week 22: Foundations of Control  Week 23: Operations Management  Week 24: Value Chain Management  Week 25: Management for the Present and the future  <b>Week 26: Revision</b>  <b>Week 27-28: Examinations</b></p>
Teaching Methodology	This course utilizes a mixture of interactive lectures, case studies and group work. Student interaction is encouraged, guest lecturers may be invited, while students might also get a chance to visit companies.
Bibliography	<p><b><u>Key text</u></b></p> <p>Stephen P. Robbins, Mary A. Coulter, <i>Fundamentals of Management</i>, 10th Edition, Pearson, 2016</p> <p><b><u>Recommended reading</u></b></p> <p>Smith, M., <i>Fundamentals of Management</i>, McGraw-Hill Higher Education, 2017</p> <p>Easterby-Smith, M., Thorpe, M. &amp; Jackson, P., <i>Management and Business Research</i> Sage Publications, 2018</p> <p><i>Academy of Management Journal</i></p> <p><i>Journal of Management</i></p> <p><i>Journal of Management Studies</i></p> <p><i>European Management Review</i></p>
Assessment	Per CIM regulations, students are assessed via 1 assignment forming 30% of the total grade, and via 1 final examination (weighed at 70%). Assignments are recommended by lecturers and approved by the Program Coordinator.. Examination questions are set by the course team and are approved by the Board of Examiners. Assignment will take the form of an individual report Examination questions, which take the form of essay questions, are not only based on the lectured material but also include judgment questions, questions that are based on acquired sense, and questions that test students' knowledge of the subject matter.
Language	English

Course Title	DIGITAL MARKETING			
Course Code	DIM104			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	1			
Teacher's Name	Dr Haris Mahlouzarides			
ECTS	12	Lectures / week	1	Laboratories / week
Course Purpose and Objectives	<p>The major aim of this course is to present students the need of marketing to adapt to the changing nature of customer paths in the digital economy. Students will be exposed to the ways connectivity has fundamentally changed human lives.</p> <p>Students will learn how marketers can boost productivity by understanding customer paths in the digital era by being introduced to a new set of marketing metrics and a whole new way of looking at marketing practices.</p> <p>Contemporary ways of marketing will be analysed to examine how marketing can utilize electronic mediums and technological advancements such as smartphones, computers, tablets etc.</p> <p>Examples of several key industries will be used and students will learn how to implement the new ideas of Marketing.</p> <p>Students will explore content marketing customer engagement in greater detail in order to create customer conversations. They will be able to understand how use of online platforms like websites, Facebook, Skype, Tweeter etc. are becoming a central pillar for successful marketing strategies.</p>			
Learning Outcomes	<p><i>On completion of this module, students should be able to:</i></p> <ul style="list-style-type: none"> <li>• Comprehend the main approaches to marketing in the 21st century</li> <li>• Understand the value of electronic mediums for a successful marketing strategy</li> <li>• Develop marketing plans based on digital media / channels</li> <li>• Identify online applications that can contribute to the success of marketing strategy</li> </ul>			
Prerequisites	None	Required		
Course Content	<p>Week 1. What is Digital Marketing?</p> <p>Week 2. Electronic Service</p> <p>Week 2. Internet Design and Philosophy</p> <p>Week 3. Writing for the Screen</p> <p>Week 4. Site Structure</p> <p>Week 5. Observational and Experimental Data</p> <p>Week 6. Legal and Ethical Aspects of Digital Marketing</p> <p>Week 7. Internal Company Operations</p>			

	<p>Week 8. Consumer Business Relationships  Week 9. Business Relationships  Week 10. The Online Audience  Week 11. Human Information Processing  Week 12. Visual Design Practice  Week 13. Writing for the Screen  Week 14. Site Structure  Week 15. Interactive Advertising  <b>Week 16. Assignment Feedback</b>  Week 17. Consumer Problem Solving  Week 18. Consumer Problem Solving Online  Week 19. Consumer Search  Week 20. Channels and Direct Marketing  Week 21. Mobile Devices / Social Media  Week 22. Selling Strategy  Week 23. Information Products  Week 24. User-Generated Content / Virtual Communities  Week 25. The Future of e-Marketing  <b>Week 26. Revision</b>  <b>Weeks 27-28. Examinations</b></p>
Teaching Methodology	This module utilises a mixture of interactive lectures, case studies and group work. Student interaction is encouraged, guest lecturers may be invited, while students might also get a chance to visit companies.
Bibliography	<p><b>Key text</b>  Charles F. Hofacker, <i>Digital Marketing: Communicating, Selling and Connecting</i>, Edward Elgar Publishing, 2018</p> <p><b>Further Reading</b>  Journal of Direct, Data and Digital Marketing Practice</p> <p>Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, <i>Marketing 4.0: Moving from Traditional to Digital</i>, Wiley and Sons, 2016</p> <p>Kasim Aslam, <i>The 7 Critical Principles of Effective Digital Marketing</i>, Stone Soup Hustler Publications, 2017</p>
Assessment	Per CIM regulations, students are assessed via 1 assignment 30% of the total grade, and via 1 final examination (weighed at 70%). Assignments are recommended by lecturers and approved by the Program Coordinator. Assignment will take the form of an individual report. Examination questions are set by the module team and are approved by the Board of Examiners. Examination questions, which take the form of essay questions, are not only based on the lectured material but also include judgment questions, questions that are based on acquired sense, and questions that test students' knowledge of the subject matter.
Language	English

Course Title	PRINCIPLES OF MARKETING				
Course Code	POM105				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 1				
Teacher's Name	Elena Makedona				
ECTS	10	Lectures / week	1	Laboratories / week	
Course Purpose and Objectives	This course provides students with a good knowledge of the basic precepts of marketing and, in particular, a sound grasp of the marketing concepts and its applications. The course aims to provide a managerial orientation of the subject, i.e. the major decisions facing marketing executives and top management as well as a foundation for analysing markets and developing marketing plans at more advanced modules in the program.				
Learning Outcomes	<p><i>On completion of this module students should be able to:</i></p> <ul style="list-style-type: none"> <li>• demonstrate an understanding of key marketing concepts and theories;</li> <li>• understand how organisations identify customers and their wants/needs;</li> <li>• understand the segmentation process and what influences buying behaviour of Business and Consumer Markets</li> <li>• Identify the elements of the marketing mix and discuss important factors affecting each element;</li> <li>• apply key frameworks and methods, and develop analytical skills to solve marketing problems;</li> </ul>				
Prerequisites	None	Required			
Course Content	<p>Week 1: Marketing; Creating Customer Value and Engagement  Week 2: Company and Marketing Planning  Week 3: Analyzing the Marketing Environment  Week 4: Managing Marketing Information to Gain Customer Insight  Week 5: The Marketing plan  Week 6: Consumer Markets and Buyer Behaviour  Week 7: Business Markets and Business Behaviour  Week 8: Customer Value Driven Strategy  Week 9: Products, Services and Brands. Building Customer Value  Week 10: Developing New Products  Week 11: Managing the Product Life Cycle  Week 12: Pricing; Understanding and Capturing Customer Value  Week 13: Pricing Strategies  Week 14: Retailing and Wholesaling  Week 15: Engaging Consumers and Communicating Customer Value;  <b>Week 16: Assignment Feedback</b>  Week 17: Integrated marketing communications strategy</p>				



	<p>Week 18: Advertising and Public Relations  Week 19: Personal Selling and Sales promotions  Week 20: Direct, Online, Social Media and Mobile Marketing  Week 21: Extended Marketing  Week 22: Creating Competitive Advantage  Week 23: The Global Market Place  Week 24: Sustainable Marketing  Week 25: Societal Concerns  Week 26: Revision  <b>Week 27-28: Examinations</b></p>
Teaching Methodology	This course utilizes a mixture of interactive lectures, case studies and group work. Student interaction is encouraged, guest lecturers may be invited, while students might also get a chance to visit companies.
Bibliography	<p><b><u>Key text</u></b></p> <p>Kotler, P., Armstrong, G., Harris L.C., &amp; Piercy, Nigel, <i>Principles of Marketing</i>, 7<sup>th</sup> ed., Pearson, 2016</p> <p><b><u>Recommended reading</u></b></p> <p><i>European Journal of Marketing</i></p> <p><i>International Marketing Review</i></p> <p><i>Journal of The Academy of Marketing Science</i></p> <p>Byron Sharp, <i>Marketing: Theory, Evidence, Practice</i>, Oxford University Press, 2018</p>
Assessment	Per CIM regulations, students are assessed via 1 assignment forming 30% of the total grade, and via 1 final examination (weighed at 70%). Assignments are recommended by lecturers and approved by the Program Coordinator.. Assignment will take the form of an individual report .Examination questions are set by the course team and are approved by the Board of Examiners. Examination questions, which take the form of essay questions, are not only based on the lectured material but also include judgment questions, questions that are based on acquired sense, and questions that test students' knowledge of the subject matter.
Language	English

Course Title	PRACTICE OF SALES MANAGEMENT			
Course Code	PSM106			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	1			
Teacher's Name	Dr Marios Georgiou			
ECTS	10	Lectures / week	1	Laboratories / week
Course Purpose and Objectives	The objective of this course is to develop skills and abilities that allow students to manage your sales territories and own business, and provide them with a set of unique tools enable them to develop and build successful sales and management careers. More specifically students will gain understanding of the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), uses of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople.			
Learning Outcomes	<p><i>On completion of this module, students should be able to:</i></p> <ul style="list-style-type: none"> <li>• use working businesses to connect sales theory to the practical implications of selling in a modern environment</li> <li>• understand and appreciate global aspects of selling and sales management</li> <li>• be in a position to implement technological applications of selling and sales management</li> <li>• understand the role of ethics in selling and sales management, systems selling and a comprehensive coverage of key account management.</li> </ul>			
Prerequisites	None	Required		
Course Content	Week 1. Development and Role of Selling in Marketing Week 2. Sales Strategies Week 3. Consumer and Organisational Buyer Behaviour Week 4. Sales Settings Week 5. International Selling Week 6. Law and Issues Week 7. Sales Technique Week 8. Practical Applications on Sales Techniques Week 7. Sales Responsibilities and Preparation Week 8. Personal Selling Skills Week 9. Key Account Management Week 10. Relationship Selling			

	<p>Week 11. Direct Marketing  Week 12. Internet and IT applications in Selling and Sales Management I  Week 13. Internet and IT applications in Selling and Sales Management II  Week 14. Recruitment and Selection  Week 15. Motivation  <b>Week 16. Assignment Feedback</b>  Week 17. Training  Week 18. Case Study  Week 19. Organisation and Compensation I  Week 20. Organisation and Compensation II  Week 21. Case study  Week 22. Sales Control  Week 23. Sales Forecasting and Budgeting  Week 24. Salesforce Evaluation  Week 25. Case Study Presentation  <b>Week 26: Revision</b>  <b>Weeks 27-28: Examinations</b></p>
Teaching Methodology	This module utilises a mixture of interactive lectures, case studies and group work. Student interaction is encouraged, guest lecturers may be invited, while students might also get a chance to visit companies.
Bibliography	<p><b>Key text</b>  David Jobber, Geoffrey Lancaster, Selling and Sales Management, Pearson Education, 2019</p> <p><b>Recommended reading</b>  Charles M. Futrell, Fundamentals of Selling: Customers for Life Through Service, MacGraw-Hill Irwin, 2020</p> <p>Adam Weinberg, Sales Management Simplified: The Straight Truth About Getting Exceptional Results from Your Sales Team, American Management Association, 2015</p> <p>Adam Solomon, Ian Schafer, The Art of Client Service: The Classic Guide, Updated for Today's Marketers and Advertisers, Wiley, 2016</p>
Assessment	Per CIM regulations, students are assessed via 1 assignments forming 30% of the total grade, and via 1 final examination (weighed at 70%). Assignments are recommended by lecturers and approved by the Program Coordinator. Assignment will take the form of a report and a presentation on sales skills. Examination questions are set by the module team and are approved by the Board of Examiners. Examination questions, which take the form of essay questions, are not only based on the lectured material but also include judgment questions, questions that are based on acquired sense, and questions that test students' knowledge of the subject matter.
Language	English

Course Title	MARKETING MANAGEMENT AND PRACTICE				
Course Code	MMP201				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 2				
Teacher's Name	Dr Myria Kkali				
ECTS	10	Lectures / week	1	Laboratories / week	
Course Purpose and Objectives	Students will acquire skills in analyzing and solving marketing problems. More specifically, students will develop knowledge of appropriate marketing strategies that effectively take into account external environmental variables, consumer behaviour, marketing research, marketing accounting and finance, and strategic marketing variables through the implementation of case studies. They will also learn the fundamentals of a marketing plan and the role it plays in driving marketing management effectiveness.				
Learning Outcomes	<p><i>On completion of this module, students should be able to:</i></p> <ul style="list-style-type: none"> <li>• Identify the ways in which trends and developments both within and outside the business firm affect marketing strategy;</li> <li>• Analyze marketing problems, opportunities and decisions facing the business and/or non-business firm in today's environment;</li> <li>• Develop the critical thinking skills necessary to determine the implications of a wide variety of marketing scenarios;</li> <li>• Formulate and evaluate appropriate strategic responses to a variety of marketing situations facing the firm in today's environment;</li> <li>• Present and defend recommended marketing strategies in both written and oral form;</li> <li>• Develop marketing plans.</li> </ul>				
Prerequisites	Principles of Marketing PM 105	Required			
Course Content	Week 1. Strategic Planning and Marketing Management Week 2. Marketing Research; Process and Systems for Decision Making Week 3. Consumer Behaviour Week 4. Case Study: KFC in China Week 5. Business, Government and Institutional Buying Week 6. Market Segmentation Week 7. Product and Brand Strategy Week 8. Case Study: Kolkata Knight Riders: Developing a Brand Identity Week 9. Case Study: Junglee.com: Amazon's Entry in India Week 10. New Product Planning and Development Week 11. Case Study: A Sweet Deal: Cadbury Leads Kraft into Emerging Markets				

	<p>Week 12. Personal Selling Relationship Building and Sales Management  Week 13. Distribution Strategy  Week 14. The Marketing of Services  Week 15. Case Study: Marketing of Services: The McDonald's Way  <b>Week 16. Assignment Feedback</b>  Week 17. Students' Presentation on a Selected Case  Week 18. Global Marketing  Week 19. Case Study: Air Asia: Using Social Media to Reach Out to New Customers  Week 20. Analyzing Marketing Opportunities  Week 21. Analyzing Marketing Problems  Week 22. Financial Analysis for Marketing Decisions I  Week 23. Financial Analysis for Marketing Decisions II  Week 24. Developing Marketing Plans  Week 25: Case Study  <b>Week 26: Revision Week</b>  <b>Week 27-28: Examinations</b></p>
Teaching Methodology	This course utilizes a mixture of interactive lectures, case studies and group work. Student interaction is encouraged, guest lecturers may be invited, while students might also get a chance to visit companies.
Bibliography	<p><b><u>Key text</u></b></p> <p>J. Paul Peter, James H. Donnelly Jr, <i>A Preface to Marketing Management</i>, McGraw Hill Education, 2015</p> <p>Mutum, Dilip S., Roy, Sanjit, Kipnis, Eva (eds.), <i>Marketing Cases from Emerging Markets</i>, Springer, 2014</p> <p><b><u>Recommended reading</u></b></p> <p><i>European Journal of Marketing</i></p> <p><i>International Marketing Review</i></p> <p><i>Journal of the Academy of Marketing Science</i></p> <p>Mark Johnston, Greg Marshall, <i>Marketing Management 3rd Edition Mc Graw Hill 2020</i></p> <p>Donald Miller, <i>Building a Story Brand: Clarify Your Message So Customers Will Listen</i>, Harpers Collins, 2017</p> <p>Robert F. Hartley and Cindy Claycomb, <i>Marketing Mistakes and Successes</i>, Wiley, 2013</p>
Assessment	Per CIM regulations, students are assessed via 1 assignment forming 30% of the total grade, and via 1 final examination (weighed at 70%). Assignments are recommended by lecturers and approved by the Program Coordinator. Assignment will take the form of a case study, while students during the year will be requested to work in groups and present a number of cases. Examination questions are set by the course team and are approved by the Board of Examiners. Examination questions, which take the form of essay questions, are not only based on the lectured material but also include

	judgment questions, questions that are based on acquired sense, and questions that test students' knowledge of the subject matter.
Language	English

Course Title	PUBLIC RELATIONS				
Course Code	PUR202				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 2				
Teacher's Name	Mr Marios Charalambides				
ECTS	10	Lectures / week	1	Laboratories / week	
Course Purpose and Objectives	The course is an introduction to communication policies of contemporary businesses and society. The content of the course aims to introduce students to the basic concepts and methods of public relations in the business environment.				
Learning Outcomes	<p><i>On completion of this course, students should be able to:</i></p> <ul style="list-style-type: none"> <li>• Recognize the theoretical and applied framework of public relations as a science and a professional practice.</li> <li>• Evaluate the role and functions of public relations as a mean of communication in business</li> <li>• Understand the role of public relations as a discipline concerning communication, management, marketing,</li> <li>• Gain international perspectives of public relations practice.</li> <li>• Understand and handle the key processes involved in public relations and advertising in business such as research, planning, strategy and evaluation.</li> <li>• Reinforce the basic concepts of effective public relations</li> <li>• Understand of the theory and use of methods and techniques of public relations</li> <li>• Develop a public relations campaign in tourism.</li> </ul>				
Prerequisites	None	Required			
Course Content	<p>Week 1: Defining Public Relations  Week 2: The History and Growth of Public Relations  Week 3: Traditional and Contemporary Theories of Communication  Week 4: Public Opinion  Week 5: Public Relations Management Process  Week 6: Ethical Issues; Doing the Right Thing  Week 7: Theories of Public Relations Ethics  Week 8: The Law; Defamation Law, Disclosure Law, Ethics Law  Week 9: Regulating Public relations speech  Week 10: Case Study  Week 11: Public Relations Research Principles  Week 12: Media; Media Objectives, Paid versus Owned</p>				

	<p>Week 13: Types of Social Media  Week 14: Defining Public relations speech  Week 15: Case Study  <b>Week 16: Assignment Feedback</b>  Week 17: Employee Relations  Week 18: Government Relations  Week 19: Community Relations  Week 20: International Consumer Relations  Week 21: Public Relations Writing  Week 22: Integrated Marketing Communications an overview  Week 23: Crisis Management in Public Relations  Week 24: Case Study  Week 25: Launching a career  <b>Week 26: Revision Week</b>  <b>Week 27-28: Examinations</b></p>
Teaching Methodology	This course utilises a mixture of interactive lectures, case studies and group work. Student interaction is encouraged, guest lecturers may be invited, while students might also get a chance to visit companies.
Bibliography	<p><b><u>Key text</u></b></p> <p>Fraser P. Seitel, <i>Practice of Public Relations</i>, 13th Edition, Pearson, 2017</p> <p><b><u>Recommended reading</u></b></p> <p>Karla K. Gower, <i>Legal and Ethical Considerations for Public Relations</i>, 3rd Edition, Waveland Press, 2017</p> <p>Regina M. Luttrell and Luke W. Capizzo, <i>Public Relations Campaigns: An Integrated Approach</i>, Sage Publications, 2018</p>
Assessment	Per CIM regulations, students are assessed via 1 assignment forming 30% of the total grade, and via 1 final examination (weighed at 70%). Assignments are recommended by lecturers and approved by the Program Coordinator. Assignment will take the form of an individual report. Examination questions are set by the course team and are approved by the Board of Examiners. Examination questions, which take the form of essay questions, are not only based on the lectured material but also include judgment questions, questions that are based on acquired sense, and questions that test students' knowledge of the subject matter.
Language	English



Course Title	MANAGEMENT INFORMATION SYSTEMS				
Course Code	MIS203				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 2				
Teacher's Name	Dr Demetris Kyriacou				
ECTS	10	Lectures / week	1	Laboratories / week	
Course Purpose and Objectives	<p>The purpose of this course is to provide students with knowledge and skills required to utilise information systems effectively in an organisational context. The course introduces students to the application and management of information systems in an organisational environment. In addition, this module aims to introduce students to those concepts related to computer-based communication including email networks, internet, world wide web and bibliographic instruction. Finally, the purpose of this module is to enable students to consider issues related to ethics, computer security and privacy, and to practice basic Microsoft Office skills.</p>				
Learning Outcomes	<p><i>On completion of this course, students should be able to:</i></p> <ul style="list-style-type: none"> <li>• Demonstrate understanding of basic concepts commonly used in managing Information Systems.</li> <li>• Demonstrate ability to explain and apply the methods and tools used for developing and managing Information Systems.</li> <li>• Demonstrate ability to produce and communicate project output effectively.</li> <li>• Demonstrate ability to synthesise the impact of information systems on organisations and society.</li> <li>• To understand the applications of IS in organisations and appreciate how technology can help to improve decision-making in organisations.</li> <li>• To appreciate how technology is used to integrate the business disciplines.</li> <li>• To introduce students to business cases, so they learn to solve business problems with information technology.</li> <li>• To introduce students to the social implications of information technology</li> </ul>				
Prerequisites	None	Required			

Course Content	<p>Week 1: Introduction to business Information System  Week 2: Basic concepts – understanding information  Week 3: Hardware and software  Week 4: Databases and analytics  Week 5: Networks, telecommunications and the Internet  Week 6: Enterprise and functional BIS  Week 7: An introduction to acquiring and developing BIS  Week 8: Initiating systems development  Week 9: BIS project management  Week 10: Systems analysis  Week 11: Systems design I  Week 12: Systems design II  Week 13: System build, implementation and maintenance  Week 14: Change Management  Week 15: Information systems strategy  Week 16: Assignment Feedback  Week 17: Information systems management  Week 18: Managing information security  Week 19: Information systems development: initiating systems development and project management I  Week 20: Information systems development: initiating systems development and project management II  Week 21: End-user computing – providing end-user services  Week 22: Software Development Lifecycle  Week 23: Managing information security  Week 24: Cloud Computing and Blockchain Technology  Week 25: Ethical, legal and moral constraints on information systems  Week 26: <b>Revision</b>  <b>Weeks 27- 28: Examinations</b></p>
Teaching Methodology	<p>This course utilises a mixture of interactive lectures, case studies and group work. Student interaction is encouraged, guest lecturers may be invited, while students might also get a chance to visit companies.</p>
Bibliography	<p><b><u>Key text</u></b></p> <p>Bocij, P., Greasley, A., &amp; Hickie, S., <i>Business Information Systems: Technology, Development and Management for the Modern Business</i>, 5<sup>th</sup> ed., Pearson, 2018</p> <p><b><u>Recommended reading</u></b></p> <p><i>Information Systems Journal</i></p> <p>Belanger, F., Van Slyke, C., &amp; Crossler, R. E.. <i>Information Systems for Business: An Experiential Approach</i>, John Wiley &amp; Sons, 2012</p> <p>Laudon, K. and Laudron, J.P., <i>Management Information Systems</i>, Pearson, 2017</p>
Assessment	<p>Per CIM regulations, students are assessed via 2 assignments (jointly forming 30% of the total grade, and via 1 final examination (weighed at 70%). Assignments are recommended by lecturers and approved by the Program</p>

	Coordinator. Assignment will take the form of an individual report Examination questions are set by the course team and are approved by the Board of Examiners. Examination questions, which take the form of essay questions, are not only based on the lectured material but also include judgment questions, questions that are based on acquired sense, and questions that test students' knowledge of the subject matter.
Language	English

Course Title	ENTREPRENEURSHIP AND SMALL BUSINESSES			
Course Code	ESB204			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	Year 2			
Teacher's Name	Marios Charalambides			
ECTS	10	Lectures / week	1	Laboratories / week
Course Purpose and Objectives	<p>The course addresses the theories and techniques applied to business development - new business formation, business growth and sustainability. Students learn about finance and small business and development strategies designed to develop business and businesses. The main aims of the course are to familiarize students with various concepts used in understanding processes involved in entrepreneurship and business formation and development. Introduce key debates around entrepreneurship and small businesses and provide evidence which informs those debates.</p>			
Learning Outcomes	<p><i>On completion of this course, students should be able to:</i></p> <ul style="list-style-type: none"> <li>• Understand theories of entrepreneurship and business development</li> <li>• Understand the key resources required to develop an existing business such as ideas and finance, launch a new venture, or initiate a business enterprise</li> <li>• State, understand and evaluate the key factors needed to develop a successful business</li> <li>• Understand the central role of opportunity recognition and marketing to business development</li> <li>• Understand the creation of business sustainability</li> <li>• Identify the key factors and be able to apply the key entrepreneurial process command and control, calculated risk-taking and opportunity recognition to business development</li> <li>• Understand and apply financial and planning process within the development of a business.</li> <li>• Be effective in their oral and written communication skills in a range of media.</li> <li>• Develop strong analytical skills through listening and reflecting.</li> </ul>			
Prerequisites	None	Required		
Course Content	<p>Week 1. The Entrepreneurial Life  Week 2. Integrity, Ethics and, Social Entrepreneurship  Week 3. Starting a Small Business  Week 4. Franchising and Buyouts  Week 5. The Family Business</p>			

	<p>Week 6. The Business Plan: Visualizing the Dream</p> <p>Week 7. The Marketing Plan</p> <p>Week 8. The Organisational Plan: Teams, Legal Structures, Alliances, and Directors</p> <p>Week 9. The Location Plan</p> <p>Week 10. Understanding a Firm's Financial Statements</p> <p>Week 11. Forecasting Financial Requirements</p> <p>Week 12. A Firm's Sources of Financing</p> <p>Week 13. Planning for the Harvest</p> <p>Week 14. Building Customer Relationships</p> <p>Week 15. Product and Supply Chain Management</p> <p><b>Week 16. Assignment Feedback</b></p> <p>Week 17. Pricing and Credit Decisions</p> <p>Week 18. Promotional Planning</p> <p>Week 19. Global Opportunities for Small Business</p> <p>Week 20. Professional Management and the Small Business</p> <p>Week 21. Managing Human Resources</p> <p>Week 22. Managing Operations</p> <p>Week 23. Managing the Firm's Assets</p> <p>Week 24. Managing Risk in the Small Business</p> <p><b>Week 26: Revision</b></p> <p><b>Weeks 27-28: Examinations</b></p>
Teaching Methodology	This module utilises a mixture of interactive lectures, case studies and group work. Student interaction is encouraged, guest lecturers may be invited, while students might also get a chance to visit companies.
Bibliography	<p><b><u>Key text</u></b></p> <p>Justin G. Longenecker, J. William Petty, Leslie E. Palich, Frank Hoy, <i>Small Business Management: Launching &amp; Growing Entrepreneurial Ventures</i>, Sengage Learning, 2016</p> <p><b><u>Recommended reading</u></b></p> <p>Mariotti Steve et al, <i>Entrepreneurship: Starting and Operating A Small Business</i>, Global Edition, Pearson 2016</p> <p>Paul Burns, <i>Entrepreneurship and Small Business Start-up, Growth and Maturity</i>, 4th edition, Macmillan, 2016</p>
Assessment	Per CIM regulations, students are assessed via 1 assignment forming 30% of the total grade, and via 1 final examination (weighed at 70%). Assignments are recommended by lecturers and approved by the Program Coordinator. Assignment will take the form of an individual report and a presentation on a new business venture .Examination questions are set by the course team and are approved by the Board of Examiners. Examination questions, which take the form of essay questions, are not only based on the lectured material but also include judgment questions, questions that are based on acquired sense, and questions that test students' knowledge of the subject matter.
Language	English

Course Title	INTEGRADED MARKETING COMMUNICATIONS			
Course Code	IMC205			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	Year 2			
Teacher's Name	Ms Elena Makedona			
ECTS	10	Lectures / week	1	Laboratories / week
Course Purpose and Objectives	The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. Topics covered will include the role of integrated marketing communications, organizing for advertising and promotion, the communication process, promotional objectives and budgets, creative strategy, media planning and strategy, broadcast/print & support media, direct marketing, sales promotions, PR and publicity, Internet marketing Social Media and Mobile Media Advertising.			
Learning Outcomes	<p><i>On completion of this course, students should be able to:</i></p> <ul style="list-style-type: none"> <li>• Quickly understand a company and its marketing communications activities</li> <li>• Present a brief verbal presentation (tutorial discussion)</li> <li>• Thoroughly describe a range of media and methods available to marketers</li> <li>• Develop a clearly thought out Communications Audit</li> <li>• Clearly argue a point of view regarding marketing communications</li> <li>• Demonstrate a comprehensive understanding of Marketing Communications theories and concepts</li> <li>• Show that they are thinking like a marketer</li> <li>• Prepare a Marketing Communication Brief</li> </ul>			
Prerequisites	None	Required		
Course Content	Week 1: Integrated Marketing Communication Week 2: IMC Marketing plans Week 3: Branding and Positioning Week 4: Creative briefs Week 5: The creative process			

	<p>Week 6: Copywriting  Week 7: Writing beyond the Ad  Week 8: Campaigns  Week 9: Campaign writing and practice  Week 10: Strategic use of Public Relations in IMC  Week 11: Newspaper Advertising  Week 12: Magazine Advertising  Week 13: Case study on Paper advertising  Week 14: Radio Advertising  Week 15: Television Advertising  <b>Week 16: Assignment Feedback</b>  Week 17: Case study on TV advertising  Week 18: Out of home and transit Advertising  Week 19: Direct Marketing  Week 20: Sales Promotions  Week 21: Sales promotion case  Week 22: Internet Marketing and Social Media  Week 23: Mobile Media Marketing  Week 24: Alternative Media Advertising  Week 25: Prepare Marketing Communications Brief  <b>Week 26: Revision</b>  <b>Week 27-28: Examinations</b></p>
Teaching Methodology	This course utilises a mixture of interactive lectures, case studies and group work. Student interaction is encouraged, guest lecturers may be invited, while students might also get a chance to visit companies.
Bibliography	<p><b><u>Key text</u></b>  Robyn Blakeman, <i>Integrated Marketing Communication: Creative Strategy from Idea to Implementation</i>, 3rd edition, Rowman and Littlefield, 2018</p> <p><b><u>Recommended reading</u></b></p> <p>Jerome M. Juska, <i>Integrated Marketing Communication: Advertising and Promotion in a Digital World</i>, Routledge, 2017</p> <p>Scott, Eric J. <i>Social Media Marketing: A Beginner's Guide to Dominating the Market with Social Media Marketing</i>. Eric J Scott via Publish Drive, 2018.</p> <p><i>Corporate Communications: An International Journal</i>.</p>
Assessment	Per CIM regulations, students are assessed via 1 assignment forming 30% of the total grade, and via 1 final examination (weighed at 70%). Assignments are recommended by lecturers and approved by the Program Coordinator. Assignment will take the form of an individual report. Examination questions are set by the course team and are approved by the Board of Examiners. Examination questions, which take the form of essay questions, are not only based on the lectured material but also include judgment questions, questions based on acquired sense, and questions that test students' knowledge of the subject matter.

Language	English
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Course Title	MARKETING RESEARCH				
Course Code	MAR206				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 2				
Teacher's Name	Dr Myria Kkali				
ECTS	10	Lectures / week	1	Laboratories / week	
Course Purpose and Objectives	<p>Marketing research is concerned with the systematic collection, analysis and interpretation of data to help marketing managers make better marketing decisions. In the last few years the greater availability of data and computing capacity, and the growing awareness of the complexity of marketing decisions have made marketing research a growing activity. Specifically, the course aims to provide an awareness and understanding of the major analytical tools of marketing research, and to enable students to learn to interpret research findings and make marketing decisions in the light of such findings. Student will need to submit a 6000 words research report upon a real business problem.</p>				
Learning Outcomes	<p><i>On completion of this course, students should be able to:</i></p> <ul style="list-style-type: none"> <li>• Undertake solid market research in solving complex marketing problems</li> <li>• Appreciate the complex structure of the research industry and the role that professional standards serve in the industry</li> <li>• Undertake quantitative research techniques and expertly apply them to real-world marketing problems</li> <li>• Draw expert conclusions based on the ability to synthesize data from sources/techniques relevant to the research problem</li> <li>• Develop problem-solving skills in a highly creative and professional manner based on complex and unpredictable demands of the research process</li> <li>• Design and present a professional-level marketing research project and presentation utilizing the latest technologies</li> <li>• Become knowledgeable research consumers and practitioners</li> <li>• Understand the relationship between market research and decision making</li> <li>• Learn the processes used in formulating and conducting market research projects</li> <li>• Understand market conditions under which research may be undertaken, and the impact of these conditions on the type of research to be conducted, including the methodology and project management</li> <li>• Comprehend the range of qualitative and quantitative techniques and methods available in market research, including applicability and limitations</li> </ul>				

Prerequisites	None	Required	
Course Content	<p>Week 1: Introduction to marketing research</p> <p>Week 2: The Role of Marketing Research in Management Decision Making 11</p> <p>Week 3: Problem Definition, Research Objectives as Hypotheses Marketing Research Process</p> <p>Week 4: Managing the Research Process The Marketing Research Proposal</p> <p>Week 5: Nature of Secondary Data, Internal Databases, Big Data Analytics</p> <p>Week 6: Geographic Information Systems, Decision Support Systems</p> <p>Week 7: Qualitative Research, Nature of Qualitative Research, Focus Groups, Other Qualitative Methodologies</p> <p>Week 8: Traditional Survey Research, Types of Errors in Survey Research, Types of Surveys, Determination of the Survey Method</p> <p>Week 9: Online Marketing Research—The Growth of Mobile and Social Media Research, Online Qualitative Research,</p> <p>Week 10: Online Survey Research. Commercial Online Panels, Mobile Internet Research, Social Media Marketing Research</p> <p>Week 11: Primary data collection; Observation, Experimentation and Test Markets</p> <p>Week 12: The Concept of Measurement , Measurement Process, Develop a Measurement Scale</p> <p>Week 13: Questionnaire Design, Criteria for a Good Questionnaire, Questionnaire Design Process</p> <p>Week 14: Basic Sampling Issues, Developing a Sampling Plan, Probability Sampling Methods, Nonprobability Sampling Methods</p> <p>Week 15: Sample Size Determination, Determining Sample Size for Probability Samples, Determining Sample Size for Probability Samples, Population and Sample Distributions</p> <p>Week 16: Assignment Feedback</p> <p>Week 17: Overview of the Data Analysis Procedure, Graphic Representations of Data, Descriptive Statistics, Descriptive Statistics, Hypothesis Testing</p> <p>Week 18: More Powerful Statistical Methods; Statistical Software, Correlation Analysis, Regression Analysis, Cluster Analysis, Factor Analysis ,Predictive Analytics</p> <p>Week 19:, Analyse Survey Errors</p> <p>Week 20: Identify Research Limitations</p> <p>Week 21: Checking Results' Validity</p> <p>Week 22: Checking Results' Reliability</p> <p>Week 23: Communicating the Research Results</p> <p>Week 24: The research report</p> <p>Week 25: Organizing the Report. The Presentation</p> <p>Week 26: Revision</p> <p>Week 27&amp;28: Examination</p>		
Teaching Methodology	<p>This course utilises a mixture of interactive lectures, case studies and group work. Student interaction is encouraged, guest lecturers may be invited, while students might also get a chance to visit companies.</p>		
Bibliography	<p><b><u>Key text</u></b></p>		

	<p>McDaniel, C. and Gates, R., <i>Marketing Research Essentials</i>, Wiley &amp; Sons, 2016</p> <p><b><u>Recommended reading</u></b></p> <p>Hair, Celsi, Ordinau and Bush, <i>The Essentials of Marketing Research</i>, McGraw-Hill, 4<sup>th</sup> edition, 2017</p> <p>Malhotra, N.K., Birks, D.F. and Wills, P.A., <i>Marketing Research: An Applied Approach</i>, Pearson, 2012</p> <p>Silver, L., Stevens, R. E., Wrenn, B. and Loudon, D.L., <i>The Essentials of Marketing Research</i>, Routledge, 2013</p> <p>Ian Brace, <i>Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research</i>, Kogan Page, 2013</p>
Assessment	<p>Per CIM regulations, students are assessed via 1 assignment forming 30% of the total grade, and via 1 final examination (weighed at 70%). Assignments are recommended by lecturers and approved by the Program Coordinator. Assignment will take the form of an individual report. Examination questions are set by the course team and are approved by the Board of Examiners. Examination questions, which take the form of essay questions, are not only based on the lectured material but also include judgment questions, questions that are based on acquired sense, and questions that test students' knowledge of the subject matter.</p>
Language	English