

Ref. number: 07.14.455.006

**FINAL REPORT OF THE CYPRUS AGENCY OF QUALITY ASSURANCE AND
ACCREDITATION IN HIGHER EDUCATION**

**EVALUATION - ACCREDITATION
OF THE PROGRAM OF STUDY**

IN GREEK: Μάρκετινγκ και Διαφήμιση (4 ακαδημαϊκά έτη, 240 ECTS, Πτυχίο)

IN ENGLISH: Marketing and Advertisement (4 academic years, 240 ECTS, Bachelor)

OF THE HIGHER EDUCATION INSTITUTION

American University of Cyprus

This Final Report was prepared on the basis of Article (20) (2)(f)(i) of the "Quality Assurance and Accreditation in Higher Education and the Establishment and Operation of an Agency on Related Matters Laws" of 2015 to 2019 [N.136 (I)/2015 to N.35 (I)/2019].

THE PROCEDURE:

On 30/10/2020, the legal representative of the Higher Education Institution American University of Cyprus, submitted an application (Doc. 200.1), based on Article (17) of the "Quality Assurance and Accreditation in Higher Education and the Establishment and Operation of an Agency on Related Matters Laws" of 2015 to 2019, for the evaluation-accreditation of the program of study:

IN GREEK: Μάρκετινγκ και Διαφήμιση (4 ακαδημαϊκά έτη, 240 ECTS, Πτυχίο)

IN ENGLISH: Marketing and Advertisement (4 academic years, 240 ECTS, Bachelor)

This application is registered in the file with the reference number: **07.14.455.006**

In the framework of competences conferred on it by the relevant legislation, the Council of the Agency has constituted an External Evaluation Committee (EEC) which, after initially examining the institution's application for program evaluation and accreditation, performed a remote visit at the institution on **28/05/2021**.

The EEC met remotely with the head of the institution, the head of the relevant department, the program's coordinator, members of the academic staff, and members of the administrative staff, students and/ or their representatives and the Internal Quality Assurance Committee.

Additionally, the EEC remotely examined the institution's facilities (library, computer labs, research infrastructures, etc.), various documents presented and/or requested by the EEC, the School's/ Faculty's structure and the program's position in it, the CVs of the teaching staff and their relationship to the institution as teachers in regard to any other duties and teaching in other programs of study.

The EEC has documented its findings and recommendations and drew up the External Evaluation Report in the Doc. 300.1.1.

CYQAA Council's Decision

The Council of the Cyprus Agency of Quality Assurance and Accreditation of Higher Education, during its 71st Summit on 13/09/2021, on the basis of Article 20 (2)(f) (i/ii) of the "Quality Assurance and Accreditation in Higher Education and the Establishment and Operation of an Agency on Related Matters Laws" of 2015 to 2019 [N.136 (I)/2015 to N.35 (I)/2019], and on the basis of the suggestions of the External Evaluation Committee, and the comments of the institution on the report and the feedback from the External Evaluation Committee, **decided that the program is accredited to be delivered in English.**

The current accreditation begins in the Fall semester of the academic year 2021 – 2022 and ceases to be in effect at the end of the Spring semester of the academic year 2025 – 2026.

On the basis of Article (4) of the relevant Legislation, it is noted that "the above accreditation is valid for the period provided by the provisions of the Law and is repeated every five (5) years and that the procedure starts at the request of the institution which must, and shall be submitted at least sixteen (16) months before the expiry of the previous accreditation".

Additionally, on the basis of Article (17) (3) (f) during the period of validity of the Accreditation, the Agency acting of its own motion, may examine whether the criteria continue to be met and if they are not met, then the Agency shall revoke the Accreditation, and immediately inform the institution concerned.

(Professor Mary Ioannidou-Koutselini)
President of the Board of the
Cyprus Agency of Quality Assurance and Accreditation in Higher
Education

Date: 21/09/2021