

Doc. 300.1.2

Higher Education Institution's Response

Date: *Date.*

- **Higher Education Institution:**
AMERICAN UNIVERSITY OF CYPRUS

- **Town:** LARNACA

- **Programme of study**

MARKETING AND ADVERTISING

- **Name (Duration, ECTS, Cycle)**

**BACHELOR IN MARKETING AND ADVERTISING; 240
ECTS; 4 YEARS OF STUDY (8 SEMESTERS)**

In Greek:

ΜΑΡΚΕΤΙΝΓΚ ΚΑΙ ΔΙΑΦΗΜΙΣΗ

In English:

MARKETING AND ADVERTISING

- **Language(s) of instruction:** ENGLISH

- **Programme's status:** New

- **Concentrations (if any):** NONE

In Greek: Concentrations

In English: Concentrations



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 to 2019” [N. 136 (I)/2015 to N. 35(I)/2019].

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 or 300.1.1/2 or 300.1.1/3 or 300.1.1/4) 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 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 or 300.1.1/2 or 300.1.1/3 or 300.1.1/4).*
- *In case of annexes, those should be attached and sent on a separate document.*

1. Study programme and study programme's design and development (ESG 1.1, 1.2, 1.7, 1.8, 1.9)

Areas of improvement and recommendations

The EEC believes that the American University of Cyprus needs to reconsider the design, structure, and delivery of the newly proposed program of BA in Marketing & Advertising. The management team of the University, the program director, and the faculty need to balance the distribution of course units and ECTS credits, so that the learner on this program gets a general and advanced knowledge in his/her subject area and logically progresses from semester to semester. The proposed program is designed with the American system of education in mind (i.e., general knowledge in years 1 & 2 and specialization in years 3 & 4). Even though the EEC sees merits behind this design and delivery approach, the committee believes that the proposed program needs to be adapted to the market it caters. As it stands the two UGT-level programs offered by the same department of the American University of Cyprus (i.e., BA in Management and BA in Marketing & Advertising) are identical the first two years of their study. From a differentiation point, the two programs have limited differences. The EEC notes that if the program structure of the BA in Marketing & Advertising is not sufficiently developed and differentiated, there is a risk that the new program may not recruit as projected. This may threaten its sustainability in the long term.

AUCY'S RESPONSE TO EEC'S RECOMMENDATIONS

Looking at the structure of the program, the distribution of ECTS credits (i.e., General Education, Business Core, Major Requirement, and Electives), and the developmental progression of the student from semester to semester, the EEC recommends the American University of Cyprus the following:

A. The removal of unnecessary modules from the 'General Education' and the 'Business Core Requirement' lists in order to make sure that the 5 general modules of the marketing discipline are covered during the first two years of study. By the end of the second year a student on the BA in Marketing & Advertising should have covered the basic knowledge of their discipline with the following course units:

- i. Principles of Marketing*
- ii. Consumer Behavior*
- iii. Marketing Communications*
- iv. Marketing Research, and*
- v. Marketing Management*

Based on the recommendation of the Committee, the total ECTS for Major Requirements have been increased from 78 to 96, having in this regard 4 more courses offered as Major Requirements, throughout the four years of study. During the first two years we have incorporated 6 Major Requirements (i.e., Principles of Marketing; Marketing Communication; Marketing Management, Consumer Behavior; and Marketing Research).

Please find below the new restructured curriculum with the new progression of courses (the highlighted ones are all Marketing Major courses) as the EEC has recommended:

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total p Acad seme
Semester 1							
1.		Principles of Marketing (Major)	MKT101	3	50 min	15	45
2.		Principles of Microeconomics – (Core)	ECO 101	3	50 min	15	45
3.		English Composition Writing – (General)	ENG 101	3	50 min	15	45
4.		Mathematics I (General)	MAT 101	3	50 min	15	45
5.		Business Information Technology (General)	MIS 128	3	50 min	15	45
A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total p Acad sem
Semester 2							
1.		General Education-Psychology – (General)/	GED-P 102	3	50 min	15	45
2.		Introduction to Management (Core)	MGT102	3	50 min	15	45
3.		Principles of Macroeconomics- (Core)	ECO102	3	50 min	15	45
4.		Business Statistics (General)	MAT102	3	50 min	15	45
5.		Integrated Marketing Communications (Major)	MKT102	3	50 min	15	45
A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total p Acad sem
Semester 3							
1.		General Education-Sociology– (General)	GED-S 202	3	50 min	15	45
2.		Business Communication Skills (General)	ENG-BC 201	3	50 min	15	45
3.		Academic Writing Skills (General)	ENG 201	3	50 min	15	45
4.		Financial Accounting I (Core)		3	50 min	15	45
5.		Marketing Management (Major)	MKT 222	3	50 min	15	45
A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total p Acad sem
Semester 4							
1.		Business Ethics and CSR (Core)	BUS-E 202	3	50 min	15	45
2.		Business Law (Core)	BUS-L 202	3	50 min	15	45
3.		Consumer Behavior (Major)	MKT 243	3	50 min	15	45
4.		Financial Accounting II (Core)					
5.		Marketing Research (Major)	MKT 246	3	50 min	15	45

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total Academic semester
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Semester 5

1.		International Marketing (Major)	MKT 315	3	50 min	15	45
2.		Marketing Information and Decision Making (Major)	MKT 317	3	50 min	15	45
3.		Direct Marketing and Sales Promotion (Major)	MKT321	3	50 min	15	45
4.		Digital Marketing, Advertising & New Technologies/ (Major)	MKT322	3	50 min	15	45
5.		ELECTIVE COURSE		3	50 min	15	45

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total Academic semester
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Semester 6

1.		Managerial Finance (Core)	ACF 350	3	50 min	15	45
2.		Brand Management (Major)	MKT 324	3	50 min	15	45
3.		Social Media Marketing (Major)	MKT 320	3	50 min	15	45
4.		Quantitative and Qualitative Research Methods (Core)	BUS 333	3	50 min	15	45
5.		ELECTIVE COURSE		3	50 min	15	45

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total Academic semester
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Semester 7

1.		Advertising & Media Planning (Major)	MKT423	3	50 min	15	45
2.		Services Marketing (Major)	MKT450	3	50 min	15	45
3.		Strategic Marketing (Major)	MKT 460	3	50 min	15	45
4.		Managerial Accounting (Core)	ACC 401	3	50 min	15	45
5.		ELECTIVE COURSE		3	50 min	15	45

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total Academic semester
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Semester 8

1.		Strategic Management and Policy (Core)	MGT 480	3	50 min	15	45
2.		Business To Business Marketing (Major)	MKT 422	3	50 min	15	45
3.		Senior Project in Marketing (Major)	MKT 490	3	50 min	15	45

4.		ELECTIVE COURSE		3	50 min	15	45
5.		ELECTIVE COURSE		3	50 min	15	45

B. The University cannot consider introducing more specialized course units of marketing like: International Marketing, Business-to-Business Marketing, and Digital Marketing before the students have been exposed to the 5 general knowledge modules of the marketing discipline.

We took this into serious consideration and that is why we have incorporated all the five courses during the first two semesters as it is depicted in the new course structure. Please refer above for the sequence of courses.

C. Is there a need for “MGT 480: Strategic Management and Policy” to be a Marketing Major Required module? This is a management module.

A valid point and question. Strategic management and policy is the Capstone Course for all business majors. This course integrates all the business functional areas: accounting, economics, finance, management, marketing, etc. It is really a synthesis of all the aforementioned disciplines and that is why it is offered during the last year of study and it is a required course, even though there are many overlaps with all the courses. It is the “*prova generale*”, to test the students’ acquired knowledge during their educational journey in their respective discipline.

D. Why is there a need to cover CSR issues with two separate course units: BUS-E 202: Business Ethics and CSR & MKT 460: Marketing Strategies and Social Responsibilities. Business Ethics and CSR is sufficient enough; Marketing Strategy is a huge thematic area that should stand as unit on its own.

In the updated program structure, we are only offering BUS-E 202: Business Ethics and CSR, whereas Marketing Strategy is now a unit on its own, offered during Semester 7. Please refer above for the sequence of courses.

E. The University should reconsider the list of the elective modules that are on offer. Currently ‘MKT 459: Marketing Management’ is an elective whilst it should have been listed in the Major Requirement list of modules. Another example is that of ‘MKT 450 Services Marketing’; considering that Economy of Cyprus relies heavily on Services (85% of the annual GDP), Services Marketing could have easily been in the Major Requirement list.

The course unit Marketing Management is now part of the fiver Major Requirements offered during the first two years. We have added Services Marketing as a compulsory course during the last semester of study. Again, everything is depicted on the Course Structure with the new sequencing and progression of the courses.

F. The American University of Cyprus should also consider the process and regulations related to elective choices. For instance, as it stands a student can undertake all the digital electives modules in the same year. Electives should be offered either in the third or the fourth year, depending on the themes and level, and have clear pre-requisites so that student choices can be directed in a logical and pedagogical manner. A more effective management of elective options is likely to have significant operational benefits.

Electives are now offered during the last two years of study with pre-requisites indicated in the course syllabus. Also, we added pre-requisites in each one of the Compulsory courses. You will see the relevant syllabi in Appendix A.

G. Considering that this is a specialized program of Marketing, the advertising component should be more prominent in the curriculum of the program. Modules like Media Planning, PR & Events Management, Sales Promotion & Sponsorship could have been included in your Electives Module list.

We have included Advertising and Media Planning as a compulsory course during Semester 8, Sales Promotion with Direct Marketing as a compulsory unity during semester 5, and PR & Events Management, Sales Management as Elective Courses

H. The university should consider overlaps between course units. The EEC is concerned that there are potential overlaps between the following course units:

- i. MKT 316: Marketing Research & MIS 400: Quantitative Methods and Techniques
Quantitative Methods and Techniques are offered as a different Unit: Advanced Quantitative and Qualitative Research Methods, getting into more depth in
- ii. MKT 317: Marketing Information and Decision Making & MGT 430: Analytical Decision Making

We now offer only Marketing Information and Decision Making in order to avoid any potential overlaps with Analytical Decision Making.

- iii. MKT 318: The Digital and Social Media Context of Business & MKT 320: Social Media Marketing & MKT 321: Direct and Digital Marketing

In the updated program, we removed The Digital and Social Media Context of Business, and have in place MKT 320 Social Media Marketing, MKT 322 Digital Marketing, Advertising and New Technologies.

- iv. MGT 480: Strategic Management and Policy & MKT 460: Marketing Strategies and Social Responsibilities

As indicated above strategic management and policy is a Capstone Course we decided to include in the program MGT 480 and remove MKT 460 since it also overlaps with Business Ethics and CSR.

APPENDIX A: SYLLABI OF THE RELEVANT MARKETING COURSES BASED ON EEC'S RECOMMENDATIONS:

Year 1

Course Title	Principles of Marketing				
Course Code	MKT 101				
Course Type	Compulsory				
Level	<i>Undergraduate</i>				
Year / Semester	Year 1 / Semester 1				
Teacher's Name	PANTELITSA ETEOKLEOUS/AVROS MORPHITIS				
ECTS	6	Lectures / week	3	Laboratories / week	

Course Purpose and Objectives	This course is designed to provide students with an understanding of the principles of Marketing. It will include topics such as environmental analysis, industry and competitor analysis, objective setting, marketing strategies, market mix components, and finally implementation and control mechanisms.		
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ul style="list-style-type: none"> • Understand the importance in business practice of being marketing oriented. • Evaluate market conditions and consumer needs when forming marketing strategies. • Describe a range of common strategies for use with each of the various Marketing mix tools: product, pricing, promotion and distribution • Recommend and justify an appropriate mix of such strategies to form a cohesive overall strategy to address given marketing tasks or situations • Use examples from current events and real-world marketing situations to apply, illustrate and discuss different marketing strategies. 		
Prerequisites	NONE	Required	NONE
Course Content	<p>Chapter One: Marketing’s Value to Consumers, Firms, and Society Chapter Two: Marketing Strategy Planning Chapter Three: Evaluating Opportunities in the Changing Market Environment Chapter Four: Focusing Marketing Strategy with Segmentation and Positioning Chapter Five: Final Consumers and Their Buying Behavior Chapter Six: Business and Organizational Customers and Their Buying Behavior Chapter Seven: Improving Decisions with Marketing Information Chapter Eight: Elements of Product Planning for Goods and Services Chapter Nine: Product Management and New-Product Development Chapter Ten: Place and Development of Channel Systems Chapter Eleven: Distribution Customer Service and Logistics Chapter Twelve: Retailers, Wholesalers, and Their Strategy Planning Chapter Thirteen: Promotion—Introduction to Integrated Marketing Communications Chapter Fourteen: Personal Selling and Customer Service Chapter Fifteen: Advertising and Sales Promotion Chapter Sixteen: Publicity: Promotion Using Earned Media, Owned Media, and Social Media Chapter Seventeen: Pricing Objectives and Policies</p>		

	Chapter Eighteen: Price Setting in the Business World Chapter Nineteen: Ethical Marketing in a Consumer-Oriented World: Appraisal and Challenges										
Teaching Methodology	<ul style="list-style-type: none"> •Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching and guest speakers 										
Bibliography	<p style="text-align: center;">1- Marketing</p> <p>15th Edition By Roger Kerin and Steven Hartley and William Rudelius © 2021 Published: February 25, 2020</p> <p style="text-align: center;">2- Essentials of Marketing</p> <p>17th Edition By William Perreault and Joseph Cannon and E. Jerome McCarthy © 2021 Published: January 30, 2020</p>										
Assessment	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Midterm Exam</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Quizzes</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Project</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Final Exam</td> <td style="text-align: right;">40%</td> </tr> </table>	Participation	10%	Midterm Exam	20%	Quizzes	10%	Project	20%	Final Exam	40%
Participation	10%										
Midterm Exam	20%										
Quizzes	10%										
Project	20%										
Final Exam	40%										
Language	English										
Course Title	Integrated Marketing Communications										
Course Code	MKT 102										
Course Type	Compulsory										
Level	Undergraduate										
Year / Semester	Year 1 / Semester 2										

Teacher's Name	PANTELITSA ETEOKLEOUS/ AVROS MORPHITIS/ELEFThERIA ATTA				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<ul style="list-style-type: none"> • This course is designed to provide students with an understanding of the importance of integrated marketing and how to effectively communicate in the business world. • It surveys in an in-depth fashion the theoretical and structural models of marketing communication and aims to equip students with the tools necessary to create a coherent and fully integrated promotional campaign. • It champions the value of combining together all marketing activities towards effective communications and how they are transmitted. • The global nature of advertising and marketing is given due consideration, thus allowing students to incorporate a series of culturally-driven elements and factors, thus gaining in the process a far better understanding of how and why these factors need to be taken into consideration when selling a product, a service or a media/culturally driven production. • Provide the essential tools on how to design, implement and analyze an effective promotional plan by integrating both traditional and non-traditional media 				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ul style="list-style-type: none"> • Define and apply the components of the promotion mix: personal selling; advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations, and personal selling • Explain the various regulatory, social and economic factors that affect an organization's IMC program • Analyze how integrated marketing communications campaigns are planned, developed, executed, and evaluated • Create assignments demonstrating practical applications of IMC theories using presentation software and modern technology • Demonstrate their understanding of how the communication component plays a vital role in the conceptualization, development and ultimate success of a marketing campaign by describing and critically evaluating previous campaigns and applying theories to concrete cases • Demonstrate their knowledge of how the overall strategy powerfully orients the tactics used throughout a given campaign • Demonstrate a capacity to tweak and if necessary fundamentally alter a transnational campaign when called upon to localize a campaign by referring to intercultural dimensions and models. 				

	<ul style="list-style-type: none"> • Gain an appreciation of how different media and platforms orient and impact the communication process • Critically evaluate media channels and determine strengths and weaknesses. • Distinguish between marketing rules, conventions, etiquette, ethics, and best practices. 		
Prerequisites	Principles of Marketing MKT 101	Required	NONE
Course Content	<p>PART I: THE IMC FOUNDATION</p> <ol style="list-style-type: none"> 1. Integrated Marketing Communications 2. Brand Management 3. Buyer Behaviors 4. The IMC Planning Process <p>PART II: IMC ADVERTISING TOOLS</p> <ol style="list-style-type: none"> 5. Advertising Campaign Management 6. Advertising Design 7. Traditional Media Channels <p>PART III: DIGITAL AND ALTERNATIVE MARKETING</p> <ol style="list-style-type: none"> 8. Digital and Mobile Marketing 9. Social Media 10. Alternative Marketing <p>PART IV: IMC PROMOTIONAL TOOLS</p> <ol style="list-style-type: none"> 11. Databases and Direct Response Marketing and Personal Selling 12. Sales Promotions 13. Public Relations and Sponsorship Programs <p>PART V: IMC ETHICS, REGULATION, AND EVALUATION</p> <ol style="list-style-type: none"> 14. Relations and Ethical Concerns 15. Evaluating an Integrated Marketing Program 		
Teaching Methodology	<p>•Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching</p>		
Bibliography	<p>1 – Integrated Advertising, Promotion, and Marketing Communications 9th Edition</p>		

	<p>By Kenneth E Clow and Donald E Baack © 2022 Published: <i>Expected</i></p> <p>2 - Advertising and Promotion: An Integrated Marketing Communications Perspective</p> <p>12th Edition</p> <p>By George Belch and Michael Belch © 2021 Published:</p>								
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Participation	10%								
Midterm Exam	20%								
Project	30%								
Final Exam	40%								
Language	English								

Year 2

Course Title	Marketing Management			
Course Code	MKT 259			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	Year 2 / Semester 3			
Teacher's Name	AVROS MORPHITIS			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	<p>Marketing lies at the core of all business. Whatever the character or size of your entity, its profit can come from only one place; the marketplace. All businesses are dependent on the income they earn from their customers, clients or buyers. In most larger businesses it is marketing managers who are primarily responsible for keeping their company close to its customers. In any case, all those who have a direct responsibility for identifying, reaching and satisfying customers are engaged in marketing and everybody in a business needs to understand its marketplace activities. This course offers a complete introduction to professional marketing thought and action. The course explains the nature and purpose of marketing, followed by the</p>			

	<p>fundamentals of each of the most important marketing tasks. It analyses the business need for customer orientation, the evaluation of markets and the targeting of market opportunities. There is then assessment of buyer behavior and the role of market information. In addition, the course explains how to integrate product and service decisions with those on pricing, distribution and promotion - and why this is necessary.</p>		
<p>Learning Outcomes</p>	<p>On the successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Interpret complex marketing issues and problems using relevant theories, concepts and methods with regard to ethical conduct. • Apply contemporary marketing theories to the demands of business and management practice. • Find and generate information/data needed to inform problem solving in marketing using appropriate methodology. • Analyze information/data critically and synthesize new knowledge and communicate that knowledge via engaging written and oral formats. • Organize information and data to reveal patterns and themes, and manage teams and evidence gathering and problem solving processes. • Conduct the process of inquiry, and respond to feedback, accounting for ethical, social and cultural (ESC) issues. 		
<p>Prerequisites</p>	<p>Principles of Marketing MKT 101</p>	<p>Required</p>	<p>NONE</p>
<p>Course Content</p>	<ul style="list-style-type: none"> • An overview of strategic marketing • Planning, implementing and controlling marketing strategies • The marketing environment • Social responsibility and ethics in marketing • Marketing research and information systems • Target markets: Segmentation, evaluation and positioning • Consumer Buying behavior • Business markets and buying behavior • Reaching global markets • E-Marketing, digital data, and Social networking • Product concepts • Developing and Managing Products • Services Marketing • Branding and Packaging • Integrated marketing communications • Advertising and Public Relations • Personal selling and Sales Promotion • Pricing concepts and selling prices 		

Teaching Methodology	<ul style="list-style-type: none"> •Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching 								
Bibliography	<ul style="list-style-type: none"> • Luca M. Visconti, Lisa Peñaloza, Nil Toulouse (2020). <i>Marketing Management: A Cultural Perspective</i>. Routledge. • Philip Kotler and Kevin Keller (2018). <i>Marketing Management</i>. Pearson, 15th Edition • Blokdyk, Gerardus (2020). <i>Marketing Management. A Complete Guide – 2020. The Art of Service</i>. 								
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Participation	10%								
Midterm Exam	20%								
Quizzes	30%								
Final Exam	40%								
Language	English								

Course Title	Marketing Research				
Course Code	MKT 216				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 2 / Semester 4				
Teacher's Name	PANTELITSA ETEOKLEOUS/ROMANA NOVAKOVIC				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>The purpose of this course is to familiarize students with modern Marketing Research theory and practice. Market Research provides much of the information that allows the 'marketing concept' to be put into practice. The aim is to promote current 'best practice' in all topic areas, and the research process will be examined comprehensively from problem definition to presentation of results. Most students should find the basic research skills can be usefully applied in different areas of employment from marketing to social research</p>				
Learning Outcomes	<p>On completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • define and explain the basic concepts related to contemporary marketing research. 				

	<ul style="list-style-type: none"> • explain relationship and differences between marketing research and marketing information systems. • define each step and concept in the marketing research process. • relate each step to other steps in the marketing research process. • conduct research in the marketing area. • gather data in the marketing research; code the data and analyze the data. • write a marketing research report. 		
Prerequisites	Principles of Marketing MKT 101	required	none
Course Content	<ul style="list-style-type: none"> • Introduction to marketing research • Defining the marketing research problem and • Developing an approach • Research design formulation • Research design • Exploratory research design: secondary data • Exploratory research design: qualitative research • Descriptive research design: survey and observation • Causal research design: experimentation • Measurement and scaling: fundamentals and comparative scaling • Measurement and scaling: non-comparative scaling techniques • Questionnaire and form design • Sampling: design and procedures • Sampling: final and initial sample size determination • Data collection, preparation, analysis and reporting • Field work • Data preparation • Frequency distribution, cross-tabulation, and hypothesis testing • Analysis of variance and covariance • Correlation and regression • Discriminant and logit analysis • Factor analysis • Cluster analysis • Multidimensional scaling and conjoint analysis • Report preparation and presentation • International marketing research 		
Teaching Methodology	<p>•Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching</p>		
Bibliography	<ul style="list-style-type: none"> • Alvin C Burns and Ann F. Veeck (2020). <i>Marketing Research</i>, Pearson, 9th Edition. • Naresh K. Malhotra (2019). <i>Marketing Reseach: An Applied Orientation</i>, Pearson 7th Edition. 		

	<ul style="list-style-type: none"> Dan Nunan, David F. Birks, Naresh K. Malhotra (2020). <i>Marketing Research. Applied Insight</i>. Pearson, 6th Edition. 								
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Participation	10%								
Midterm Exam	20%								
Project	30%								
Final Exam	40%								
Language	English								

Course Title	Consumer Behavior			
Course Code	MKT 223			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	Year 2 / Semester 4			
Teacher's Name	PANTELITSA ETEOKLEOUS			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	<p>Consumer decision-making is often complex and far from rational. This course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology and economics. Topics include the importance of consumer behavior and research; internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations; and consumer decision making.</p>			
Learning Outcomes	<p>On successful completion of this course students will be able to:</p> <ul style="list-style-type: none"> Identify the key terms, concepts, and theories of consumer behavior. Evaluate the principal theories of consumer behavior; critically assess strengths, limitations and applications. Apply consumer behavior concepts to real world marketing problems and develop better marketing programs and strategies to influence those behaviors. Analyze the current trends in consumer behavior; and apply them to the marketing of an actual product or service. 			
Prerequisites	MKT 101: Principles of Marketing	Required	NONE	

Course Content	This course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology and economics. Emphasis will be placed on how behavior is shaped by internal and external influences.								
Teaching Methodology	<ul style="list-style-type: none"> •Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching 								
Bibliography	<ul style="list-style-type: none"> • Moschis, P.G. (2019) <i>Consumer Behavior over the life Course</i>, N.Y. Springer. • Claes Fornell; Forrest V. Morgeson II; G. Tomas M. Hult; David VanAmburg (2020); <i>The Reign of the Customer: Customer-Centric Approaches to Improving Satisfaction</i>. Springer, 1st Edition. 								
Assessment	<table> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Midterm Exam</td> <td>20%</td> </tr> <tr> <td>Project</td> <td>30%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Participation	10%	Midterm Exam	20%	Project	30%	Final Exam	40%
Participation	10%								
Midterm Exam	20%								
Project	30%								
Final Exam	40%								
Language	English								

YEAR 3

Course Title	Digital Marketing, Advertising and New Technologies				
Course Code	MKT 221				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 3 / Semester 5				
Teacher's Name	THOMAS PHOTIADES				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>Digital marketing is an important area of marketing activity. All organizations today utilize advances in computing and communication technology so as to successfully approach their customers and consumers. Internet and related technologies are now used as integral parts of marketing strategies influencing modern consumption. This course will present to students the necessary tools, practices and guidelines so as to construct an effective, engaging and value-adding digital marketing strategy and campaign. It also addresses the</p>				

	<p>fundamentals of email marketing strategy, and outlines the relevant legislations and regulation related to data protection and ethical use of digital marketing tools. This module offers both theoretical and practical knowledge to students in the field of digital marketing.</p>		
Learning Outcomes	<p>On successful completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • Explain the role and importance of digital marketing in a rapidly changing business landscape. • Identify the core components and discuss the key elements of a digital marketing strategy and assess their importance. • Apply key research findings so as to inform the digital marketing strategy. • Demonstrate understanding in the fundamental concepts associated with email marketing and the principles linked with the creation and delivery of an effective email marketing strategy. • Assess the implications related to legislations, regulations and ethics related to digital and email marketing strategies. • Measure the effectiveness of a digital marketing campaign. • Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs as well as email marketing. 		
Prerequisites	MKT 101: Principles of Marketing & MKT 102: Integrated Marketing Communications	Required	NONE
Course Content	<ul style="list-style-type: none"> • Digital Marketing Today • The Online Revolution • Collecting Customer Information • Using Your Information • Developing the Strategic Plan - Digital Strategy Fundamentals • New Technologies and Marketing: Artificial intelligence, Internet of Things and blockchain marketing, agile marketing, “Segments of one” marketing, virtual and augmented reality marketing etc. • Integrated Marketing Communications-Brand Management In the Digital Age • Managing the Customer Journey from Acquisition to Relationship • Planning Digital Media • Developing Compelling Propositions • Producing Effective Creative Work • The Power of Testing • Closing the Loop – Customer Service and Fulfilment Operations • Digital Marketing Metrics • Ethics and the Law 		
Teaching Methodology	<p>•Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on</p>		

	objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching								
Bibliography	<ul style="list-style-type: none"> • Steve Krug (2020). <i>Don't Make Me Think Revisited. A Common Sense Approach to Web and Mobile Usability</i>. Pearson Education. Third Edition. • Chaffey, D. and Ellis Chadwick, F. (2019) <i>Digital Marketing</i>. Pearson Education- • Philip Kotler, Hermawan Kartajaya, Iwan Setiawan (2021), <i>Marketing 5.0: Technology for Humanity</i>, Wiley, 1st Edition • Kingsnorth, S. (2019) <i>Digital Marketing strategy: An integrated approach to online marketing</i>. Kogan Page. 								
Assessment	<table border="0"> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Midterm Exam</td> <td>20%</td> </tr> <tr> <td>Project</td> <td>30%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Participation	10%	Midterm Exam	20%	Project	30%	Final Exam	40%
Participation	10%								
Midterm Exam	20%								
Project	30%								
Final Exam	40%								
Language	English								

Course Title	International Marketing				
Course Code	MKT 315				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 3 / Semester 5				
Teacher's Name	PANTELITSA ETEOKLEOUS/AVROS MORPHITIS				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>The International Marketing course equips students with an introductory view of the complexities of trading abroad, and applying previously learned Marketing tools. This course addresses global issues and describes concepts relevant to all international marketers, regardless of the extent of their international involvement. The course reviews marketing strategy from a managerial, a firm and a country perspective. It provides the transition for students to progress from a purely domestic approach towards the firm, to consider methods for operating in an overseas market, or in a domestic market with increasing competition from abroad.</p>				
Learning Outcomes	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • understand the complexity of international marketing and concepts associated with the international marketing literature. • analyze the idiosyncratic operation in different geographical environments. 				

	<ul style="list-style-type: none"> analyze marketing opportunities in International Markets, develop marketing strategies and to design international marketing programs. appreciate issues associated with managing the global marketing process. 		
Prerequisites	MKT 101: Principles of Marketing & MKT 222: Marketing Management	Required	NONE
Course Content	<ul style="list-style-type: none"> The Scope and Challenge of International Marketing The Dynamic Environment of International Trade History and Geography: The Foundations of Culture Cultural Dynamics in Assessing Global Markets Culture, Management Style, and Business Systems The Political Environment: A Critical Concern The International Legal Environment: Playing by the Rules Developing a Global Vision through Marketing Research Emerging Market Multinational Market Regions and Market Groups Global Marketing Management: Planning and Organization Products and Services for Consumers Products and Services for Businesses International Marketing Channels Exporting and Logistics: Special Issues for Business Integrated Marketing Communications and International Advertising Personal Selling and Sales Management Pricing for International Markets Negotiating with International Customers, Partners, and Regulators 		
Teaching Methodology	<ul style="list-style-type: none"> •Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching 		
Bibliography	<ul style="list-style-type: none"> • Philip Cateora; John Graham; Mary Gilly and Bruce Money (2020). <i>International Marketing</i>; McGraw Hill, 18th Edition. • Mark C. Green and Warren J. Keegan (2020). <i>Global Marketing</i>, Pearson, 10th Edition. • Michael R. Czinkota and Ilkka A. Ronkainen (2020). <i>International Marketing</i>; South-Western; 10th Edition 		
Assessment	Participation	10%	
	Midterm Exam	20%	
	Quizzes	5%	
	Project	25%	
	Final Exam	40%	
Language	English		

Course Title	Direct Marketing and Sales Promotion				
Course Code	MKT 320				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 3/ Semester 5				
Teacher's Name				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>Direct marketing is not only an essential promotional tool but it demonstrates the importance and value of 'dialogue' between the customer and the company and use of information and communications technology for the successful implementation of any Direct Marketing Strategy. The course will introduce students to the main principles of Direct Marketing, Direct Marketing programs and toolkit. Today Direct Marketing is used to build brands, target sales promotions and generate the powerful customer insight required essential for top-level strategy development. Along these lines, the course focuses also on Sales Promotion and how it can add value to achieve a variety of Marketing objectives.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Gain an in-depth understanding of the fundamentals of Direct Marketing and Sales Promotion. • Develop a Direct Marketing plan. • Identify the direct marketing toolkit and recognize alternative applications of Direct Marketing. • Match media options with Direct Marketing campaigns. • Evaluate Direct Marketing efforts using established measures. • Acquire a comprehensive understanding of the role of Sales Promotion as a communication tool, and reasons for its growth. • Describe the nature, advantages and disadvantages of sales promotion activities and tools. • Develop a sales promotion plan and acknowledge various types of incentives. • Understand how Direct Marketing and Sales promotion can be coordinated and implemented along with other promotional tools. 				
Prerequisites	MKT 102: Integrated Marketing Communications	Required	NONE		
Course Content	<ul style="list-style-type: none"> • Nature of Direct Marketing and Direct Marketing Today • Developing the Direct Marketing Plan 				

	<ul style="list-style-type: none"> • Collecting, Storing and Using Customer Information • Developing the Marketing Database • Managing the Customer Journey from Acquisition to Relationship • Planning Offline/Online Media • Developing Compelling Propositions • The Power of Testing • Closing the Loop – Customer Service and Fulfilment Operations • Direct Marketing Metrics • The role and value of Sales Promotion within the promotional mix. • The strategic Dimensions of sales promotion (e.g., short term approach, push strategies). • The Sales Promotion Plan (from developing the plan, to implementing and evaluating the plan) • Types of sales promotions: consumer and trade • Sales promotion techniques and tools • The role of Direct marketing and sales promotion within the marketing campaign. 								
Teaching Methodology	<ul style="list-style-type: none"> •Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching 								
Bibliography	<ul style="list-style-type: none"> • Roddy Mullin (2014) , <i>Promotional Marketing: How to Create, Implement & Integrate Campaigns that Really Work</i>, Kogan Page, Sixth Edition. • Brian Thomas and Matthew Housden (2017). <i>Direct and Digital Marketing in Practice</i>. Bloomsbury Publishing Plc. Third Edition. • Nash, E., <i>DIRECT MARKETING</i>, McGraw Hill • Bird, D., <i>COMMONSENSE DIRECT MARKETING</i>, Kogan • required reading: PageRoberts, • M.L./Berger, P.D.: <i>DIRECT MARKETING MANAGEMENT</i>, Prentice Hall 								
Assessment	<table> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Midterm Exam</td> <td>20%</td> </tr> <tr> <td>Project</td> <td>30%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Participation	10%	Midterm Exam	20%	Project	30%	Final Exam	40%
Participation	10%								
Midterm Exam	20%								
Project	30%								
Final Exam	40%								
Language	English								

Course Title	Marketing Information and Decision Making
Course Code	MKT 317

Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 3 / Semester 5				
Teacher's Name	PANTELITSA ETEOKLEOUS				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>This unit aims to give learners a sound understanding of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> the nature, role and value of marketing information <input type="checkbox"/> how to identify and obtain the information requirements for marketing <input type="checkbox"/> internal documentary systems <input type="checkbox"/> marketing intelligence systems <input type="checkbox"/> marketing analysis systems <input type="checkbox"/> organizational applications of marketing information systems <input type="checkbox"/> intelligence/multinational/global marketing information systems <input type="checkbox"/> market research 				
Learning Outcomes	<p>On completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the nature, role and strategic value of marketing information in all types of business operations. • know how to identify and obtain the informational requirements for marketing management, planning and Control. • understand the internal documentary system of a marketing information system. • understand the marketing intelligence system of a marketing information system. • understand the market research component of a marketing information system. • apply the marketing information systems in a wide range of organizational functions. • Understand international/multinational/global marketing information systems. 				
Prerequisites	MKT 246: Marketing Research	Required	NONE		
Course Content	<ul style="list-style-type: none"> • Why It Matters: Marketing Information and Decision Making • The role of marketing information system in decision making. • Types of Marketing Information • Developing a marketing information system • Marketing Information System • Marketing Data Sources 				

	<ul style="list-style-type: none"> • Customer Relationship Management (CRM) • Using Marketing Information in Decision Making • The internal company record system, the marketing intelligence system, the marketing research system, and the marketing decision support system. • Sources of Marketing Information • Information and competitive advantage • Integration of country marketing information systems to international marketing systems. • Development of e-commerce, online surveys and social network systems as means of marketing information. 								
Teaching Methodology	<ul style="list-style-type: none"> •Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching 								
Bibliography	<ul style="list-style-type: none"> • Gerardus Blokdyk, (2020). <i>Marketing Information System: A Complete Guide – 2020</i>, 5STARCOOKS. • Jules Miller, (2011). <i>Marketing Information System</i>. GRIN Verlag. • Joseph Valacich and Christoph Schneider (2017). <i>Information Systems Today: Managing the Digital World</i>. Pearson. 								
Assessment	<table> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Midterm Exam</td> <td>30%</td> </tr> <tr> <td>Project</td> <td>20%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Participation	10%	Midterm Exam	30%	Project	20%	Final Exam	40%
Participation	10%								
Midterm Exam	30%								
Project	20%								
Final Exam	40%								
Language	English								

Course Title	Social Media Marketing			
Course Code	MKT 320			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	Year 3 / Semester 6			
Teacher's Name	THOMAS PHOTIADES			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	This course provides the opportunity to explore the evolution and practices of social media marketing alongside more critical consideration of the social, cultural and			

	technological impact of social and mobile technologies that are transforming consumer behavior and the business environment.		
Learning Outcomes	<p>On successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • understand the difference between traditional marketing and social media marketing. • broadly define the functionality of LinkedIn, Facebook, and Twitter. • identify the target demographics associated with each platform. • evaluate the best social media platform(s) for their business • develop social media marketing goals and objectives. • establish a process for dealing with negative comments. • create a defined process-map in which to create social media updates. • utilize Facebook, LinkedIn, Instagram, Twitter efficiently and effectively. 		
Prerequisites	MKT101: Principles of Marketing & MKT102: Integrated Marketing Communications	Required	NONE
Course Content	<ul style="list-style-type: none"> • The scale and scope of Social Media • Shifting influences and the decline of push marketing • A Marketer’s point of view from control to engagement • Lay a foundation and frame the conversation • Make repairs and jumpstart the conversation • Integrating marketing, advertising and public relations with marketing • Social networks, blogs and forums • Microblogging and media sharing • Geosocial, live video, ratings and reviews • Social bookmarking and social knowledge • Social media insights and crowdsourcing • Content marketing and influencer marketing • Social care and social selling • Write your plan, plan your sell • Social media law, ethics and etiquette 		
Teaching Methodology	<p>•Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching</p>		
Bibliography	<ul style="list-style-type: none"> • Keith A. Quesenberry (2019). <i>Social Media Strategy. Marketing, Advertising, and Public Relations in the Consumer Revolution</i>. Rowman & Litchfield, 2nd Edition. • Jason McDonald (2020). <i>Social Media Marketing Workbook</i>. JM Internet Group and Excerpti Communications, Inc. (Updated Edition) 		

	<ul style="list-style-type: none"> Andrew Macarthy (2020). 500 Social Media Marketing Tips. Andrew Macarthy. 								
Assessment	<table> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Midterm Exam</td> <td>20%</td> </tr> <tr> <td>Project</td> <td>30%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Participation	10%	Midterm Exam	20%	Project	30%	Final Exam	40%
Participation	10%								
Midterm Exam	20%								
Project	30%								
Final Exam	40%								
Language	English								

Course Title	Brand Management			
Course Code	MKT 324			
Course Type	Elective			
Level	Undergraduate			
Year / Semester	Year 3 / Semester 6			
Teacher's Name	PANTELITSA ETEOKLEOUS/			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	Brands are facing challenging times - and this module's aim is to equip students with an understanding of the models and frameworks necessary for them to understand, develop and grow brands in a variety of organisational contexts. Structured to combine new product development and innovation, and subsequent brand development, the this course allows the student to develop creative thinking skills and related business acumen.			
Learning Outcomes	<p>On successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> Demonstrate knowledge of the nature and processes of branding and brand management. Evaluate the scope of brand management activity across the overall organizational context and analyze how it relates to other business areas. Appraise the key issues in managing a brand portfolio and making strategic brand decisions. Formulate and justify brand development decisions Analyze and discuss contemporary brand related problems and develop appropriate strategies and initiatives. 			
Prerequisites	NONE	Required	NONE	
Course Content	Overview of Brand Management <ul style="list-style-type: none"> Brand Equity Brand identity and image, corporate identity. 			

	<ul style="list-style-type: none"> • Functions of branding <p>Key Issues in Brand Development</p> <ul style="list-style-type: none"> • Types of brands • Brand creation. • Brand extensions. • Brand portfolios. <p>Brand Analysis</p> <ul style="list-style-type: none"> • The brand audit. • Interbrand and BrandZ classifications and methodologies <p>Creating Brand Equity</p> <ul style="list-style-type: none"> • Customer based brand equity • Sources of brand equity • Building a strong brand • Branding and corporate reputation <p>Brand Strategy Implementation</p> <ul style="list-style-type: none"> • Brand Communities • Implications for communications • Managing brand portfolios • Brand Culture • Branding and Society 								
Teaching Methodology	<ul style="list-style-type: none"> • Reading and resolving problems • Working on problem-solving • Attendance and participation in class • Monitor discussions • Writing and reply on objective type questions • Solving unstructured questions and case studies • Brief oral presentation before starting a new chapter and reply to queries from students • Homework for revision purposes • Interaction and collaborative learning • Simulation and role Playing • Video Watching 								
Bibliography	<ul style="list-style-type: none"> • Tilde Heding, Charlotte F. Knudtzen, Mogens Bjerre (2020). Brand Management. Mastering Research, Theory and Practice. Routledge, 3rd Edition. • Bang Nguyen, T.C Melewar, Jane Hemsley-Brown (2019) Strategic Brand Management in Higher Education. Routledge. 								
Assessment	<table> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Midterm Exam</td> <td>30%</td> </tr> <tr> <td>Project</td> <td>20%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Participation	10%	Midterm Exam	30%	Project	20%	Final Exam	40%
Participation	10%								
Midterm Exam	30%								
Project	20%								
Final Exam	40%								
Language	English								

Year 4

Course Title	Services Marketing
Course Code	MKT 450

Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 4 / Semester 7				
Teacher's Name	JANELL KOMODROMOU				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The objective of this course is to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services. Problems commonly encountered in marketing services -- such as inability to inventory, difficulty in synchronizing demand and supply, difficulty in controlling quality -- will be addressed. Strategies used by successful services marketers to overcome these difficulties will be discussed.				
Learning Outcomes	<p>On successful completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • Build an understanding and appreciation of the marketing challenges for service businesses and their similarity and differences from goods/manufacturing businesses. • Understand the “Gaps Model of Service Quality” and how to apply it in your professional career. • Develop essential knowledge on the components of the “services marketing mix” (four P’s and three additional P’s) and relate them to managing service quality. • Understand the process and develop skills to evaluate the customer experience and service quality of an organization and develop solutions designed to build competitive advantage. • Understand the role of technology in marketing of services. • Develop critical thinking, analysis and communication skills from the management point of view through case studies, discussions, written assignments and working with local businesses. 				
Prerequisites	Senior Standing	Required	NONE		
Course Content	<ul style="list-style-type: none"> • Introduction to services marketing • The “Gaps Model” of service quality • Customer expectations of service • Customer perceptions of service • Listening to customers through research • Building customer relationships • Service innovation and design • Physical evidence and the services cape • Service blueprinting 				

	<ul style="list-style-type: none"> • Integrated services marketing communications • Social Media Strategies • Service Recovery • Employees role in service delivery • The pricing of services • Services in a global environment 								
Teaching Methodology	<ul style="list-style-type: none"> • Reading and resolving problems • Working on problem-solving • Attendance and participation in class • Monitor discussions • Writing and reply on objective type questions • Solving unstructured questions and case studies • Brief oral presentation before starting a new chapter and reply to queries from students • Homework for revision purposes • Interaction and collaborative learning • Simulation and role Playing • Video Watching 								
Bibliography	<ul style="list-style-type: none"> • Valarie A. Zeithaml, Mary Jo Bitner and Dwayne Gremler (2018). <i>Services Marketing</i>. McGraw Hill, 7th Edition. • Philip T. Kotler, John T. Bowen, James Makens and Seyhmus Baloglu (2017). <i>Marketing for Hospitality and Tourism</i>. Prentice Hall, 7th Edition. 								
Assessment	<table> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Midterm Exam</td> <td>30%</td> </tr> <tr> <td>Quizzes</td> <td>20%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Participation	10%	Midterm Exam	30%	Quizzes	20%	Final Exam	40%
Participation	10%								
Midterm Exam	30%								
Quizzes	20%								
Final Exam	40%								
Language	English								

Course Title	Advertising and Media Planning				
Course Code	MKT xx				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 4/ Semester 8				
Teacher's Name					
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>The main objectives of the course are to:</p> <ul style="list-style-type: none"> • Provide students with advanced understanding in key advertising and media planning principles and how these can be applied in practice. • Explain and evaluate the role of advertising agencies in the design and implementation of advertising campaigns. 				

	<ul style="list-style-type: none"> • Study the implementation of the market targeting process (segmentation, targeting, positioning) and media research in effective decision making. • Understand and develop the skills necessary for planning and budgeting an advertising media campaign. • Acknowledge the role of media planning for setting up an advertising campaign and the role of advertising within the overall marketing strategy. 		
Learning Outcomes	<p>On successful completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • Acknowledge the role of advertising and media planning within the overall marketing strategy. • Design an advertising campaign and assess the role of advertising agencies. • Appraise the complexities in constructing a market targeting plan and a media plan to reach different audiences such as consumers, partners and internal workforce/sales force. • Analyze the effectiveness of available media. • Apply research outcomes when developing a media plan. • Evaluate and select media in order to develop a media plan and set its budget. 		
Prerequisites	Senior Standing (Marketing Communications, and Marketing Management)	Required	NONE
Course Content	<ul style="list-style-type: none"> • Advertising in the 21st Century • Introduction to Media Planning • Media Plan Presentation • The relationship Among Media, Advertising and Consumers • How Target Audiences Choose Media: Entertainment and Information • Basic and Advanced Measurements and Calculations • Marketing Strategy, Advertising Campaign and Media Planning • Selecting, Comparing and Evaluating Media Vehicles • Developing the media budget • Conducting media research • Evaluating the media plan 		
Teaching Methodology	<p>•Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching</p>		
Bibliography	<ul style="list-style-type: none"> • Baron, R. and Sissors J. (2010). <i>Advertising Media Planning</i>, Seventh Edition, McGraw Hill 		

	<ul style="list-style-type: none"> • Katz, H. (2019). <i>The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying</i>, Seventh Edition. Routledge Communication Series • Selected academic articles 								
Assessment	<table> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Midterm Exam</td> <td>20%</td> </tr> <tr> <td>Project</td> <td>30%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Participation	10%	Midterm Exam	20%	Project	30%	Final Exam	40%
Participation	10%								
Midterm Exam	20%								
Project	30%								
Final Exam	40%								
Language	English								

Course Title	Business to Business Marketing				
Course Code	MKT 422				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 4 / Semester 8				
Teacher's Name	AVROS MORPHITIS/THOMAS PHOTIADES				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>We will study industrial or business to business marketing concepts and strategy involved in the planning, conception, promotion, distribution and sale of products from one business firm or organization to another. Generic objectives include:</p> <ul style="list-style-type: none"> • identify the industrial, marketing, and business terms and concepts that are significant within the field of industrial marketing or business-to-business marketing, to be measured by performance on examinations • understand the ideas and reasoning that underlie these concepts, to be measured by performance on examinations. • understand the relationships of these concepts to each other and their relationship to marketing and/or business principles and practices, to be measured by performance on examinations. • demonstrate how to apply and use these concepts in marketing and/or business situations, to be measured by performance on examinations. • demonstrate preparation for entry into a career in industrial marketing, to be measured by overall performance in meeting the course=s requirements. 				
Learning Outcomes	<p>On successful completion of this course students will be able to:</p> <ul style="list-style-type: none"> • Understand the fundamental concepts of B2B marketing • Effectively use B2B within the discipline of marketing 				

	<ul style="list-style-type: none"> • Demonstrate effective usage of B2B marketing strategies • Efficiently and effectively use the B2B social media and digital marketing platforms • Design and use B2B websites and website strategies 		
Prerequisites	NONE	Required	NONE
Course Content	<ul style="list-style-type: none"> • The new evolving business landscape • B2B digital marketing strategy • B2B customer journeys and the customer experience • B2B personalization marketing and buyer personas • B2B customer insights and data management • The early buyer journey stage • Generating awareness • B2B SEO and search strategies • B2B websites and website strategies • B2B digital marketing for lead generation • B2B digital and lead nurturing • B2B content marketing • B2B digital marketing campaign planning • Digital Integration marketing in B2B • Digital marketing and sales • Digital for retaining customers • Digital retention marketing channels • B2B social media and digital marketing platforms • B2B digital marketing technologies and platforms 		
Teaching Methodology	<ul style="list-style-type: none"> •Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching 		
Bibliography	<ul style="list-style-type: none"> • Hall, Simon (2020) B2B digital marketing strategy: how to use new frameworks and models to achieve growth. New York, NY Kogan Page. (First Edition) • Kingsnorth, Simon (2019). Digital Marketing Strategy: An integrated approach to online marketing, New York, NY Kogan Page. (Second Edition) 		
Assessment	Participation	10%	
	Midterm Exam	30%	
	Quizzes	20%	
	Final Exam	40%	
Language	English		

Course Title	Strategic Marketing				
Course Code	MKT 460				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 4 / Semester 7				
Teacher's Name	PANTELITSA ETEOKLEOUS /AVROS MORPHITIS				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The Marketing Strategy course aims to provide students with the necessary tools and frameworks to enable them to make proactive marketing decisions that take best advantage of the conditions in which the firm finds itself.				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ul style="list-style-type: none"> • Show a strategic, global and ethically informed understanding of the marketing management process, taking account of established and emerging practices in marketing and more specifically digital marketing. • Demonstrate critical awareness of the analytical processes used to evaluate market opportunities and propose appropriate marketing strategies to achieve competitive advantage in a variety of global and dynamic market contexts. • Develop an understanding of the activities and organizational structures, including networking and partnerships, required to implement, monitor and measure the performance of marketing strategies. • Use evidence-based and data mining techniques to creatively segment and target markets as well as position products/ services against market needs and competitive offerings. • Develop integrated marketing strategies as well as evaluate and propose appropriate activities and organizational structures to implement and control the chosen strategy effectively. • Develop the ability to undertake structured, critical analysis of marketing problems and opportunities and develop appropriate marketing strategies in a variety of contexts. • Ability to propose, plan and integrate creative marketing programs. • Develop a range of verbal, numerical and graphical data to formulate, implement and measure the success of marketing strategies. 				

Prerequisites	Senior Standing	Required	NONE
Course Content	<ul style="list-style-type: none"> • Marketing management for a turbulent era • The marketing fit with corporate and business strategies • Capturing key Marketing environmental insights • Customer insights and customer connections • Identifying target customers: Market segmentation and target marketing • Branding and positioning • Marketing strategies for competitive and market scenarios • The integrated marketing mix • Organizing, planning, delivering and measuring market performance 		
Teaching Methodology	<p>•Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching and guest speakers</p>		
Bibliography	<p>1 – Strategic Marketing Management</p> <p>9th Edition</p> <p>By Alexander Chernev (Foreword by Philip Kotler)</p> <p>© 2018</p> <p> Published: Cerebellum Press, 2018</p> <p>2 – Marketing Strategy, Based on First Principles and Data Analytics</p> <p>2nd Edition</p> <p>By Robert Palmatier and Shrihari Sridhar</p> <p>© 2021</p> <p> Published: Red Globe Press, 05 February 2021</p>		
Assessment	Participation	10%	
	Midterm Exam	20%	
	Quizzes	10%	
	Project	20%	
	Final Exam	40%	
Language	English		

Elective Courses

Course Title	Professional Selling and Sales Management				
Course Code	MKT 458				
Course Type	Elective				
Level	Undergraduate				
Year / Semester	Year 3 / 4				
Teacher's Name	Avros Morphitis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>This course will provide students with in depth knowledge on selling and sales management and its role in the overall marketing strategy. The aim is for students to understand that sales management is a crucial element for the survival of the organization whereas the element of human interaction and performance, part of the selling process, is vital in connecting the firm with its customers. The course outlines how digital technologies have changed the way sales are conducted and managed and how other elements of the promotional mix can be used in synch with sales operations. Along these lines, students will acknowledge the ethical and legal issues that might arise during the selling process, and implications of international selling. Students will be exposed to practical examples through case studies and invited speakers to further comprehend the role of Selling as well as on how to effectively manage the sales force.</p>				
Learning Outcomes	<p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the role, concepts and principles of Professional Selling and Sales Management. • Identify and describe the process of Selling. • Describe and understand applications of the selling process. • Develop personal selling skills and acquire the know how for selling presentations. • Comprehend how selling and sales management can be integrated with other promotional tools. • Understand the structure of a sales department and acquire the knowledge of how to manage effectively a sales department from recruiting staff to evaluating the sales force. 				

	<ul style="list-style-type: none"> Identify the ethical and legal issues as part of the selling process and sales management, and the complexities of international selling. Acknowledge the role of sales management and selling in building long-term relationships and contributing to the success of the Marketing Department. 												
Prerequisites	MKT 101: Principles of Marketing, MKT 102: Integrated Marketing Communications	Required	NONE										
Course Content	<ul style="list-style-type: none"> Sales perspective: The role of selling and sales management department and the marketing concept Overview of the selling processes Assessing Needs: Buying Behavior and the Buying Process Apply Communication Principles to Selling and Building Relationships Adaptive Selling for Relationship Building Planning and Making the Sales Call The Sales Presentation, Managing Objections, Obtaining and Negotiating Building Long-Term Partnerships Managing Your Time and Territory Closing the Sale, Ethics and Legal issues Account management Managing within Your Company Managing Your Career 												
Teaching Methodology	<ul style="list-style-type: none"> Reading and resolving problems Working on problem-solving Attendance and participation in class Monitor discussions Writing and reply on objective type questions Solving unstructured questions and case studies Brief oral presentation before starting a new chapter and reply to queries from students Homework for revision purposes Interaction and collaborative learning Simulation and role Playing Video Watching and guest speakers. 												
Bibliography	<ul style="list-style-type: none"> Castleberry S., Tanner J., (2022), “Selling: Building Relationships”, Mc Graw Hill, 11th Edition. Jobber, David and Lancaster, Geoffrey (2015), Selling & Sales Management, Prentice Hall, 10th ed. 												
Assessment	<table> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Midterm Exam</td> <td>20%</td> </tr> <tr> <td>Presentations</td> <td>10%</td> </tr> <tr> <td>Project</td> <td>20%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>			Participation	10%	Midterm Exam	20%	Presentations	10%	Project	20%	Final Exam	40%
Participation	10%												
Midterm Exam	20%												
Presentations	10%												
Project	20%												
Final Exam	40%												
Language	English												

Course Title	PR and Events Management				
Course Code	MKT 457				
Course Type	Compulsory				
Level	Undergraduate				
Year / Semester	Year 3 / 4				
Teacher's Name	PANTELITSA ETEOKLEOUS /AVROS MORPHITIS				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<ul style="list-style-type: none"> The purpose of the course is to provide fundamental information to establish an infrastructure to plan an event, event management and reporting of the event. A particular emphasis is placed on public relations as a management function internally and externally between an organization and its key stakeholders 				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ul style="list-style-type: none"> Understand the various aspects of events management and public relations from planning to staging Identify the economic, social, cultural, and environmental impacts of different types of events and their implications to various stakeholders Demonstrate the process of managing and marketing events from conceptualizing, planning, and conducting feasibility analysis to staging and evaluating an event Demonstrate an ability to evaluate the effectiveness of event marketing and management and identify sustainable practices Apply this knowledge to real life event management experience Develop planning and reporting skills 				
Prerequisites	MKT 102: Integrated Marketing Communications MKT 246: Marketing Research (and Marketing Management)	Required	NONE		
Course Content	<ul style="list-style-type: none"> Introduction to Event Planning Assessing Needs and Details Proposal Drafting Finance and Budgeting Event Architecture (Planning) & Execution 				

	<ul style="list-style-type: none"> • Post Communication of an Event Public Relations • Designing PR Strategies for Clients • Feedback and Marketing • Potential Management of an Actual real-time event 										
Teaching Methodology	<ul style="list-style-type: none"> •Reading and resolving problems •Working on problem-solving •Attendance and participation in class •Monitor discussions •Writing and reply on objective type questions •Solving unstructured questions and case studies •Brief oral presentation before starting a new chapter and reply to queries from students •Homework for revision purposes •Interaction and collaborative learning •Simulation and role Playing •Video Watching and guest speakers 										
Bibliography	<p>1 – Successful Event Management: A Practical Handbook, 5th Edition 5th Edition By Anton Shone and Bryn Parry © 2019 Published: <i>Cengage 2019</i></p> <p>2 - Event Planning and Management: Principles, Planning and Practice 2nd Edition By Ruth Dowson and David Basset © 2018 Published: Kogan Page 2018</p>										
Assessment	<table> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Midterm Exam</td> <td>20%</td> </tr> <tr> <td>Quizzes</td> <td>10%</td> </tr> <tr> <td>Project</td> <td>20%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Participation	10%	Midterm Exam	20%	Quizzes	10%	Project	20%	Final Exam	40%
Participation	10%										
Midterm Exam	20%										
Quizzes	10%										
Project	20%										
Final Exam	40%										
Language	English										



2. Student – centred learning, teaching and assessment (ESG 1.3)

Click or tap here to enter text.

NOT APPLICABLE



3. Teaching staff (ESG 1.5)

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NOT APPLICABLE



4. Student admission, progression, recognition and certification (ESG 1.4)

NOT APPLICABLE



5. Learning resources and student support (ESG 1.6)

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NOT APPLICABLE



6. Additional for doctoral programmes (ALL ESG)

Click or tap here to enter text.

NOT APPLICABLE



7. Eligibility (Joint programme) (ALL ESG)

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NOT APPLICABLE

B. Conclusions and final remarks

Based on the EEC's constructive suggestions in restructuring the marketing and advertising program, we have addressed them with the implementation of the following:

In terms of the progression of courses and addition to more marketing related courses, we have added two marketing courses during the first two semesters of the program.

Likewise, we have added three more courses during the semesters 3 and 4.

The majority of the marketing and advertising courses have been added during semesters 5, 6, 7 and 8, where students will be exposed to more in-depth subjects of their major.

Overall, and based on the EEC's suggestions, the total ECTS for Major Requirements have been increased from 78 to 96, having in this regard 4 more courses offered as Major Requirements, throughout the four years of study. During the first two years we have incorporated 6 Major Requirements (i.e., Principles of Marketing; Marketing Communication; Marketing Management, Consumer Behavior; and Marketing Research).



C. Higher Education Institution academic representatives

<i>Name</i>	<i>Position</i>	<i>Signature</i>
MARC ZABBAL	PRESIDENT OF AUCY	
GEORGE PHYLACTOU	VP OF ACADEMIC AFFAIRS	
MARIOS I. KATSILOUDES	DEAN OF FACULTY OF BUSINESS ADMINISTRATION AND ECONOMICS AND HEAD OF THE ACADEMIC COUNCIL	
Click to enter Name	Click to enter Position	
Click to enter Name	Click to enter Position	
Click to enter Name	Click to enter Position	

Date: Click to enter date

