

## Programme specification

*(Notes on how to complete this template are provide in Annexe 3)*

### 1. Overview/ factual information

<b>Programme/award title(s)</b>	<ul style="list-style-type: none"> <li>a. BSc (Hons) – Marketing</li> <li>b. BSc – Marketing</li> <li>c. Diploma in Higher Education – Marketing</li> <li>d. Certificate in Higher Education - Marketing</li> </ul>
<b>Teaching Institution</b>	Deree - The American College of Greece
<b>Awarding Institution</b>	The Open University (OU)
<b>Date of first OU validation</b>	May 2021
<b>Date of latest OU (re)validation</b>	
<b>Next revalidation</b>	
<b>Credit points for the award</b>	360
<b>UCAS Code</b>	
<b>HECoS Code</b>	
<b>LDCS Code (FE Colleges)</b>	
<b>Programme start date and cycle of starts if appropriate.</b>	September 2021
<b>Underpinning QAA subject benchmark(s)</b>	Business and Management (November 2019)
<b>Other external and internal reference points used to inform programme outcomes. For apprenticeships, the standard or framework against which it will be delivered.</b>	None
<b>Professional/statutory recognition</b>	
<b>For apprenticeships fully or partially integrated Assessment.</b>	
<b>Mode(s) of Study (PT, FT, DL, Mix of DL &amp; Face-to-Face) Apprenticeship</b>	

<b>Duration of the programme for each mode of study</b>	FT-3 years
<b>Dual accreditation (if applicable)</b>	NECHE Accredited
<b>Date of production/revision of this specification</b>	May 2021

**Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.**

**More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in student module guide(s) and the students handbook.**

**The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.**

## 2.1 Educational aims and objectives

### **Introduction**

The marketing department belongs to the School of Business and Economics (SBE) of Deree, the American College of Greece. The department currently offers two pathways to students who opt for the BSc. in Business Administration with Marketing. The pathways are: marketing management, and marketing communications. The department of marketing has a long tradition at the American College of more than thirty years. Graduates of the department hold senior managerial and academic positions both in Europe, and in other continents. The new proposed programme in Marketing is a stand alone programme, BSc. in Marketing, that essentially merges the above two pathways into one programme. The educational aims and objectives of the programme of BSc. in Marketing are in line with the College's and School's overall principles and mission, as shown below.

### **The American College of Greece mission**

To add distinctive and sustainable value to our students as well as Greece, American education, Hellenic heritage, and the global community through transformative teaching, scholarship and service SBE mission.

### **School of Business and Economics mission**

The School of Business and Economics is committed to providing academically rigorous economics and business and programs that equip students with knowledge and thinking skills grounded on liberal education, economics foundations, business functions and sound specialization components.

### **Mission of the Marketing programme**

In congruence with the mission of the College, the mission of the Marketing Department is to equip students with specialised knowledge and skills that will enable them to pursue graduate studies or professional careers in marketing related fields and become lifelong learners.

### **Programme Goals**

1. Develop advanced knowledge of marketing theories and concepts.
2. Develop communication and presentation skills for the marketing profession.
3. Develop the ability to collaborate in groups to solve marketing problems.
4. Acquire digital skills for the marketing discipline/profession.
5. Apply problem-solving and critical evaluation skills which will enable students to provide solutions to problems in contemporary marketing areas.
6. Develop students' understanding of ethical issues and sustainability practices in the marketing industry so that they become responsible professionals and global citizens.

### **Programme level competencies**

Marketing Programme graduates should be able to:

1. Demonstrate deep knowledge and understanding of major marketing theories and concepts in the area of marketing.
2. Assess the moral and ethical dimensions of actions, persons, and business practices and develop an awareness of and framework for ethical decision-making in marketing.
3. Analyse and synthesize the marketing strategies that are at play at all business types and how they affect an organization's practices.
4. Employ quantitative and qualitative methods and tools in analyzing, solving marketing problems, and communicate information.
5. Critically evaluate different business approaches deriving from information technology and new media developments through digitization on the four elements of the marketing mix (Product, Price, Place, and Promotion).
6. Apply the knowledge and skills gained in the various marketing courses in business.

The programme satisfies 2019 QAA Subject Benchmark Statement (Business and Management) for subject-specific and generic skills. The **programme's learning outcomes** specify that upon completion of the programme, students will be able to:

#### **A. Knowledge and Understanding**

- A.1. Demonstrate knowledge and understanding of the external environment and its impact on business.
- A.2. Demonstrate knowledge and understanding of relevant business functions.
- A.3. Demonstrate knowledge and understanding of methodological approaches, frameworks and tools in conducting research in a business context.
- A.4. Demonstrate deep knowledge and understanding of major marketing theories and concepts in the area of marketing.

#### **B. Cognitive Skills**

- B.1. Apply critical thinking to create, evaluate and assess a range of options in solving complex marketing problems.
- B.2. Analyse and evaluate ethical choices. Assess the moral and ethical dimensions of actions, persons, and business practices and develop an awareness of and framework for ethical decision-making.

### C. Practical and Professional Skills

C.1. Use quantitative and qualitative methods and tools in analysing, solving marketing problems, and communicate information.

### D. Key/Transferable Skills

D.1. Demonstrate effective written and oral communication skills in different business settings.

Table 1 below displays a graphic representation of the Marketing programme requirements.

**Table 1: The BSc. in Marketing programme requirements.**

LEVEL 4	LEVEL 5	LEVEL 6
AF 2007 Financial Accounting (15 credits)	PH 2005 Business Ethics (15 credits)	MK 4104 Digital & Social Media Marketing (15 credits)
BU 2003 Business Legal Issues (15 credits)	FN 3105 Financial Management (15 credits)	MK 4247 Applied Marketing Management & Metrics (15 credits)
CS 2179 Business Information Systems (15 credits)	BU 3233 Business Research Methods (15 credits)	MK 4358 Applied Marketing Research (15 credits)
EC 1101 Principles of Macroeconomics (15 credits)	MK 3159 Consumer Behaviour (15 credits)	MK 4468 Integrated Marketing Communication Campaigns (15 credits)
MA 2021 Applied Statistics (15 credits)	MK 3155 Business Marketing (15 credits)	MK 4860 Marketing Strategy & Topics (15 credits)
MA 2105 Applied Calculus (15 credits)	MK 3131 Marketing Management (15 credits)	Three L6 electives from the list below (each 15 credits): 45 credits
MG 2003 Management Principles (15 credits)	MK 3135 Marketing Communications (15 credits)	
MK 2030 Introduction to Marketing (15 credits)	MK 31XX Brand Management (15 credits)	
120 credits	120 credits	120 credits

Total: 360 UK credits

List of electives:

MK 4156 Retail & Supply Chain Management  
MK 4157 International Marketing  
MK 4162 Services Marketing  
MK 4153 Sales Management  
MK 4245 Promotions Events & Experiences  
MK 42XX Marketing Creativity & Innovation  
MK 42XX Advertising in Digital & Mass Media  
MK 41XX Food Choices & Lifestyle  
MK 41XX Luxury Branding & Fashion  
MK 41XX Retail Business Strategy

2.2 Relationship to other programmes and awards

(Where the award is part of a hierarchy of awards/programmes, this section describes the articulation between them, opportunities for progression upon completion of the programme, and arrangements for bridging modules or induction)

The courses listed are part of a US Bachelor's degree programme that consists of 40 modules, comprising 14 modules of liberal education credits, 22 modules of concentration, and 4 modules of general electives.

2.3 For Foundation Degrees, please list where the 60 credit work-related learning takes place. For apprenticeships an articulation of how the work based learning and academic content are organised with the award.

N/A

2.4 List of all exit awards

- a. BSc (Hons) – Marketing
- b. BSc – Marketing
- c. Diploma in Higher Education – Marketing
- d. Certificate in Higher Education – Marketing

### 3. Programme structure and learning outcomes

*(The structure for any part-time delivery should be presented separately in this section.)*

<b>Programme Structure - LEVEL 4</b>					
<b>Compulsory modules</b>	<b>Credit points</b>	<b>Optional modules</b>	<b>Credit points</b>	<b>Is module compensatable?</b>	<b>Semester runs in</b>
EC 1101 Principles of Macroeconomics BU 2003 Business Legal Issues AF 2007 Financial Accounting MA 2105 Applied Calculus CS 2179 Business Information Systems MA 2021 Applied Statistics MG 2003 Management Principles MK 2030 Introduction to Marketing	120				

**Intended learning outcomes at Level 4 are listed below:**

<b><u>Learning Outcomes – LEVEL 4</u></b>							
<b>3A. Knowledge and understanding</b>							
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>						
<p><b>A.1: Demonstrate knowledge and understanding of the external environment and its impact on business (PLO 1)</b></p> <p>A.1.1: Understand the concept of economic value. Demonstrate knowledge of basic economic theory and macro-economic concepts and policies and their impact on a micro-level analysis.</p>	<p><u>Taught in:</u> <b>EC 1101, Principles of Macroeconomics (15 UK Credits – Compulsory)</b></p> <p><u>Catalogue description:</u> National income accounting, economic growth, taxation, business cycles, unemployment, inflation, deficit and debt. Aggregate expenditures and the Aggregate Supply/Aggregate Demand model. Countercyclical fiscal and monetary policy. The banking system and the money supply.</p> <p><u>Learning and Teaching Strategy:</u></p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive learning (class discussions, group work) video presentations, and practical problems solved in class.</li> <li>➤ Exercises and primary source documents are assigned as assessed coursework.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.</li> <li>➤ Use of a Blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</li> </ul> <p><u>Assessment Methods:</u></p> <p>Student performance in EC 1101 is assessed as follows:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td>Multiple choice/problems/essay question practice sets – <b>formative</b></td> <td style="text-align: center;">0</td> </tr> <tr> <td>In-class midterm examination (1-hour; close book) – <b>summative</b></td> <td style="text-align: center;">40</td> </tr> <tr> <td>Final examination (2-hour; close book, comprehensive) – <b>summative</b></td> <td style="text-align: center;">60</td> </tr> </tbody> </table>	Multiple choice/problems/essay question practice sets – <b>formative</b>	0	In-class midterm examination (1-hour; close book) – <b>summative</b>	40	Final examination (2-hour; close book, comprehensive) – <b>summative</b>	60
Multiple choice/problems/essay question practice sets – <b>formative</b>	0						
In-class midterm examination (1-hour; close book) – <b>summative</b>	40						
Final examination (2-hour; close book, comprehensive) – <b>summative</b>	60						



## Learning Outcomes – LEVEL 4

### 3A. Knowledge and understanding

A.1.2: Recognize, explain, and discuss the impact of the legal environment on business activity, practices, and decisions within and across national boundaries.

Taught in: **BU 2003, Business Legal Issues (15 UK credits – Compulsory)**

Catalogue description:

Introduction to basic concepts and principles of company law, intellectual property law, contract law, tort law and employment law, and overview of selected emerging legal issues.

Learning and Teaching Strategy:

- Classes consist of lectures and in-class discussions of selected case-scenarios.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor in order to consult and discuss issues related to the course content.
- Use of a Blackboard site where instructors post timely announcements, upload related course material such as lecture notes, course outline, review questions, assignments and additional resources.

Assessment Methods:

Student performance in BU 2002 is assessed as follows:

Summative:

Mid-term Examination - variety of questions (multiple choice questions, case scenario essay)	40%
Final Examination - variety of questions (multiple choice questions, essay questions, case scenario essay)	60%

Formative:

Mock exam, in class exercises	0%
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## Learning Outcomes – LEVEL 4

### 3A. Knowledge and understanding

#### **A.2: Demonstrate knowledge and understanding of relevant business functions (PLO 2)**

A.2.1: Describe and discuss the nature of managerial work, the various management theories, concepts, principles, and practices. Distinguish between an organization's internal and external environments and recognize the importance of organizational change.

Taught in: **MG 2003, Management Principles (15 UK Credits - Compulsory)**

Catalogue description:

Nature, functions and responsibilities in the management of organizations. History of management thought, theories, concepts and practices. The managerial functions of planning and decision making, organizing, leading and controlling.

Learning and Teaching Strategy:

- Classes consist of lectures, case studies, experiential exercises, and in-class discussion of related material.
- Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.
- Use of Blackboard, where instructors post lecture notes, online quizzes assignment instructions, required readings, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MG 2003 is assessed as follows:

Summative:

In-class mid-term examination (1-hour, essay-type questions)	40%
Final examination (2-hour, essay-type questions)	60%

Formative:

case studies, experiential exercises, in-class quizzes	0%
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## Learning Outcomes – LEVEL 4

### 3A. Knowledge and understanding

A.2.2: Explain the role of marketing and its importance to the economy and organizations.

Taught in: **MK 2030, Introduction to Marketing (15 UK Credits - Compulsory)**

Catalogue description:

This course provides an understanding of basic marketing concepts, as they are used in different individual organizations. Marketing mix, segmentation, targeting, positioning, principles of consumer behavior, marketing research.

Learning and Teaching Strategy:

- Class lectures
- Short assignments on various marketing issues in small groups in class.
- Analysis & Discussion of short cases in class.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.
- Use of a Blackboard learning platform, where instructors post lecture notes, assignment instruction, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MK 2030 is assessed as follows:

Summative:

Individual Written project (1,400-1,600 words)	50%
Final Examination (2-hour comprehensive; essay questions)	50%

Formative:

In-class, 1-hour, "diagnostic" test, assignments	0
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## Learning Outcomes – LEVEL 4

### 3A. Knowledge and understanding

A.2.3: Analyze, record, and summarize accounting transactions of an economic entity using US GAAP (Generally Accepted Accounting Principles). Prepare non-complex financial statements which are used by either internal or external decision-makers.

Taught in: **AF 2007, Financial Accounting (15 UK Credits - Compulsory)**

Catalogue description:

Introduction to principles, concepts and procedures of the financial accounting cycle of services and merchandising businesses. Preparation and interpretation of financial statements as a source of financial information required in a business context.

Learning and Teaching Strategy:

- Class lectures, interactive learning (class discussions, group work) and practical problems solved in class.
- Exercises are assigned as homework, the solutions of which are reviewed in class.
- Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.
- Use of Blackboard.
- IT sessions in labs, during which the student practices in recoding transactions using special accounting software (Peachtree Complete Accounting).

Assessment Methods:

Student performance in AF 2006 is assessed as follows:

Summative:

1st assessment: In-class written examination (One-hour, closed-book, problems/essays combination)	40%
2nd assessment: In-class written examination (Two-hour, closed-book, problems/essays combination)	60%

Formative:

The formative assignments prepare students for the exams and ensure that students are actively engaged during the term.	0
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## Learning Outcomes – LEVEL 4

### 3A. Knowledge and understanding

A.2.4: Demonstrate knowledge and understanding of business functional and cross-functional information systems and how they support business operations, improve management decision-making, and help businesses gain competitive advantage, in either local or global context.

Taught in: **CS 2179 Business Information Systems (15 UK Credits - Compulsory)**

Catalogue description:

Business information systems concepts, categories and trends. The strategic impact of information systems and technologies on business functions and decision-making process. Ethical and security issues. Global information systems concepts.

Learning and Teaching Strategy:

- Lectures, class discussions, and review of cases taken from the real world and applicable to specific theoretical concepts. Laboratory practical sessions involving training and practice on data analysis tools.
- Office hours held by the instructor to provide further assistance to students.
- Use of the Blackboard Learning platform (communication, posting of lecture notes / assignments' instructions / timely announcements, online submission of assignments, etc.).

Assessment Methods:

Student performance in CS 2179 is assessed as follows:

Summative:

1 <sup>st</sup> Assessment – Coursework (implementation of data analysis in business cases)	30
2nd Assessment – Portfolio (Assignments)	10
Final Examination (in class, 2-hours; answer to questions with choice)	60

Formative:

Online Assignments through Blackboard; Case study discussions; Computer lab assignments	0
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## Learning Outcomes – LEVEL 4

### 3A. Knowledge and understanding

#### **A.3: Demonstrate knowledge and understanding of methodological approaches, frameworks, and tools in conducting research in a business context (PLO 3)**

A.3.1: Demonstrate knowledge and understanding of statistical techniques including data analysis, hypotheses, testing, and prediction models, and apply them to business problems.

Taught in: **MA 2021 Applied Statistics (15 UK Credits - Compulsory)**

Catalogue description:

Organizing and summarizing data. Probability distributions: binomial, Poisson, normal, *t*-distribution, chi-square. Sampling and sampling distribution of the mean. The central limit theorem. Parametric tests for one mean and for the difference between two means. Test for independence of two qualitative/categorical variables. Simple and multiple correlation and regression.

Learning and Teaching Strategy:

- Class lectures, interactive learning (class discussion, group work), video presentations, and practical problems solved in class.
- Lab periods will be used to cover probability theory and enhance concepts.
- Exercises and primary source documents are assigned as homework, the solutions of which are reviewed in class.
- Office hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.
- Use of the blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MA 2021 is assessed as follows:

Summative:

Mid-term examination	40
Final Examination	60

Formative:

1-hour in-class examination, aims to prepare students for the Examinations	0
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## Learning Outcomes – LEVEL 4

### 3A. Knowledge and understanding

Taught in: **MA 2105 Applied Calculus (15 UK Credits - Compulsory)**

Catalogue description:

Functions, limits and continuity. Derivative of polynomials, and rational, exponential and logarithmic functions. Sketching the graph of a function. Indefinite and definite integral. Integration techniques. Area as an integral. Functions of several variables. Partial derivatives of first and second order. Application of differentiation and integration to problems in business, economics, and related fields.

Learning and Teaching Strategy:

- Classes will consist of lectures where the concepts of the course will be introduced. Their application to the solution of problems arising from business, economics and related fields will be illustrated through several examples.
- Coursework will be regularly assigned and discussed in class with students actively participating in the discussion. Computer software will be available both as a teaching aid and as the medium for solving problems.
- Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.
- Use of a blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MA 2105 is assessed as follows:

Summative:

Mid-term examination	40
Final Examination	60

Formative:

1-hour in-class examination, aims to prepare students for the Examinations	0
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<b>3B. Cognitive skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p><b>B.1: Apply critical thinking to create, evaluate and assess a range of options in solving complex marketing problems (PLO 5)</b></p> <p>B.1.1: Locate, extract, analyze data from library and other resources including the acknowledgment and referencing of sources.</p> <p>B.1.2: Interpret, analyze, solve structured, and to a limited extent, unstructured problems from a generated data set.</p> <p>B.1.4: Analyze various aspects of professional communication and evaluate the effectiveness of oral as well as written communication.</p>	<p>MK 2030 Introduction to Marketing AF 2007 Financial Accounting</p> <p>MK 2030 Introduction to Marketing AF 2006 Financial Accounting</p> <p>MK 2030 Introduction to Marketing MG 2003 Management Principles CS 2179 Business Information Systems</p>



<b>3C. Practical and professional skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p><b>C.1: Use quantitative and qualitative methods and tools in analyzing, solving marketing problems, and communicate information (PLO 7)</b></p> <p>C.1.1: Use numeric skills, including quantitative financial techniques, in problem-solving of increasing complexity and with increasing autonomy depending on the course level.</p> <p>C.1.2: Use Information Technology effectively to retrieve, process, analyze and communicate information.</p>	<p>MA 2021 Applied Statistics            MK 2105 Applied Calculus            CS 2179 Business Information Systems            AF 2006 Financial Accounting</p> <p>CS 2179 Business Information Systems            MK 2030 Introduction to Marketing</p>

<b>3D. Key/transferable skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p><b>D.1: Demonstrate effective written and oral communication skills in different business settings (PLO 8)</b></p> <p>D.1.1: Communicate ideas successfully orally and in writing in a business context.</p> <p>D.1.3. Reflect intellectually and become an independent self-managed lifelong learner.</p>	<p>A1 MK 2030 Introduction to Marketing CS 2179 Business Information Systems</p> <p>Taught throughout the curriculum.</p>

#### **Title of Exit award at Level 4: Certificate in Higher Education in Marketing**

In accordance with the framework for higher education qualifications, students that exit the programme upon completion of Level 4 (having obtained 120 L4 credits) will be eligible for the award of a Certificate of Higher Education in Marketing.

Compulsory Modules (120 credits) – Level 4:

AF 2007 Financial Accounting – 15 credits

BU 2003 Business Legal Issues – 15 credits

CS 2179 Business Information Systems – 15 credits

EC 1101 Principles of Macroeconomics – 15 credits

MA 2021 Applied Statistics – 15 credits

MA 2105 Applied Calculus – 15 credits

MG 2003 Management Principles – 15 credits

MK 2030 Introduction to Marketing – 15 credits

Optional Modules: None

<b><u>Programme Structure - LEVEL 5</u></b>					
<b>Compulsory modules</b>	<b>Credit points</b>	<b>Optional modules</b>	<b>Credit points</b>	<b>Is module compensatable?</b>	<b>Semester runs in</b>
PH 3005 Business Ethics FN 3105 Financial Management BU 3233 Business Research Methods MK 3159 Consumer Behaviour MK 3131 Marketing Management MK 3135 Marketing Communications MK 3155 Business Marketing MK 31XX Brand Management	120				

Intended learning outcomes at Level 5 are listed below:

<b><u>Learning Outcomes – LEVEL 5</u></b>	
<b>3A. Knowledge and understanding</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p><b>A.1: Demonstrate knowledge and understanding of the external environment and its impact on business (PLO 1)</b></p> <p>A.1.3. Demonstrate understanding of moral theories and ethical issues and evaluate their impact on decision making and the resolution of ethical dilemmas in business.</p>	<p><u>Taught in:</u> <b>PH 3005, Business Ethics (15 UK Credits - Compulsory)</b></p> <p><u>Catalogue description:</u> Introduction to major theories and basic moral problems in the domain of business. The use of reasoning in moral assessment of business practices. Application of moral theories to specific cases of corporate conduct ranging from the individual to society in general, in the local and the international context.</p>

## Learning Outcomes – LEVEL 5

### 3A. Knowledge and understanding

Learning and Teaching Strategy:

- Classes consist of lectures and interactive learning (class discussions of contemporary articles, as well as of case studies assigned by the instructor). Emphasis is put on the application of moral theoretical tools in business decision making by means of case studies.
- Use of video presentations.
- Office hours: Students are encouraged to make full use of the office hours of their instructor, where they can discuss the course material.
- Use of Blackboard, where instructors can post lecture notes assignment instructions, timely announcements, and additional resources.
- Use of library facilities: Students are encouraged to make use of the library facilities for their assignments as well as for preparation for the final exam.

Assessment Methods:

Student performance in PH 3005 is assessed as follows:

Summative:

Portfolio of assessments In-class midterm examination (1-hour) Essay-type questions (choice: 1 out of 2)	10% 30%
Final examination (2-hour in-class examination, comprehensive) Essay-type questions (choice: 2 out of 4)	60%

Formative:

Home assignments Essay-type questions	0
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## Learning Outcomes – LEVEL 5

### 3A. Knowledge and understanding

#### A.2: Demonstrate knowledge and understanding of relevant business functions (PLO 2)

A.2.5. Demonstrate basic knowledge, competencies, and skills to make investing decisions.

Taught in: **FN 3105, Financial Management (15 UK Credits - Compulsory)**

Catalogue description:

The role of financial management within companies; the nature of financial decisions companies make; implementation of investment appraisal techniques; the importance of capital structure and its implications for the company.

Learning and Teaching Strategy:

- Class lectures, interactive learning (class discussions) and practical problems solved in class.
- Exercises and primary source documents are assigned as homework, the solutions of which are reviewed in class.
- Office hours: students are encouraged to make full use of the office hours of their instructor.
- Use of Blackboard.
- Use of the Simulated Trading Room for illustrating examples.

Assessment Methods:

Student performance in FN 3105 is assessed as follows:

Summative:

1st assessment: In-class written examination (One-hour, closed book, essays/problems)	40%
2nd assessment: In-class written examination (Two-hour, closed book, essays/problems, comprehensive)	60%

Formative:

Exercises / Comprehensive problems	0
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## Learning Outcomes – LEVEL 5

### 3A. Knowledge and understanding

**A.3: Demonstrate knowledge and understanding of methodological approaches, frameworks, and tools in conducting research in a business context (PLO 3)**

A.3.1: Demonstrate knowledge and understanding of statistical techniques including data analysis, hypotheses, testing, and prediction models, and apply them to business problems.

Taught in: **BU 3233, Business Research Methods (15 UK Credits - Compulsory)**

Catalogue description:

The Business Research process, the Research Report and the Proposal. The Research problem, the Literature Review and Research Questions. Research Design and Methodology. Data Collection methods. Quantitative and Qualitative Data Analysis.

Learning and Teaching Strategy:

- Training and lab practice on the appropriate software applications necessary for data analysis.
- Class lectures and seminar-style class discussion of key terms and concepts with appropriate examples. Use of case studies.
- Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.
- Use of blackboard site, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in BU 3233 is assessed as follows:

Summative:

Mid-term Exam (1-hour)	40%
Summative Portfolio (Group)	10%
Group research project (2,500 - 3,000 words; groups of 3 students)	50%

Formative:

In-class preparation for assessments	0
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**Learning Outcomes – LEVEL 5**

**3A. Knowledge and understanding**

**A.4: Demonstrate deep knowledge and understanding of major marketing theories and concepts in the area of marketing (PLO 4)**

A.4.1: Demonstrate an understanding of the implications of consumer behavior concepts on developing a marketing strategy.

Taught in: **MK 3159, Consumer Behaviour (15 UK Credits - Compulsory)**

Catalogue description:

Processes used by consumers to select, purchase, and use products and services, factors affecting consumer behavior, and the implications for developing marketing strategies.

Learning and Teaching Strategy:

- Learning activities include lectures, class discussions, and exposure to real-world examples drawn from cases, databases, articles etc.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.
- Use of a Blackboard learning platform, where instructors post lecture notes, assignment instruction, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MK 3159 is assessed as follows:

Summative:

Term Paper: Individual written assignment (1,300-1.700 words)	40%
Final Examination (2-hour, comprehensive). Essay-type questions	60%

Formative:

In-class, 1-hour, "diagnostic" test - Essay-type questions,	0
Coursework: Class discussions, assignments	0

## Learning Outcomes – LEVEL 5

### 3A. Knowledge and understanding

A.4.2: Examine key marketing management approaches for the effective use of marketing mix.

Taught in: **MK 3131, Marketing Management (15 UK Credits - Compulsory)**

Catalogue description:

The role of marketing in creating, communicating, and delivering a value proposition that meets the needs of the customers. Formulation and implementation of marketing strategy through commonly used marketing management tools.

Learning and Teaching Strategy:

- Class lectures, extensive use of examples from the local and international business environment to highlight application of key marketing management concepts.
- Analysis and discussion of short cases and problems in class that focus on marketing management issues as well as product management issues related to the content of each chapter.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material or case studies.
- Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MK 3131 is assessed as follows:

Summative:

Coursework: Written case study.	40%
Final Examination (2-hour, comprehensive). Essay-type questions.	60%

Formative:

In-class, 1-hour, "diagnostic" test - Essay-type questions	0
Coursework: Class discussions, assignments	0



## Learning Outcomes – LEVEL 5

### 3A. Knowledge and understanding

A.4.3: Understand the strategic role of marketing communications within the overall marketing mix of the company.

Taught in: **MK 3135, Marketing Communications (15 UK Credits - Compulsory)**

Catalogue description:

Marketing communications and their role within the overall marketing mix. The communication process. Marketing communication strategy. Marketing Communications Mix: Advertising, Promotions, Events, Sponsorship, Personal Selling, Direct Marketing, Placements, Social Media Marketing.

Learning and Teaching Strategy:

- Class lectures, interactive learning (class discussions)
- In-class presentation and discussion of case studies
- Use of Blackboard
- Office hours. Students are encouraged to make full use of office hours of their instructors to ask questions and go over lecture material.

Assessment Methods:

Student performance in MK 3135 is assessed as follows:

Summative:

Midterm Assessment: 1-hour Exam, essay-type	40%
Final Assessment: Individual Project 1,800-2,000 words	60%

Formative:

Formative exam/ Practice Questions	0
Interim evaluation of projects (drafts).	0

## Learning Outcomes – LEVEL 5

### 3A. Knowledge and understanding

A.4.4: Understand the nature of business markets and recognize the similarities and differences between consumer markets and business markets.

Taught in: **MK 3155, Business Marketing (15 UK Credits - Compulsory)**

Catalogue description:

Business marketing is concerned with the marketing of goods and services to organizations. The key distinguishing feature of business marketing is the nature of the customer, rather than the nature of the product. Challenges and opportunities that marketers confront when they assess the needs of business organizations (manufacturers, resellers, government agencies and institutions) as customers. Comparison with the consumer household market and an analysis of the marketing strategy and tactics for business markets.

Learning and Teaching Strategy:

- Class lectures, discussions of cases and problems that stress business-to-business marketing issues.
- Analysis and discussion of short cases in class.
- Provision of additional material on practices of companies operating in B2B markets.
- Comprehensive written case studies that require analysis of complex data and situations. Synthesis of a proposed strategy.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, or case studies.
- Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MK 3155 is assessed as follows:

Summative:

Coursework: Written case study 1.800-2.200 words.	50%
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<b><u>Learning Outcomes – LEVEL 5</u></b>			
<b>3A. Knowledge and understanding</b>			
<p>A.4.5: Demonstrate an understanding of the role of brands and the development of brand strategies as part of the overall marketing strategy.</p>	<table border="1" style="width: 100%;"> <tr> <td>Final Examination (2-hour, comprehensive). Essay-type questions.</td> <td style="text-align: center;">50%</td> </tr> </table>	Final Examination (2-hour, comprehensive). Essay-type questions.	50%
	Final Examination (2-hour, comprehensive). Essay-type questions.	50%	
	Formative:		
	<table border="1" style="width: 100%;"> <tr> <td>In-class, 1-hour, "diagnostic" test - Essay-type questions.</td> <td style="text-align: center;">0</td> </tr> </table>	In-class, 1-hour, "diagnostic" test - Essay-type questions.	0
	In-class, 1-hour, "diagnostic" test - Essay-type questions.	0	
<table border="1" style="width: 100%;"> <tr> <td>Coursework: Class discussions, assignments.</td> <td style="text-align: center;">0</td> </tr> </table>	Coursework: Class discussions, assignments.	0	
Coursework: Class discussions, assignments.	0		
<p>Taught in: <b>MK 31XX, Brand Management (15 UK Credits - Compulsory)</b></p> <p><u>Catalogue description:</u>            Appreciate the complexity in the development of sustainable brands and how they deliver value to an organization. It considers a broad range of techniques and theories that help build brand equity and drive brand performance.</p> <p><u>Learning and Teaching Strategy:</u></p> <ul style="list-style-type: none"> <li>➤ Class lectures, interactive activities (class discussions, group work) and practical problems solved in class.</li> <li>➤ Workshops and interactive sessions to provide one-to-one feedback.</li> <li>➤ Case and problem discussions in class that stress brand meaning strategy and encourage discussion on key brand elements.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions on lectures and project concerns.</li> <li>➤ Use of Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</li> </ul> <p><u>Assessment Methods:</u>            Student performance in MK 31XX is assessed as follows:  <u>Summative:</u></p> <table border="1" style="width: 100%;"> <tr> <td>First Assessment: Mid-term project</td> <td style="text-align: center;">50%</td> </tr> </table>	First Assessment: Mid-term project	50%	
First Assessment: Mid-term project	50%		

<b><u>Learning Outcomes – LEVEL 5</u></b>							
<b>3A. Knowledge and understanding</b>							
	<table border="1" style="width: 100%;"> <tr> <td style="width: 80%;">Second Assessment: Final project</td> <td style="width: 20%; text-align: center;">50%</td> </tr> <tr> <td colspan="2">Formative:</td> </tr> <tr> <td>Coursework: Readings and cases about brand types, brand categories, brand strategies.</td> <td style="text-align: center;">0</td> </tr> </table>	Second Assessment: Final project	50%	Formative:		Coursework: Readings and cases about brand types, brand categories, brand strategies.	0
Second Assessment: Final project	50%						
Formative:							
Coursework: Readings and cases about brand types, brand categories, brand strategies.	0						
<b>3B. Cognitive skills</b>							
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>						
<p><b>B.1: Apply critical thinking to create, evaluate and assess a range of options in solving complex marketing problems (PLO 5)</b></p> <p>B.1.1: Locate, extract, analyze data from library and other resources including the acknowledgment and referencing of sources.</p> <p>B.1.2: Interpret, analyze, solve structured, and to a limited extent, unstructured problems from a generated data set.</p>	<p>BU 3233 Business Research Methods            FN 3105 Financial Management            MK 3159 Consumer Behavior            MK 3131 Marketing Management            MK 3135 Marketing Communications            MK 3155 Business Marketing            MK 31XX Brand Management</p> <p>BU 3233 Business Research Methods            FN 3105 Financial Management</p>						

<b>3B. Cognitive skills</b>	
<p>B.1.3: Develop and critically evaluate arguments and evidence including identifying assumptions and detecting false logic.</p>	<p>MK 3159 Consumer Behavior            MK 3131 Marketing Management            MK 3135 Marketing Communications            MK 3155 Business Marketing            MK 31XX Brand Management</p> <p>BU 3233 Business Research Methods            MK 3159 Consumer Behavior            MK 3131 Marketing Management            MK 3135 Marketing Communications            MK 3155 Business Marketing            MK 31XX Brand Management</p>
<p>B.1.4: Analyze various aspects of professional communication and evaluate the effectiveness of oral as well as written communication.</p>	<p>PH 3005 Business Ethics            BU 3233 Business Research Methods            MK 3159 Consumer Behavior            MK 3131 Marketing Management            MK 3135 Marketing Communications            MK 3155 Business Marketing            MK 31XX Brand Management</p>

<b>3B. Cognitive skills</b>	
<p><b>B.2: Analyze and evaluate ethical choices. Assess the moral and ethical dimensions of actions, persons, and business practices and develop an awareness of and framework for ethical decision-making (PLO 6)</b></p>	<p>PH 3005 Business Ethics            BU 3233 Business Research Methods            MK 3159 Consumer Behavior            MK 3131 Marketing Management            MK 3135 Marketing Communications            MK 3155 Business Marketing            MK 31XX Brand Management</p>
<b>3C. Practical and professional skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p><b>C.1: Use quantitative and qualitative methods and tools in analyzing, solving marketing problems, and communicate information (PLO 7)</b></p> <p>C.1.1: Use numeric skills, including quantitative financial techniques, in problem-solving of increasing complexity and with increasing autonomy depending on the course level.</p> <p>C.1.2: Use Information Technology effectively to retrieve, process, analyze and communicate information.</p>	<p>FN 3105 Financial Management            BU 3233 Business Research Methods            MK 3131 Marketing Management</p> <p>BU 3233 Business Research Methods            [use of information technology is embedded in all business and marketing courses]</p>

<b>3C. Practical and professional skills</b>	
C.1.3: Use quantitative tools in analyzing and solving marketing problems.	BU 3233 Business Research Methods MK 3131 Marketing Management MK 3159 Consumer Behavior MK 3155 Business Marketing
<b>3D. Key/transferable skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p><b>D.1: Demonstrate effective written and oral communication skills in different business settings (PLO 8)</b></p> <p>D.1.1: Communicate ideas successfully orally and in writing in a business context.</p> <p>D.1.2: Develop interpersonal, teamwork, and/or leadership skills. Work effectively with others in small groups or teams.</p> <p>D.1.3. Reflect intellectually and become an independent self-managed lifelong learner.</p>	<p>BU 3233 Business Research Methods            MK 3131 Marketing Management            MK 3159 Consumer Behavior            MK 3135 Marketing Communications            MK 3155 Business Marketing            MK 31XX Brand Management</p> <p>BU 3233 Business Research Methods</p> <p>Taught throughout the curriculum.</p>

### **Title of exit award at Level 5: Diploma in Higher Education in Marketing**

In accordance with the framework for higher education qualifications, students that exit the programme upon completion of Level 4 and Level 5 (having obtained 120 credits at each level) will be eligible for the award of a Diploma of Higher Education (DipHE) in Marketing.

#### Compulsory Modules (240 credits)

##### Level 4:

AF 2007 Financial Accounting – 15 credits

BU 2003 Business Legal Issues – 15 credits

CS 2179 Business Information Systems – 15 credits

EC 1101 Principles of Macroeconomics – 15 credits

MA 2021 Applied Statistics – 15 credits

MA 2105 Applied Calculus – 15 credits

MG 2003 Management Principles – 15 credits

MK 2030 Introduction to Marketing – 15 credits

##### Level 5:

PH 3005 Business Ethics – 15 credits

FN 3105 Financial Management – 15 credits

BU 3233 Business Research Methods – 15 credits

MK 3159 Consumer Behaviour – 15 credits

MK 3131 Marketing Management – 15 credits

MK 3135 Marketing Communications – 15 credits

MK 3155 Business Marketing – 15 credits

MK 31XX Brand Management – 15 credits

Optional modules: None



<b><u>Programme Structure - LEVEL 6</u></b>					
<b>Compulsory modules</b>	<b>Credit points</b>	<b>Optional modules</b>	<b>Credit points</b>	<b>Is module compensatable?</b>	<b>Semester runs in</b>
MK 4104 Digital & Social Media Marketing MK 4247 Applied Marketing Management & Metrics MK 4358 Applied Marketing Research MK 4468 Integrated Marketing Communications Campaigns MK 4860 Marketing Strategy & Topics	75	MK 4156 Retail & Supply Chain Management MK 4157 International Marketing MK 4162 Services Marketing MK 4153 Sales Management MK 4245 Promotions Events & Experiences MK 42XX Marketing Creativity & Innovation MK 42XX Advertising in Digital & Mass Media MK 41XX Food Choices & Lifestyle MK 41XX Luxury Branding & Fashion MK 41XX Retail Business Strategy	45		

Intended learning outcomes at Level 6 are listed below:

<b><u>Learning Outcomes – LEVEL 6</u></b>	
<b>3A. Knowledge and understanding</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<b>A.4: Demonstrate deep knowledge and understanding of major marketing theories and concepts in the area of marketing (PLO 4)</b>	<u>Taught in:</u> <b>MK 4104 Digital &amp; Social Media Marketing (15 UK Credits - Compulsory)</b>

## Learning Outcomes – LEVEL 6

### 3A. Knowledge and understanding

A.4.6: Critically evaluate different business approaches deriving from information technology and new media developments through digitization on the four elements of the marketing mix (Product, Price, Place, and Promotion).

Catalogue description:

Study of marketing on the Internet; how marketers can take advantage of the opportunities made possible by digital platforms such as websites, search (paid and organic), mobile and social media.

Learning and Teaching Strategy:

- Class lectures, class participation and discussions of cases (case analyses).
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions on lectures and project concerns, and see their exam papers.
- Use of Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MK 4104 is assessed as follows:

Summative:

Live assessment project individual 2,250-2,750 words	40%
Final Examination (2-hour essay-type, comprehensive)	60%

Formative:

Coursework: Case discussion, assignments, "diagnostic" test.	()
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A.4.7: Demonstrate a competent understanding of the tools for making marketing decisions, considering the conditions (both internally and externally) in which the firm operates.

Taught in: **MK 4247 Applied Marketing Management & Metrics (15 UK Credits - Compulsory)**

Catalogue description:

Provides a practical command of the marketing planning process. Evaluation of marketing decisions through the use of appropriate metrics to measure the effectiveness of different marketing activities.

## Learning Outcomes – LEVEL 6

### 3A. Knowledge and understanding

Learning and Teaching Strategy:

- Class lectures complemented by extensive use of examples from the local and international business environment to highlight the application of key marketing concepts.
- Interactive learning through probing questions requiring creative thinking and encouraging discussion on key marketing issues/concepts and their applications to marketing strategy.
- Computer Simulation Game: to enhance student's analytical skills and ability to synthesize learning in a highly competitive environment. The game allows students to grasp a holistic understanding of the marketing function as a profit center. Also, the group decision environment allows students to advance their teamwork skills. Student performance is assessed in terms of market share and profit achievement.
- Class is conducted in a lab, students are engaged with the simulation game, and receive individual feedback for their decisions.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material and consult on the simulation.
- Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MK 4247 is assessed as follows:

Summative:

Coursework: Individual Project; 1,800-2,200 words.	40%
Group coursework – integration and written report 2.400-2.500 words: 30/60 Individual coursework - presentation: 30/60	60%

Formative:

Coursework: Case discussion, assignments, "diagnostic" test. In-class presentation of case studies and assignments.	0
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**Learning Outcomes – LEVEL 6**

**3A. Knowledge and understanding**

A.4.8: Demonstrate a competent understanding of the marketing research process and the different methods involved in data collection and data analysis, applied in different marketing contexts.

Taught in: **MK 4358 Applied Marketing Research (15 UK Credits - Compulsory)**

Catalogue description:

Marketing research as a tool for decision- making and problem-solving in marketing. The research process. Research design and methodology, design sample, data collection, analysis and interpretation of data in specific marketing applications.

Learning and Teaching Strategy:

- Class lectures, participation and discussion of marketing cases and practical problems solved in class.
- Training on the SPSS statistical program for quantitative data analysis.
- Individual assignments.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.
- Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MK 4358 is assessed as follows:

Summative:

Marketing research project (maximum 3,000-3,500 words): Methodology and data collection (50%, group report); Data analysis, findings and recommendations (40%, individual report).	90%
Student portfolio of diagnostic assessment: Collection of secondary data relevant to the research topic.	10%

Formative:

Coursework: Research proposal on group basis; Class discussion of cases and real-life applications, assignments, “diagnostic” test	0
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A.4.9: Critically discuss and evaluate conceptual models of integrated marketing communication.

## Learning Outcomes – LEVEL 6

### 3A. Knowledge and understanding

Taught in: **MK 4468 Integrated Marketing Communication Campaigns (15 UK Credits - Compulsory)**

Catalogue description:

Management of the IMC process. Planning for IMC. Integration of marketing communications tools/ techniques. Contribution of IMC to Brand Equity. Campaign Strategy. Customer Insights. Communication Objectives. Budgeting. Target Audience. Creative Strategy. Marketing Communications Mix and Media/ Touchpoints. Evaluation of IMC effectiveness. Presentation of the Pitch.

Learning and Teaching Strategy:

- Class lectures, interactive activities (class discussions, group work) and practical problems solved in class.
- Workshops and interactive sessions.
- Case and problem discussions in class that stress IMC strategy and encourage discussion on key marketing communication issues.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions on lectures and project concerns.
- Use of Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MK 4468 is assessed as follows:

Summative:

Midterm Exam (Essay Type, 1 hour)	30%
Project (Group Written Report 3,500-4,000 words 45% + Group Presentation 25%)	70%

Formative:

Formative exam/ Practice Questions; Interim evaluation of projects (drafts); Formative presentations	0
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## Learning Outcomes – LEVEL 6

### 3A. Knowledge and understanding

A.4.10: In-depth understanding of the decision-making processes involved in the assessment and selection of marketing strategies that are at play at all business types and how do they affect an organization's practices.

Taught in: **MK 4860 Marketing Strategy & Topics (15 UK Credits - Compulsory)**

Catalogue description:

Provides a theoretical and practical command for the development of corporate marketing strategies and plans. Interaction of marketing strategy with key functions across the organization in developing and executing successful business strategies is explored.

Learning and Teaching Strategy:

- Class lectures, interactive learning (class discussions, group work) and practical problems solved in class.
- Case studies and problem discussions in class on selected marketing topics. Case studies aiming at understanding the value of quantitative analysis in marketing decision-making.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions on lectures and project concerns and see their exam papers.
- Use of Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MK 4860 is assessed as follows:

Summative:

1st Assessment: Mid-term Examination (duration 75 minutes) (Essay-type questions, short case)	30%
2nd Assessment: Field Project - create a 3-year marketing plan (4,500 to 5,000 words): Group work – integration and written report: 40/70 Individual work - project presentation: 30/70.	70%

Formative:

Coursework: Case discussion, assignments, “diagnostic” test; In-class presentation of case studies and assignments.	0
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**Learning Outcomes – LEVEL 6**

**3A. Knowledge and understanding**

**A.5: Demonstrate in-depth knowledge and understanding in at least three of the following specialized areas in marketing.**

A.5.1: Demonstrate an understanding of the international business environment (socio-cultural, economic, political, etc) and how it affects the design of the global marketing strategies.

Taught in: **MK 4157 International Marketing (15 UK Credits - Elective)**

Catalogue description:

Application of marketing principles to world markets in a variety of social, legal, technological and economic environments. Practices of international trade.

Learning and Teaching Strategy:

- Class lectures.
- Analysis and discussion of cases and assignments on international marketing issues.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, case studies or team project. Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.
- The blend of group and individual assignments are encouraged. The blend of the academic and professional practice are highlighted throughout lectures.

Assessment Methods:

Student performance in MK 4157 is assessed as follows:

Summative:

Individual project: Written project in an international marketing topic 4,000-4,100 words.	85%
Project presentation	15%

Formative:

<b><u>Learning Outcomes – LEVEL 6</u></b>		
<b>3A. Knowledge and understanding</b>		
<p>A.5.2: Explain retail marketing concepts and evaluate the components of retail supply chain management.</p>	<p>In class presentation of preassigned case studies 10 min; Two formative submissions; mock exam</p>	0
	<p><u>Taught in:</u> <b>MK 4156 Retailing &amp; Supply Chain Management (15 UK Credits - Elective)</b></p> <p><u>Catalogue description:</u> Major concepts of retail management. Issues of retail marketing communication, store formats and atmospherics, merchandising, store experience and engagement, customer service and after sales support concepts and techniques related to the effective design, planning, control and improvement of the retail supply chain.</p> <p><u>Learning and Teaching Strategy:</u></p> <ul style="list-style-type: none"> <li>➤ Class lectures, extensive use of examples from the local and international retail business environment to highlight application of key retailing concepts. Throughout the lectures students develop knowledge and understanding related to the subject content.</li> <li>➤ Analysis and discussion of short cases and problems in class that focus on specific retailing issues reinforce students' cognitive and key transferable skills as well as the practical skills needed.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor where they can ask questions and discuss issues related to the course's content.</li> <li>➤ Use of an electronic class management system - Blackboard where the instructor may post important announcements, related course materials, as well as additional resources.</li> </ul> <p><u>Assessment Methods:</u> Student performance in MK 4156 is assessed as follows: Summative:</p>	
<p>Coursework: Written Project; Individual; 1,800-2,200 words</p>		40%



## Learning Outcomes – LEVEL 6

### 3A. Knowledge and understanding

A.5.3: Gain a solid understanding of the professional sales environment, including its planning, organizational structure, and evaluation.

Final examination (2-hour): essay-type questions	60%
Formative:	
In-class, 1-hour, "diagnostic" test (essay-type questions)	0
<p><u>Taught in:</u> <b>MK 4153 Sales Management (15 UK Credits - Elective)</b></p> <p><u>Catalogue description:</u> Salesforce management, the professional selling processes, the relationship between sales and marketing, account and territory management, sales strategies and customer relationship management in different contexts.</p> <p><u>Learning and Teaching Strategy:</u></p> <ul style="list-style-type: none"> <li>➤ Class lectures, extensive use of examples from the local and international business environment to highlight application of key sales management concepts.</li> <li>➤ Analysis and discussion of short cases and problems in class that focus on personal selling issues as well as specific sales management issues related to the content of each chapter.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, or case studies.</li> <li>➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</li> </ul> <p><u>Assessment Methods:</u> Student performance in MK 4153 is assessed as follows:</p> <p><u>Summative:</u></p>	
Coursework: Written case study Written Project; Individual; 1,800-2,200 words.	40%

## Learning Outcomes – LEVEL 6

### 3A. Knowledge and understanding

A.5.4: Appraise the importance of services and the issues involved in services marketing

Final Examination (2-hour, comprehensive). Essay-type questions.	60%						
<b>Formative:</b>							
In-class, 1-hour, "diagnostic" test (essay-type questions), case discussions	0						
<p><u>Taught in:</u> <b>MK 4162 Marketing of Services (15 UK Credits - Elective)</b></p> <p><u>Catalogue description:</u> Topics related to the marketing of services delivered to the educational, banking, finance, entertainment, consulting, health, tourism industries and other The distinctive nature of marketing in service contexts and its impact on service marketing strategy formulation.</p> <p><u>Learning and Teaching Strategy:</u></p> <ul style="list-style-type: none"> <li>➤ Class lectures.</li> <li>➤ Discussion and analysis of cases.</li> <li>➤ Short assignments on service marketing issues.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, case studies or team project.</li> <li>➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</li> </ul> <p><u>Assessment Methods:</u> Student performance in MK 4162 is assessed as follows:</p> <p><b>Summative:</b></p> <table border="1"> <tr> <td>Term Paper: Individual written assignment (2,000-2,300 words)</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Final Examination (2-hour, comprehensive). Essay-type questions.</td> <td style="text-align: center;">50%</td> </tr> </table> <p><b>Formative:</b></p> <table border="1"> <tr> <td>In-class, 1-hour, "diagnostic" test (essay-type questions), case discussions</td> <td style="text-align: center;">0</td> </tr> </table>		Term Paper: Individual written assignment (2,000-2,300 words)	50%	Final Examination (2-hour, comprehensive). Essay-type questions.	50%	In-class, 1-hour, "diagnostic" test (essay-type questions), case discussions	0
Term Paper: Individual written assignment (2,000-2,300 words)	50%						
Final Examination (2-hour, comprehensive). Essay-type questions.	50%						
In-class, 1-hour, "diagnostic" test (essay-type questions), case discussions	0						

## Learning Outcomes – LEVEL 6

### 3A. Knowledge and understanding

A.5.5: Demonstrate knowledge and understanding of sales promotions, events, and experiences and the diverse array of traditional and alternative tools/ activities.

Taught in: **MK 4245 Promotions, Events and Experiences (15 UK Credits - Elective)**

Catalogue description:

Promotions and activation campaigns. Events and Exhibitions. Experiential Marketing Communications. Non-traditional promotional tools. Touchpoints for consumer-brand interactions. Engagement and brand advocacy. Ethical issues.

Learning and Teaching Strategy:

- Class lectures, discussions of cases and problems.
- In-class critical discussion of ethical issues.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, case studies or team project.
- Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MK 4245 is assessed as follows:

Summative:

Mid-term examination (1 hour) Essay-type questions.	40%
Individual Project (2.400 – 2.500 words): Written report. On the basis of a brief, students will propose a mix of original and creative promotional activities to achieve specific objectives.	60%

Formative:

Coursework: Interim evaluations of the Project to discuss and assess progress; Practice exam questions.	0
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## Learning Outcomes – LEVEL 6

### 3A. Knowledge and understanding

A.5.6: Appraise the importance of creativity for diverse aspects of marketing, including marketing communications, branding, and new product development

Taught in: **MK 42XX Marketing Creativity & Innovation (15 UK Credits - Elective)**

Catalogue description:

Creativity and innovation for marketing. The creative product, the creative process and the creative person. Creative concepts and creative propositions for marketing communication and branding. Innovation and new product development. Consumer creativity.

Learning and Teaching Strategy:

- Class lectures and seminar-style class discussion of key terms and concepts with appropriate examples.
- Use of case studies and interactive class exercises.
- Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.
- Use of blackboard site, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.
- Field Trips, Guest lectures (as appropriate)

Assessment Methods:

Student performance in MK 42XX is assessed as follows:

Summative:

Mid-term examination (1 hour) Essay-type questions.	30%
Final assessment: Group project - 2,800-2,900 words (50%); Individual Component – Presentation (20%)	70%

Formative:

Class exercises (activities, case studies); Interim evaluation of project (drafts).	0
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## Learning Outcomes – LEVEL 6

### 3A. Knowledge and understanding

A.5.7: Demonstrate knowledge and understanding of key principles of advertising in the context of mass and digital media.

Taught in: **MK 42XX Advertising in Digital & Mass Media (15 UK Credits - Elective)**

Catalogue description:

Principles of advertising. Theories and practices. Advertising planning process. Special issues in advertising.

Learning and Teaching Strategy:

- Class lectures, interactive learning (class discussions, group work) and practical problems solved in class.
- Practical exercises and class activities.
- Discussion of specific advertising cases.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions on lectures and project concerns, and get feedback.
- Use of Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional related material.

Assessment Methods:

Student performance in MK 42XX is assessed as follows:

Summative:

First assessment: 1-hour Essay-type questions.	40%
Final assessment: Individual Project, 2000 words.	60%

Formative:

In-class, 1-hour, "diagnostic" test (Short answers to essay questions); Interim evaluation of projects (drafts): Feedback and comments on the submitted drafts.	0
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## Learning Outcomes – LEVEL 6

### 3A. Knowledge and understanding

A.5.8: Identify consumers' food choice patterns and trends and analyze the factors that influence them.

Taught in: **MK 41XX Food Choices & Lifestyle (15 UK Credits - Elective)**

Catalogue description:

An overview of individual food choice practices & trends; national / global lifestyles related to food choices; the importance of psychological processes in shaping food choices; ethical, cultural, and technological aspects of food choice.

Learning and Teaching Strategy:

- Class lectures, seminars, and workshops.
- Analysis & discussion of short cases in class.
- Short assignments in small groups in class on various marketing issues.
- Experiential and Learning activities.
- Visits to open markets in different areas of Athens.
- In-class seminars / development of an educational video.
- Guest lecturing from industry professionals.
- Interdisciplinary guest lecturing, namely colleagues from psychology, sociology and economics who can give their own perspective to the module.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.
- Use of a Blackboard where instructors post lecture notes, assignment instruction, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MK 41XX is assessed as follows:

Summative:

First Assessment: Individual Written project (2,800 -3200 words)	90%
Second Assessment, portfolio of in-class assessments: A set of preparatory exercises for the summative assessment.	10%

Formative:

## Learning Outcomes – LEVEL 6

### 3A. Knowledge and understanding

A.5.9: Demonstrate knowledge and understanding of key principles and theories of luxury brand management.

Case studies presentations; Formative Project submissions.

0

Taught in: **MK 41XX Luxury Branding & Fashion (15 UK Credits - Elective)**

Catalogue description:

Luxury brand management. The luxury consumer. Fashion, society and the self. Fashion communications.

Learning and Teaching Strategy:

- Class lectures, interactive learning (class discussions, group work) and practical problems solved in class.
- Practical creative exercises and class activities.
- Sample presentations of professional advertising projects and discussion of specific advertising cases.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions on lectures and project concerns, and get feedback.
- Use of Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional related material.

Assessment Methods:

Student performance in MK 41XX is assessed as follows:

Summative:

Midterm Assessment: 1-hour exam (essay-type)	40%
Final Assessment: Project, 2500 words.	60%

Formative:

In-class, 1-hour, "diagnostic" test: short answers to essay questions; Interim evaluation of projects (drafts): Feedback and comments on the submitted drafts.	0
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## Learning Outcomes – LEVEL 6

### 3A. Knowledge and understanding

A.5.10: Demonstrate understanding of the tools for making retail decisions, considering internal and external conditions in which the firm operates.

Taught in: **MK 41XX Retail Business Strategy (15 UK Credits - Elective)**

Catalogue description:

Examines the functions and applications of various retail strategy theories in the areas of planning, organizing, staffing, and evaluating. The use of analytical techniques for diagnosing the competitive position of retail-focused strategy, for building the retail brand, and for identifying ways to create economic value for retailers.

Learning and Teaching Strategy:

- Class lectures complemented by extensive use of examples from the local and international retail business environment to highlight the application of key retail concepts.
- Computer Simulation Game: to enhance student's analytical skills and ability to synthesize learning in a highly competitive retail environment. The game allows students to grasp a holistic understanding of the retail business operation through managing a store in a competitive environment. They will be responsible for the overall business performance including sales, marketing, products, finance, staff, stock management. Student performance is assessed in terms of business growth, satisfying their retail customers, and responding to competitor moves throughout the game. market share and profit achievement. Advances teamwork skills.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material and consult on the simulation.
- Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

Assessment Methods:

Student performance in MK 41XX is assessed as follows:

Summative:



<b><u>Learning Outcomes – LEVEL 6</u></b>		
<b>3A. Knowledge and understanding</b>		
	1 <sup>st</sup> Assessment - Midterm Assessment: 1-hour exam (essay-type questions; short case).	20%
	2 <sup>nd</sup> Assessment - Group coursework: integration and written report 2.400-2.500 words: 40/60; Individual coursework - presentation: 40/60	80%
	Formative:	
	Coursework: Readings on retailing which aim to prepare students for the two summative assessments.	0
<b>3B. Cognitive skills</b>		
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>	
<p><b>B.1: Apply critical thinking to create, evaluate and assess a range of options in solving complex marketing problems (PLO 5)</b></p> <p>A2 B.1.1: Locate, extract, analyze data from library and other resources including the acknowledgment and referencing of sources.</p>	<p>MK4104 Digital &amp; Social Media Marketing            MK4247 Applied Marketing Management &amp; Metrics            MK4358 Applied Marketing Research            MK4468 Integrated Marketing Communications Campaigns</p>	

<b>3B. Cognitive skills</b>	
<p>B.1.2: Interpret, analyze, solve structured, and to a limited extent, unstructured problems from a generated data set.</p>	<p>MK4860 Marketing Strategy &amp; Topics            And at least in three of the following specialized areas of marketing:            MK4156 Retail &amp; Supply Chain Management            MK4162 Marketing of Services            MK4153 Sales Management            MK4157 International Marketing            MK4245 Promotions Events &amp; Experiences            MK42XX Marketing Creativity &amp; Innovation            MK42XX Advertising in Digital and Mass Media            MK41XX Food Choices &amp; Lifestyle            MK41XX Luxury Branding and Fashion            MK41XX Retail Business Strategy</p> <p>MK4104 Digital &amp; Social Media Marketing            MK4247 Applied Marketing Management &amp; Metrics            MK4358 Applied Marketing Research            MK4468 Integrated Marketing Communications Campaigns            MK4860 Marketing Strategy &amp; Topics            And at least in three of the following specialized areas of marketing:            MK4156 Retail &amp; Supply Chain Management            MK4162 Marketing of Services            MK4153 Sales Management            MK4157 International Marketing</p>

<b>3B. Cognitive skills</b>	
<p>B.1.3: Develop and critically evaluate arguments and evidence including identifying assumptions and detecting false logic.</p>	<p>MK4245 Promotions Events &amp; Experiences            MK42XX Marketing Creativity &amp; Innovation            MK42XX Advertising in Digital and Mass Media            MK41XX Food Choices &amp; Lifestyle            MK41XX Luxury Branding and Fashion            MK41XX Retail Business Strategy</p> <p>MK4104 Digital &amp; Social Media Marketing            MK4247 Applied Marketing Management &amp; Metrics            MK4358 Applied Marketing Research            MK4468 Integrated Marketing Communications Campaigns            MK4860 Marketing Strategy &amp; Topics            And at least in three of the following specialized areas of marketing:            MK4156 Retail &amp; Supply Chain Management            MK4162 Marketing of Services            MK4153 Sales Management            MK4157 International Marketing            MK4245 Promotions Events &amp; Experiences            MK42XX Marketing Creativity &amp; Innovation            MK42XX Advertising in Digital and Mass Media            MK41XX Food Choices &amp; Lifestyle            MK41XX Luxury Branding and Fashion            MK41XX Retail Business Strategy</p>

<b>3B. Cognitive skills</b>	
<p>B.1.4: Analyze various aspects of professional communication and evaluate the effectiveness of oral as well as written communication.</p>	<p>MK4104 Digital &amp; Social Media Marketing            MK4358 Applied Marketing Research            MK4247 Applied Marketing Management &amp; Metrics            MK4468 Integrated Marketing Communications Campaigns            MK4660 Marketing Strategy &amp; Topics            And at least in three of the following specialized areas of marketing:            MK4156 Retail &amp; Supply Chain Management            MK4162 Marketing of Services            MK4153 Sales Management            MK4157 International Marketing            MK4245 Promotions Events &amp; Experiences            MK42XX Marketing Creativity &amp; Innovation            MK42XX Advertising in Digital and Mass Media            MK41XX Food Choices &amp; Lifestyle            MK41XX Luxury Branding and Fashion            MK41XX Retail Business Strategy</p>
<p>B.1.5: Synthesize and apply the knowledge, utilize and develop the skills and abilities, gained in the various marketing and non-marketing courses taken during the undergraduate program of study.</p>	<p>A3 MK4660 Marketing Strategy &amp; Topics</p>

<b>3C. Practical and professional skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p><b>C.1: Use quantitative and qualitative methods and tools in analyzing, solving marketing problems, and communicate information (PLO 7)</b></p> <p>C.1.1: Use numeric skills, including quantitative financial techniques, in problem-solving of increasing complexity and with increasing autonomy depending on the course level.</p> <p>C.1.2: Use Information Technology effectively to retrieve, process, analyze and communicate information.</p> <p>C.1.3: Use quantitative tools in analyzing and solving marketing problems</p>	<p>MK4358 Applied Marketing Research            MK4247 Applied Marketing Management &amp; Metrics            MK4468 Integrated Marketing Communications Campaigns            MK4660 Marketing Strategy &amp; Topics</p> <p>MK4358 Applied Marketing Research            [Use of information technology is embedded in all marketing courses]</p> <p>MK4358 Applied Marketing Research            MK4247 Applied Marketing Management &amp; Metrics            MK4468 Integrated Marketing Communications Campaigns            MK4660 Marketing Strategy &amp; Topics</p>

<b>3D. Key/transferable skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p><b>D.1: Demonstrate effective written and oral communication skills in different business settings (PLO 8)</b></p> <p>D.1.1: Communicate ideas successfully orally and in writing in a business context.</p>	<p>MK4358 Applied Marketing Research            MK4247 Applied Marketing Management &amp; Metrics            MK4468 Integrated Marketing Communications Campaigns            MK4104 Digital &amp; Social Media Marketing            MK4660 Marketing Strategy &amp; Topics            And at least in three of the following specialized areas of marketing:            MK4156 Retail &amp; Supply Chain Management            MK4162 Marketing of Services            MK4153 Sales Management            MK4157 International Marketing            MK4245 Promotions Events &amp; Experiences            MK42XX Marketing Creativity &amp; Innovation            MK42XX Advertising in Digital and Mass Media            MK41XX Food Choices &amp; Lifestyle            MK41XX Luxury Branding and Fashion            MK41XX Retail Business Strategy</p> <p>MK4358 Applied Marketing Research</p>

<b>3D. Key/transferable skills</b>	
<p>D.1.2. Develop interpersonal, teamwork, and/or leadership skills. Work effectively with others in small groups or teams.</p> <p>D.1.3. Reflect intellectually and become an independent self-managed lifelong learner.</p>	<p>MK4247 Applied Marketing Management &amp; Metrics MK4468 Integrated Marketing Communications Campaigns MK4660 Marketing Strategy &amp; Topics</p> <p>Taught throughout the curriculum</p>

### **Title of exit award at Level 6: BSc. in Marketing**

In accordance with the framework for higher education qualifications, students that exit the programme upon completion of 300 credits at Levels 4, 5 and 6 will be eligible for the award of an ordinary Bachelor's – BSc. in Marketing. More specifically, having obtained 120 credits at levels 5 and 6, and a minimum of 60 credits at Level 6. Typically, students will have obtained at least 60 credits at Level 6 by completing four (4) of the compulsory modules, excluding module MK4860 Marketing Strategy & Topics (capstone module).

Compulsory Modules (300 credits):

Level 4

AF 2007 Financial Accounting – 15 credits

BU 2003 Business Legal Issues – 15 credits

CS 2179 Business Information Systems – 15 credits

EC 1101 Principles of Macroeconomics – 15 credits

MA 2021 Applied Statistics – 15 credits



MA 2105 Applied Calculus – 15 credits

MG 2003 Management Principles – 15 credits

MK 2030 Introduction to Marketing – 15 credits

Level 5

PH 3005 Business Ethics – 15 credits

FN 3105 Financial Management – 15 credits

BU 3233 Business Research Methods – 15 credits

MK 3159 Consumer Behaviour – 15 credits

MK 3131 Marketing Management – 15 credits

MK 3135 Marketing Communications – 15 credits

MK 3155 Business Marketing – 15 credits

MK 31XX Brand Management – 15 credits

Level 6

MK 4104 Digital & Social Media Marketing – 15 credits

MK 4247 Advanced Marketing Management & Metrics – 15 credits

MK 4358 Applied Marketing Research – 15 credits

MK 4468 Integrated Marketing Communication Campaigns – 15 credits

Optional modules: None



#### 4. Distinctive features of the programme structure

- **Where applicable, this section provides details on distinctive features such as:**
  - where in the structure above a professional/placement year fits in and how it may affect progression
  - any restrictions regarding the availability of elective modules
  - where in the programme structure students must make a choice of pathway/route
- **Additional considerations for apprenticeships:**
  - how the delivery of the academic award fits in with the wider apprenticeship
  - the integration of the 'on the job' and 'off the job' training
  - how the academic award fits within the assessment of the apprenticeship

- There are no restrictions regarding the availability of elective modules.
- The internship placement in the US degree does not affect progression.

#### 5. Support for students and their learning.

*(For apprenticeships this should include details of how student learning is supported in the work place)*

##### Academic Advising

Academic advising is primarily carried out by the Department Head/Program Coordinator in coordination with the Academic Advising Office. Students also consult Marketing faculty for advising on a variety of topics including career options and postgraduate studies during faculty office hours. Faculty/instructors hold one office hour per week per module taught. Faculty/instructors office hours are available through the School of Business and Economics Dean's Office.

The Academic Advising Office aids students in choosing and completing their academic programs. The advising staff members provide academic advice and information to undergraduate students, advising all first-year students, some second-year students, and transfer students; support for academic staff advisors; and resources for all students in need of academic advice. The advising staff members communicate to new students the idea of the Engagement Development Plan (EDP) and the Co-Curricular Transcript.

##### Marketing Society

Academic Societies offer students the opportunity to engage and collaborate with faculty in an academic discipline, attend lectures and seminars and participate in a wide range of activities that provide deeper engagement in a particular subject area. The Governing Body of the Marketing Society represents Marketing students for academic

matters and the organization of extra-curricular events. They communicate with the faculty and administration.

#### Student Academic Support Services (SASS)

Opportunities for academic, professional and personal development are offered through the College's student academic support services, co-curricular activities, and academic societies. The College has implemented a US approach to PDP recently renamed to EDP (Engagement Development Plan). The Co-Curricular Transcript is designed as a means of recognizing extracurricular learning, development, and contributions to campus and community life. Official Copies of the Co-Curricular Transcript can be used by students to supplement résumés and academic transcripts when seeking employment and applying to graduate schools. The Co-Curricular Transcript includes the following categories: academic enrichment, scholarly engagement, academic honours, awards, scholarships, fellowships, athletics, college engagement and leadership, community service and volunteerism. It is available to students through the Registrar's Office.

The Registrar offers a presentation on the dual award system and its academic policies during the New Student Orientation day. The New Student Orientation Program introduces incoming students to the campus, the academic system (dual OU/Deree awards), College rules and regulations, and academic and social life. Students receive information on student programs and services such as advising, financial aid, and co-curricular activities.

The Student Academic Support Services (SASS) offers academic assistance to students through individual learning facilitation sessions and/or workshops focusing on particular academic skills areas (for example, research skills, note-taking, exam preparation).

#### Work-based Learning - Internship Opportunities

The College cooperates with a number of multinational companies (e.g. the Libra Group, Diageo, Coca-Cola HBC, etc.) and offers all students international internship placements, often combined with study abroad opportunities.

Please add/expand points as appropriate per program/school, including reference to the internship-for-credit option as part of US programs.

#### Disability Status and Provisions

Students are responsible for alerting the Educational Psychologist to a special need, and for providing relevant documentary evidence. The Educational Psychologist suggests actions to be taken to accommodate a student with special needs, having ensured that there has been full consultation with faculty in the department(s) responsible for the assessment of that student. The accommodation is approved by the Committee of Disabilities and Learning Differences. This action must be endorsed by the Chair of the relevant Board of Examiners in the case of the validated award. Information, guidance and support are provided to all disabled students who declare their disabilities. Students with learning difficulties may be eligible for special accommodations, such as extra time for examination completion, and receive support

and counselling from the Educational Psychologist on campus. The College announced the establishment of the Counselling Centre in September 2015, with the aim to support, encourage, educate, counsel, and empower students in a college setting as they adjust to the challenges and transition of university life where needed.

#### Other services

*The Student Handbook* provides detailed information about the Marketing programme, all aspects related to pursuing an OU award at DERE, as well as guidance to prospective and current students. Individual program student handbooks are available on the ACG website.

*The Office of Career Services* helps students formulate strategies to make the most of their studies before they graduate. Career Services offers students dedicated employability and career development activities, workshops and events.

*The Office of Student Affairs* is dedicated to promoting student development and enhancing the quality of student life. Through extra-curricular activities the College strives to provide students with opportunities parallel to the classroom experience that are consistent with its educational values. The students are encouraged to explore personal and professional goals by participating in clubs, societies, organizations and athletic teams. Office of Student Affairs co-curricular activities include social, cultural and recreational clubs that allow students to pursue their interests and, at the same time, provide opportunities for leadership.

*The Student Success Centre (SSC)* is designed as a one-stop service point for students. The primary purpose of SSC is to simplify the interactions between students and the College. Among other services, the SSC issues student IDs; credentials for the college's online services; accepts student requests for various certificates and petitions related to their studies; processes requests for course withdrawals; and guides students to the appropriate offices for matters related to registration, academic advising, validation, transfer credit, and tuition payment. The SSC is open extended hours (M-Th. 8:00 – 19:00 and Fri. 8:00 – 18:00) in order to be accessible to students.

#### 6. Criteria for admission

*(For apprenticeships this should include details of how the criteria will be used with employers who will be recruiting apprentices.)*

#### The Admissions Process

To qualify for admission to the academic programs of the College, applicants must demonstrate that they possess the appropriate qualifications to enable them to be successful in the program of their choice. To this end, applicants must meet the following requirements:

The standard minimum entry requirement for the major's programme is the following: 14/20 in the Greek system, an overall average grade of C in the US system, or 24 and above in the International Baccalaureate or the equivalent of any other educational

grading system. Applicants whose grades are between 11/20-13.99/20 or its equivalent, may be admitted to the College on a provisional basis.

Students admitted on a provisional basis will be required to fulfil the following conditions in order to be allowed to continue on their selected major after the completion of one academic year after their acceptance to Deree:

- Meet with an assigned advisor at the Academic Advising Office at least twice every month or whenever the advisor thinks it is necessary. The assigned advisor will monitor the student progress very closely and may require that they seek academic help through the Student Academic Support Services.
- The number of modules students will be allowed to register for will be determined by their English language placement (see section “English Language Requirements”). However, in no case will they be allowed to register for a total of more than 2 modules if placed in EAP 1002 or for more than 4 modules if placed in WP 1010. Students with provisional status who are placed in EAP 1000 or EAP 1001 must first complete their English for Academic Purpose modules before taking College level modules along with EAP 1002.
- Students who have successfully completed only the EAP sequence during their first academic year will be able to continue.
- Achieve a minimum cumulative average (CI) of at least 2.0 after one academic year.
- After the completion of one academic year on provisional status, students’ performance will be reviewed by the Committee on Academic Standards and Policies (CASP), which will decide on student progression and/or new conditions.
- Students on provisional status are subject to the College probation policy (see section “Academic Probation”).

The following is required for all freshmen applicants:

1. A completed application form.
2. A letter of recommendation from an academic teacher or professor.
3. An official secondary school transcript and an official copy of a secondary diploma, both legally certified.
4. A certified copy of their identity card for Greek citizens or a valid passport for non-Greek citizens.
5. An interview with an admissions counsellor.
6. Evidence of proficiency in English.

#### Evidence of Proficiency in English

All applicants must demonstrate proficiency in the English language either by taking the College’s English Placement Test (EPT) or by submitting any evidence derived from one of the following tests:

Pearson test of Academic English (PTE Academic): 58 or greater  
Michigan State University Certificate of Language Proficiency (MSU-CELP)  
Michigan Proficiency Certificate  
Cambridge Proficiency Certificate  
Cambridge Advanced English (CAE) with Grade A only  
International Baccalaureate Certificate\*  
International Baccalaureate Diploma  
IELTS: (academic) 6.5 or above

SAT: 450 or above  
 ACT: 18 or above  
 TOEFL (paper based): 567 or above  
 TOEFL (computer based): 227 or above  
 TOEFL (internet based): 87 or above  
 GCE higher level English: Grade C or greater  
 Oxford Online Placement Test: 99 or above

\* With grade 4 and above in the English higher-level subject or at least an average of 12 in the higher-level subjects.

Applicants presenting a TOEFL score should arrange to have the test results sent directly to the Office of Admissions by the Educational Testing Service (ETS). The College's Institution Code Number is 0925. TOEFL scores are valid for 2 years.

Students may also qualify to take WP 1010 by submitting evidence of fluency based on graduation from an English-speaking secondary school or programme.

The above listed grades qualify the student for placement directly into WP 1010. Applicants who do not qualify for WP 1010 but who otherwise show academic promise may be admitted conditionally and placed in the English for Academic Purposes Program.

#### 7. Language of study

English

#### 8. Information about non-OU standard assessment regulations (including PSRB requirements)

N/A

#### 9. For apprenticeships in England End Point Assessment (EPA). *(Summary of the approved assessment plan and how the academic award fits within this and the EPA)*

N/A

## 10. Methods for evaluating and improving the quality and standards of teaching and learning.

Programmes use the following direct and indirect methods for evaluating and improving the quality of teaching:

- On line Course Evaluation for each course (through *CourseEval*). This is submitted anonymously by students in all courses. Following submission of grades, results are sent electronically to the Provost, the Deans, the Department Heads/Programme Coordinators and the course instructor. They are also available to the President and the VP of Human Resources. Results are taken into consideration both in terms of improving teaching but also evaluating faculty.
- Senior Exit Survey: completed by all graduating students.
- Course Leader Reports where feedback from the course evaluations is also considered.
- Feedback from meetings between External Examiners and students.
- Departmental meetings with the student Academic Society.
- Representation of Academic Societies through their presidents in the Programme Committees. Student concerns are discussed and feedback is communicated back to the students by the relevant Society presidents.
- Student advising.
- Students may always express concerns to the Deans, the Provost or the President either individually or through the Student Association.

The College places high value on effective pedagogical practices in the classroom by:

- Providing its faculty with the resources to improve the quality of instruction such as computers, smart classrooms, and electronic and print library resources, and training in new instructional technologies such as Blackboard.
- Supporting workshops, seminars, guest speakers, and retreats on best practices in teaching.
- Supporting faculty in the organization and hosting of international conferences at ACG
- Supporting faculty on visiting teaching fellowships.

The College is an institutional member of the Faculty Resource Network (FRN) at New York University. Established in 1984, the Network is an award-winning, nationally recognized faculty development initiative involving over 16,000 faculty members who teach more than 200,000 undergraduate students at a broad cross section of colleges and universities across the United States.

DEREE-ACG is also a member of the Global Liberal Arts Alliance (GLAA), an international, multilateral partnership of American style liberal arts institutions with the goal of supporting excellence in liberal arts education on a transnational basis.

The Great Lakes Colleges Association, based in Ann Arbor, Michigan, coordinates the activities and projects of the Alliance and was instrumental in its formation. There are presently 27 institutions representing 15 nations in the Alliance membership. GLAA's purpose is to exchange knowledge, expertise and experience among institutions committed to education in the tradition of the liberal arts and sciences.

DEREE-ACG's Teaching and Learning Centre (TLC) focuses on academic staff development. The goals of the TLC are to promote best practice (both US and UK) in pedagogy by

- Offering programs which engage faculty in continuous improvement of Teaching.
- Supporting faculty in professional development in teaching.
- Promoting the value of teaching inside and outside the University Community.
- Encouraging faculty to explore new teaching methods and technologies.

Throughout the academic year the TLC organizes frequent training sessions on pedagogy and encourages faculty to explore developments in teaching technologies and adopt learner-centered practices. Through a dedicated Blackboard container full of material related to classroom needs, which is made available to all DEREI instructors, TLC facilitates faculty efforts to keep up with best practices in pedagogy.

#### 11. Changes made to the programme since last (re)validation

N/A

Annexe 1: Curriculum map

Annexe 2: Curriculum mapping against the apprenticeship standard or framework (delete if not required.)

Annexe 3: Notes on completing the OU programme specification template

## Annexe 1 - Curriculum map

This table indicates which study units assume responsibility for delivering (shaded) and assessing (✓) particular programme learning outcomes.

Level	Study module/unit	Programme outcomes																				
		A1	A2	A3																		
4	EC 1101 Principles of Macroeconomics	✓																				
	BU 2003 Business Legal Issues	✓																				
	AF 2007 Financial Accounting		✓						✓													
	MA 2105 Applied Calculus			✓																		
	CS 2179 Business Information Systems		✓						✓												✓	
	MA 2021 Applied Statistics			✓																		✓
	MG 2003 Management Principles		✓						✓													
	MK 2030 Introduction to Marketing		✓						✓													✓







### Annexe 3 - Curriculum mapping against the apprenticeship standard

This table indicates which study units assume responsibility for delivering (shaded) and assessing (✓) particular knowledge, skills and behaviours.

Please ammend this mapping to suit Frameworks used within the different Nations if appropriate.

Level	Study module/unit	Apprenticeship standard																								
		K1	K2	K3	K4	K5	K6	K7	K8	S1	S2	S3	S4	S5	S6	S7	S8	B1	B2	B3	B4	B5	B6	B7	B8	
4																										

Level	Study module/unit	Apprenticeship standard																								
		K1	K2	K3	K4	K5	K6	K7	K8	S1	S2	S3	S4	S5	S6	S7	S8	B1	B2	B3	B4	B5	B6	B7	B8	
5																										

Level	Study module/unit	Apprenticeship standard																									
		K1	K2	K3	K4	K5	K6	K7	K8	S1	S2	S3	S4	S5	S6	S7	S8	B1	B2	B3	B4	B5	B6	B7	B8		
6																											

## Annexe 2: Notes on completing programme specification templates

- 1 - This programme specification should be mapped against the learning outcomes detailed in module specifications.
- 2 – The expectations regarding student achievement and attributes described by the learning outcome in section 3 must be appropriate to the level of the award within the **QAA frameworks for HE qualifications**: <http://www.qaa.ac.uk/AssuringStandardsAndQuality/Pages/default.aspx>
- 3 – Learning outcomes must also reflect the detailed statements of graduate attributes set out in **QAA subject benchmark statements** that are relevant to the programme/award: <http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx>
- 4 – In section 3, the learning and teaching methods deployed should enable the achievement of the full range of intended learning outcomes. Similarly, the choice of assessment methods in section 3 should enable students to demonstrate the achievement of related learning outcomes. Overall, assessment should cover the full range of learning outcomes.
- 5 - Where the programme contains validated **exit awards** (e.g. CertHE, DipHE, PGDip), learning outcomes must be clearly specified for each award.
- 6 - For programmes with distinctive study **routes or pathways** the specific rationale and learning outcomes for each route must be provided.
- 7 – Validated programmes delivered in **languages other than English** must have programme specifications both in English and the language of delivery.