

Ref. number: 07.14.281.035

(Doc. 400.2.1)

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

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

**IN GREEK: Μάστερ στο Ψηφιακό Μάρκετινγκ (18 μήνες, 90 ECTS, Μάστερ, εξ
αποστάσεως)**

IN ENGLISH: MSc in Digital Marketing (18 months, 90 ECTS, Master, e-learning)

OF THE HIGHER EDUCATION INSTITUTION

Neapolis University

This Final Report was prepared on the basis of Article (20) (2)(f) (i) of the "Quality Assurance and Accreditation in Higher Education and the Establishment and Operation of an Agency on Related Matters Laws" of 2015 and 2019 N. [136 (I)/2015 to N.47(I)/ 2019]».

THE PROCEDURE:

On 4 February 2019 the legal representative of the Higher Education Institution **Neapolis University** submitted an application (Doc. 200.1), based on Article (17) of the "Quality Assurance and Accreditation in Higher Education and the Establishment and Operation of an Agency on Related Matters Laws" of 2015 and 2019, for the evaluation-accreditation of the program of study:

**IN GREEK: Μάστερ στο Ψηφιακό Μάρκετινγκ (18 μήνες, 90 ECTS, Μάστερ, εξ
αποστάσεως)**

IN ENGLISH: MSc in Digital Marketing (18 months, 90 ECTS, Master, distance)

This application is registered in the file with the reference number: **07.14.281.035**

In the framework of competences conferred on it by the relevant legislation, the Council of the Agency has constituted an External Evaluation Committee (EEC) which, after initially examining the institution's application for program evaluation and accreditation, performed an on-site visit at the institution on **28 May 2019**.

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

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

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

CYQAA Council's Decision

The Council of the Cyprus Agency of Quality Assurance and Accreditation of Higher Education, during its 52nd Summit on **27th April 2020** on the basis of Article 20 (2)(f)(i) of the "Quality Assurance and Accreditation in Higher Education and the Establishment and Operation of an Agency on Related Matters Laws" of 2015 and 2019 [N. 136 (I) / 2015 and N.47 (I) / 2019], and on the basis of the suggestions of the External Evaluation, the comments of the institution on the report and the Feedback Report, decided that the program is accredited to be delivered in **English and Greek**.

The Agency requires the Institution no later than 10 September 2020 to submit:

- **Updated curriculum in regard to weekly interactive activities that corresponds to level 7 of EQF (European Qualification Framework).**
- **Updated study guides with 12 interactive activities for each course in accordance with CYQAA'S announcements and observations**

The current accreditation begins in the **Winter** semester of the academic year **2019 – 2020** and ceases to be in effect at the end of the **Spring** semester of the academic year **2024 – 2025**.

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

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

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

Date: 4 May 2020