

Doc. 300.1.3

Date: Date

# Feedback Report from EEC Experts

- **Higher Education Institution:**  
American University of Cyprus
- **Town:** Larnaca
- **School/Faculty (if applicable):** Faculty of Business Administration and Economics
- **Department/ Sector:** Management and Marketing
- **Programme of study- Name (Duration, ECTS, Cycle)**  
**In Greek:** Μάρκετινγκ και Διαφήμιση  
**In English:** Marketing and Advertising
- **Language(s) of instruction:** English
- **Programme's status:** New
- **Concentrations (if any):**  
**In Greek:** Concentrations  
**In English:** Concentrations



**The present document has been prepared within the framework of the authority and competencies of the Cyprus Agency of Quality Assurance and Accreditation in Higher Education, according to the provisions of the “Quality Assurance and Accreditation of Higher Education and the Establishment and Operation of an Agency on Related Matters Laws of 2015 to 2019” [N. 136 (I)/2015 to N. 35(I)/2019].**



## A. External Evaluation Committee (EEC)

<b>Name</b>	<b>Position</b>	<b>University</b>
Prof Savvas Papagiannidis	David Goldman Professor of Innovation of Enterprise	Newcastle University Business School
Dr Christos Kolympiris	Associate Professor	University of Warwick
Dr Simos Chari	Associate Professor	Alliance Manchester Business School
Panagiotis Chrysanthou	Student Representative	University of Cyprus



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

*The EEC based on the external evaluation report (Doc.300.1.1 or 300.1.1/2 or 300.1.1/3 or 300.1.1/4) and the Higher Education Institution's response (Doc.300.1.2), must justify whether actions have been taken in improving the quality of the programme of study in each assessment area.*

## 1. Study programme and study programme's design and development

(ESG 1.1, 1.2, 1.7, 1.8, 1.9)

### EEC's final recommendations and comments on the HEI's response

It is obvious that the AUC has made every effort possible to implement the changes and recommendation of the EEC. The AUC has increased the total of the ECTS credits for Major Requirements and have incorporated all the core modules of marketing (i.e., Principles of Marketing; Marketing Communication; Marketing Management, Consumer Behavior; and Marketing Research) during the first two years of the programme. The only minor comment that the EEC has on this re-structuring and re-distribution of ECTS credits is that Consumer Behavior (MKT243) should be moved to the second semester and Integrated Marketing Communications (MKT102) to the fourth semester. Students should be exposed first to Consumer Behavior before doing any Marketing Communications or Research modules.

In addition, AUC took into consideration the overlaps between BUS-E 202: Business Ethics and CSR & MKT 460 Marketing Strategies and Social Responsibilities. AUC now offers only one module that covers CSR issues (i.e., BUS-E 202: Business Ethics and CSR) and have removed the CSR components from MKT460, which is now taught as a Marketing Strategy module alone.

Also, the course units of Marketing Management and Services Marketing that were electives in the previous version of the programme now are major requirement modules. The AUC has also taken in consideration our comment regarding the offering of electives modules. Electives are now offered during the last two years of study with pre-requisites indicated in the course syllabus.

Moreover, the AUC has taken on board our suggestions for more Marketing & Advertising modules to better reflect the scope of the programme. It is apparent that the AUC has added now in their curriculum: Advertising and Media Planning, Sales Promotion with Direct Marketing, and PR & Events Management.

Furthermore, the AUC considered the overlaps between MKT 316: Marketing Research & MIS 400: Quantitative Methods and Techniques; they have merged now these two modules in one overall module titled: Advanced Quantitative and Qualitative Research Methods.

Finally, AUC now offers only Marketing Information and Decision Making in order to avoid any potential overlaps with Analytical Decision Making and removed The Digital and Social Media Context of Business which was replaced with more marketing related course units: MKT 320 Social Media Marketing and MKT 322 Digital Marketing, Advertising and New Technologies.

The EEC would like to commend the school for taking all of our recommendations on board and making all the required changes.



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

EEC's final recommendations and comments on the HEI's response  
*No comments or final recommendations*



### 3. Teaching staff (ESG 1.5)

EEC's final recommendations and comments on the HEI's response  
*No comments or final recommendations*



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

EEC's final recommendations and comments on the HEI's response  
*No comments or final recommendations*





## 5. Learning resources and student support (ESG 1.6)

EEC's final recommendations and comments on the HEI's response  
*No comments or final recommendations*



**6. Additional for doctoral programmes**  
(ALL ESG)

EEC's final recommendations and comments on the HEI's response  
NA



## 7. Eligibility (Joint programmes) (ALL ESG)

EEC's final recommendations and comments on the HEI's response  
NA

## C. Conclusions and final remarks

*The EEC must provide final conclusions and remarks, with emphasis on the correspondence with the EQF.*

### EEC's final conclusions and remarks

The EEC believes that the AUC have made every effort possible to implement the EEC's recommendations and suggestions regarding the design of the programme, its structure, and the distribution of the ECTS credits (i.e., General Education, Business Core, Major Requirement, and Electives). These changes make the programme BA in Advertising & Marketing far more cohesive. It is reflective of other similar UGT programmes in the industry. The EEC also believes that the current version of the programme is differentiated enough from the other programme (i.e., BA in Management) offered by AUC. The EEC would like to thank the management team of the University, the program director, and the faculty for making these changes happen in such a short time.



#### D. Signatures of the EEC

<i>Name</i>	<i>Signature</i>
<b>Savvas Papagiannidis</b>	
<b>Christos Kolympiris</b>	
<b>Simos Chari</b>	
<b>Panagiotis Chrysanthou</b>	
Click to enter Name	
Click to enter Name	

**Date:** 05/08/2021

