

Ref. Number: 07.14.318.018

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

**EVALUATION - ACCREDITATION
OF THE PROGRAMME OF STUDY**

IN GREEK:

**Δημοσιογραφία και Μέσα Επικοινωνίας με κατεύθυνση:
Δημόσιες Σχέσεις και Επικοινωνία (4 ακαδημαϊκά έτη, 240 ECTS, Πτυχίο ,BA)**

IN ENGLISH:

**Journalism and Media Communication with specialization:
Public Relations and Communication (4 academic years, 240 ECTS, Bachelor, BA)**

**OF THE HIGHER EDUCATION INSTITUTION
Frederick 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 to 2021 [L. 136 (I)/2015 - L. 132(I)/2021].

THE PROCEDURE:

On 24 June 2019, the legal representative of the Higher Education Institution Frederick 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 to 2021, for the evaluation-accreditation of the programme of study:

IN GREEK:

**Δημοσιογραφία και Μέσα Επικοινωνίας με κατεύθυνση:
Δημόσιες Σχέσεις και Επικοινωνία (4 ακαδημαϊκά έτη, 240 ECTS, Πτυχίο ,BA)**

IN ENGLISH:

**Journalism and Media Communication with specialization:
Public Relations and Communication (4 academic years, 240 ECTS, Bachelor, BA)**

This application is registered with the reference number: 07.14.318.018

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 programme evaluation and accreditation, performed a remote visit at the institution on 4 April 2022.

The EEC met remotely with the head of the institution, the head of the relevant department, the programme'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 remotely examined the institution's facilities (library, computer labs, labs, teaching classes, research infrastructures, etc.), various documents presented and/or requested by the EEC, the School's/Faculty's structure and the programme'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.

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 91st Summit on 13 March 2023, according to the Article (20)(2)(f)(i) of the "Quality Assurance and Accreditation in Higher Education and the Establishment and Operation of an Agency on Related Matters Laws" of 2015 to 2021 [L. 136 (I)/2015 - L. 132(I)/2021], and on the basis of the suggestions of the External Evaluation Committee and the comments of the institution on the External Evaluation Committee report, **decided that the programme is accredited to be delivered in Greek and English.**

The Agency informs the institution, within one year, to comply with the following:

- **Proceed to the recruitment of specialized experienced staff either in the field of public relations or in journalism.**
- **Apply rubrics to analyse the expected outcomes and facilitate continuous assessment and concrete feedback.**
- **Provide regular feedback to students on their progress against learning outcomes**
- **The criteria for and method of assessment as well as criteria for marking are published in advance**
- **The assessment allows students to demonstrate the extent to which the intended learning outcomes have been achieved. Students are given feedback, which, if necessary, is linked to advice on the learning process.**
- **Assessment is consistent, fairly applied to all students and carried out in accordance with the stated procedures.**

- **A formal procedure for student appeals is in place**
(<https://www.dipae.ac.cy/index.php/en/news-and-events/announcements/631-19-01-2022-axiologisi-foititon-rion-en>)

The current accreditation begins in the Fall semester of the academic year 2023-2024 and ceases to be in effect at the end of the Spring semester of the academic year 2027-2028.

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)(g) 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

16 March 2023