

Form 400.1

Ref. Number: 07.14.336.105

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

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

**IN GREEK:**

**Δημόσιες Σχέσεις, Διαφήμιση και Μάρκετινγκ (4 έτη, 240 ECTS, Πτυχίο)**

**IN ENGLISH:**

**Public Relations, Advertising and Marketing (4 years, 240 ECTS, Bachelor of Arts)**

**OF THE HIGHER EDUCATION INSTITUTION**

**University of Nicosia**

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 31/03/2020, the legal representative of the Higher Education Institution University of Nicosia, 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: Δημόσιες Σχέσεις, Διαφήμιση και Μάρκετινγκ (4 έτη, 240 ECTS, Πτυχίο)**

**IN ENGLISH: Public Relations, Advertising and Marketing (4 years, 240 ECTS, Bachelor of Arts).**

This application is registered with the reference number: 07.14.336.105

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 an on-site visit at the institution on 31/01/2023.

The EEC met 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 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 93<sup>h</sup> Summit on 15/05/2023, 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 English.**

**It is pointed out that the institution should provide evidence for the implementation of the recommendations below, within six months, no later than the start of the Spring Semester 2023-2024.**

***(i) Assessment could be more relevant to the subject taught and focus on applying the knowledge and skills taught (e.g. instead of writing about advertising campaigns students can create one).***

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 (4)(c) of the relevant Law, 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

Date: 29/05/2023