



**Ref. Number:** 07.14.128.003  
07.14.133.003  
**Telephone:** (+357) 22504347  
**Fax:** (+357) 22504392

10 November 2020

To  
Director  
The Cyprus Institute of Marketing (Nicosia, Limassol)

**Subject: Request for reviewing the program of study Business with marketing (3 years, 180 ECTS, BA Hons), offered with the method of franchise**

I have instructions to refer to the above subject in response to your letter, dated 22<sup>th</sup> of June 2020.

The review of the program of study **Business with marketing (3 years, 180 ECTS, BA Hons)** which will be offered with the method of franchise by your institution, was done and completed in agreement to CYQAA's Law [N. 136 (I) / 2015 and N.47 (1) / 2016, article 11].

According to CYQAA's review there is full compliance on your behalf in relation with the conditions set out in the relevant article of the Law.

Therefore, the University of West London is permitted to offer the above mentioned higher education qualification / study program to The Cyprus Institute of Marketing Nicosia and Limassol, via the franchise method.

The current review commences in the spring semester of the academic year 2020 – 2021 and ceases to be in effect at the end of the fall semester of the academic year 2025 – 2026.

(Dr Eleni Deliyianni)  
On Behalf of the President  
of the Cyprus Agency of  
Quality Assurance and Accreditation  
in Higher Education