



Reference No: 07.14.133.002

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10 November 2020

To

Director

Cyprus Institute of Marketing

Subject: Request for reviewing the program of study MSc Digital Marketing (12 months full time/24 months part time, 90 ECTS, Master) Limassol, offered with the method of franchise method

I have instructions to refer to the above subject in response to your letter, dated 10th of September 2020.

The review / assessment of the program of study “**MSc Digital Marketing**” **Limassol** 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 Cyprus Institute of Marketing Limasol, 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.

Emily Mouskou

(Emily Mouskou)
On Behalf of the President
of the Cyprus Agency of
Quality Assurance and Accreditation
in Higher Education



ΔΙΠΑΕ
CYQAA

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