

Doc. 300.1.2

Date: 30/12/2019

Higher Education Institution's Response

- **Higher education institution:**

The Cyprus Institute of Marketing

- **Town:** Limassol

- **Programme of study (Name, ECTS, duration, cycle)**

In Greek:

Μάρκετινγκ Μάνατζμεντ (2 Χρόνια, 120 ECTS,
Δίπλωμα)

In English:

Marketing Management (2 Years, 120 ECTS,
Diploma)

- **Language of instruction:** English

- **Programme's status**

New programme:

Currently operating: √

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 and 2016” [N. 136 (I)/2015 and N. 47(I)/2016].

A. Guidelines on content and structure of the report

- *The Higher Education Institution (HEI) based on the External Evaluation Committee’s (EEC’s) evaluation report (Doc.300.1.1) must justify whether actions have been taken in improving the quality of the programme of study in each assessment area.*
- *In particular, under each assessment area, the HEI must respond on, without changing the format of the report:*
 - *the findings, strengths, areas of improvement and recommendations of the EEC*
 - *the deficiencies noted under the quality indicators (criteria)*
 - *the conclusions and final remarks noted by the EEC*
- *The HEI’s response must follow below the EEC’s comments, which must be copied from the external evaluation report (Doc. 300.1.1).*
- *In case of annexes, those should be attached and sent on a separate document.*

B. Conclusions and final remarks

- *Based on conversations with students and our own assessment, we do not see general areas that require significant improvement. All key quality metrics are met. We would like to make some optional, minor recommendations however that may allow some further refinements at a very specific, micro-level in relation to the content of some modules:*

We would like to begin by expressing deep and sincere thanks to the panel of experts; their comments are invaluable and their recommendations extremely grateful.

- *It would be useful to be consistent in terms of a reading week, indicating whether these are implemented for all modules or just a few (e.g. there is an indicated reading week for 'Principles of Marketing' in week 23, but not for other modules in the same week).*

Reading week is implemented for all modules and is published in our Prospectus. Moreover, we have amended the relevant pages accordingly (see Annex).

- *It would be good to go beyond general descriptors in the assignment section and outline what type of assignment exactly is conducted for each module (e.g. for 'Marketing Management and Practice', it is evident that students will do presentations, as indicated in the teaching week content, so it would be good to outline this in the assignment section).*

Students receive a detailed Module Study Guide which includes details on the assignment from the beginning of the academic year.

- *It would be useful to ensure that textbooks are up to date. Whilst most content from older versions of textbooks is still applicable, it is an option to renew some materials (e.g. some textbooks in the 'Consumer Behaviour' module are dated 2011 and 2013)*

We fully agree with the Panel's recommendation and all Reading Lists have been updated accordingly. (See Annex).

- *Perhaps some titles of topics could be modified, to make it more clear how its' delivered content will differ (e.g. the 'Consumer Behaviour' module, week 13 and 15, looking at the title, and week 22 and 23 seem similar).*

This point has been amended accordingly. (See Annex).

- *For the Digital Marketing module, the course purpose and objective could be expanded, to reflect the content in a more encapsulating fashion beyond practical skills on social media and electronic devices.*

This point has been amended accordingly. (See Annex).

- *For the 'Public Relations' module, some of the topic titles would benefit from specification (e.g. the topics titled 'Management', 'Communication', and 'Research'), to allow students a better orientation and possibility of preparation.*

This point has been amended accordingly. (See Annex).

- *A final minor comment, in relation to the 'Marketing Research' module: it would be good to make it more clear in the content where qualitative and quantitative techniques are discussed, and the balance between them (e.g. week 18 "more powerful statistical techniques" is not entirely clear as to what the original techniques are).*

This point has been amended accordingly. (See Annex).

C. Higher Education Institution academic representatives

Name	Position	Signature
Dr Christos Hadjiyannis	Director of Quality	<i>Christos Hadjiyannis</i>
Marios Charalambides	DMM Programme Coordinator Nicosia	<i>Marios Charalambides</i>
Elena Makedona	DMM Programme Coordinator, Limassol	<i>Elena Makedona</i>

Date: 30th December 2019