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Cyprus Agency of Quality Assurance
and Accreditation in Higher Education,
Chair of the Council, Professor Mary Koutselini
Nicosia, Cyprus

1st November 2017

Dear Professor Koutselini,

Subject: UCLan Cyprus response to the External Evaluation Report for the validation of the BA (Hons) Advertising and Marketing Communications

We are grateful for the feedback provided by the External Evaluation Panel with respect to our BA (Hons) in Advertising and Marketing Communications. It is very encouraging that the panel has been very positive and supportive towards the accreditation of the Programme, and we welcome the recommendations which offer us the opportunity to strengthen the Programme in terms of structure, market appeal, and lining up more faculty and practitioner talent.

Our response to the EEA Report (dated 10th October 2017) addresses six (6) main areas of concern raised thereto (as summarised on page 9 of the Report and reflected in the low scores (below 4) for corresponding elements of the Programme). These issues are related to three main pillars: i) the structure and content of the Programme (see Appendix I); ii) a clearer match of the Programme's learning outcomes with the specific modules offered (see Appendix II); and iii) the expertise of the teaching personnel (see Appendix III).

Before addressing the abovementioned issues, it is important to note that UCLan Cyprus is an independent, legally registered private university of the Republic of Cyprus and, as such, it is a separate legal entity from the University of Central Lancashire (UCLan UK) which has its own separate operating license as a private university in Cyprus. The University Charter of UCLan Cyprus, Section 10, confirms that the University has its own degree awarding powers due to its legal status as a registered Cypriot University. Thus, UCLan Cyprus abides by all the requirements in terms of operation, degree awarding and quality assurance, as laid down in Cypriot law and regulations. At the same time, however, UCLan Cyprus is closely affiliated to UCLan UK which acts as a parent university. All Programmes of UCLan Cyprus offer double award degrees, as they are simultaneously run, academically and administratively, in both Universities. Thus, UCLan Cyprus adheres not only to quality assurance procedures stipulated

by DIPAE, but also to the academic regulations in force at UCLan UK, which in turn abide to and are validated by the Quality Assurance Agency in the UK.

Key areas of concern identified by the External Evaluation Panel (page 9 of the EEP Report).

1. Regarding the programme's content, the committee recommends a re-examination of Year 1 and what this entails in terms of compulsory modules and content directly relevant to the programme title (i. e. marketing and/or advertising).

Our Response:

In coordination with the UCLan UK academic team, we are strengthening the structure of Year 1 with the Module MK1006 – 'Advertising and Marketing Communications' – which offers an insight into their thematic field. Additional modules (e.g. MK 1112 – 'Commercial Awareness', MK1002 – 'Human Behaviour' at Year 1 or Year 2) can be added once we get the approval of the Academic Quality and Compliance Unit at UCLan UK in line with the rules and regulations of the UK Quality Assurance Agency.

2. The committee also suggests that a dedicated module on research methods is considered as part of the curriculum as this content may not currently be adequately covered in other modules.

Our Response:

In order to strengthen the research methodology, in addition to MK2206 – 'Marketing Research' (Year 3) - we are introducing MG3002 'Business Statistics' as an optional module which could be taken at Year 3 or Year 4. This is tailored for the students who are planning to conduct a dissertation research project. This module develops a broad range of standard business statistics models. These models are given practical relevance through the use of appropriate business based data sets in conjunction with statistical software. Causal modeling can relate, for example, advertising and price to sales.

3. The committee also recommends a re-examination of module titles to ensure that these accurately reflect the content covered.

Our Response:

The BA (Hons) in Advertising and Marketing Communications Programme has been running in the UK and certain overseas collaborating institutions for a number of years now. Thus, this Programme is an inter-university programme and we cannot introduce changes to the module titles unilaterally, as this will contravene UCLan UK's Quality Assurance rules and regulations. In addition, we would like to note that, as part of the University's Annual Monitoring

Mechanism and Periodic Program Evaluation, we systematically review programmes following feedback from students, faculty, external examiners and other stakeholders, e.g. Professional Bodies. Thus, we continuously refine the structure, learning methodologies and assessment techniques of our Programmes in line with QA policies and best practice.

4. The committee identified a gap in the learning outcomes in that higher-order outcomes to do with application and practice are missing from the proposed programme despite this practical element being covered in the respective modules. Further to this, the committee suggests a clear mapping of individual module assessments to module learning outcomes and from there a subsequent mapping of module learning outcomes to programme learning outcomes.

		1	2	3	4	5
2.1.2	<i>The purpose and objectives of the programme and the learning outcomes are utilized as a guide for the design of the programme of study.</i>			x		
2.1.4	<i>The programme's content, the methods of assessment, the teaching materials and the equipment, lead to the achievement of the programme's purpose and objectives and ensure the expected learning outcomes.</i>			x		
2.2.4	<i>The higher education qualification awarded, the learning outcomes and the content of the programme are consistent</i>			x		

Our Response:

As the Panel has rightly pointed out in their report, higher-level outcomes involving a practical application of theory are covered in the respective modules. Besides, application and practice are achieved through the opportunity for students to undertake the work placement module (BC3000 – 'Work Placement') as well as the strong links with relevant companies that are intended to contribute to the programme in various ways (e.g. firms that offer marketing solutions, media groups, animation studios, etc.).

We agree, however, that a clearer mapping of: 1) individual module assessments to module learning outcomes; and 2) module learning outcomes to programme learning outcomes, could be beneficial for the Programme. In line with our earlier responses, such changes can only be pursued as part of the aforementioned Periodic Course Review, where the University periodically reviews courses following feedback from students, faculty, external examiners, and other stakeholders with a view to refine their structure, learning methodologies, and assessment techniques. Hence, all the changes pertaining to learning outcomes need to be considered at the next Periodic Course Review and in line with the rules and regulations of the University's Academic Quality and Compliance Unit which, in its turn, adheres to the policies of the Quality Assurance Agency of the UK.

5. The committee identified limited relevant expertise to teach the full programme in the coming years and supports the management team's best efforts to recruit specialized teaching staff as we believe this is crucial for the successful implementation of the programme.

1.3	Teaching Personnel	1	2	3	4	5
1.3.1	The number of full-time academic personnel, occupied exclusively at the institution, and their field of expertise, adequately support the programme of study.			x		
1.3.2	The members of teaching personnel for each course have the relevant formal and fundamental qualifications for teaching the course, as described by the legislation, including the following:					
	1.3.2.1 Subject specialization, preferable with doctorate in the discipline			x		
	1.3.2.2 Publications within the discipline			x		

Our Response:

The Programme will be delivered by resident, PhD-qualified staff (who are at the early stages of their academic careers but with significant research achievements in the marketing/management field) in conjunction with newly appointed staff (e.g. we are now recruiting a 0.5 Lecturer in Advertising and Marketing Communications). Please see advertisement, job description and person specification in Appendix IV.

More recently, we have appointed Dr Betty Tsakarestou (Assistant Professor, Head of Advertising and Public Relations Lab, Department of Communication, Media and Culture, Panteion University of Social and Political Sciences), as Visiting Senior Fellow in Marketing at UCLan Cyprus to support us in the co-delivery of certain modules, and stage specialised workshops for students, research scholars and industry partners. Please see Appendix V.

We pursue the enrichment of our academic staff in alignment with the programme's sustainability and the financial model of this fledgling University. In addition, it is important to note that UCLan UK can second faculty to UCLan Cyprus (and vice versa), in order to support specialised modules and practical workshops (Please see Appendix VI). Moreover, we are engaging additional Senior Fellows, Associate Lecturers, and Practitioners in the area of Advertising/Marketing.

6. The committee thinks it is important for the management team to protect the research time of the academic staff as this understanding will involve significant investment of time and effort on the part of the academic staff involved. Pertinent research that supports the new programme is extremely important for the development of a leading programme. As such, research time and provision of financial resources and incentives for research of resident staff could be sustained and/or further enhanced.

1.3.9	<i>The academic personnel's teaching load does not limit the conduct of research, writing and contribution to the society.</i>			x		
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Our Response:

UCLan Cyprus is committed to invest in the professional development of academics and early career researchers both in the research and teaching aspects of their careers. In terms of facilitating research, we offer a coaching scheme where all early career researchers are offered advice, directed to opportunities for networking with other researchers as well as a rigorous appraisal (on an annual basis). UCLan Cyprus also offers funds for academic and professional development. Faculty are encouraged to achieve the Postgraduate Certificate in Teaching and Learning in Higher Education to subsequently become Fellows of the UK Higher Education Academy. Based on our workload model, which balances teaching and research, resident faculty deliver lectures and are supported in the delivery of workshops by associate lecturers and other notable guest speakers/practitioners. Therefore, we optimize the workload for each academic in order to free time for research. Moreover, each faculty has one to two days per week designated for research. Teaching workload is in line with the directive of the Private Universities' Legislation. With the growth of the reputation of the University, faculty that manage to successfully bid for external research and/or participate in the next UK Research Evaluation Framework have an opportunity to buy out teaching time. Furthermore, academics are organised into research clusters in order to encourage research synergies, the design and implementation of research strategies and other research-related activities.

Finally, one of the operating committees of UCLan Cyprus is the Research and Innovation Committee, which determines research strategies and orchestrates the mentoring scheme for the faculty.

In conclusion, we are very grateful for the feedback and support of the External Evaluation Committee. The BA (Hons) Advertising and Marketing Communications Programme is a coherent course that has been on offer by UCLan UK for many years. With the DIPAE validation, the Programme will increase its catchment and appeal in Cyprus and contribute to the Ministry of Education and Culture's strategy to convert Cyprus into an international hub of higher education.

The fulfilment of the Panel's recommendations and the rigorous UCLan quality assurance procedures make us confident that we are fully equipped to make this Programme a great success. This will enhance the positioning of our School, UCLan Cyprus and Cyprus overall as an international education hub. We remain at your disposal for any further questions and clarifications.

Yours sincerely,

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Professor Panikkos Poutziouris BA, MBA, PhD
Interim Rector
University of Central Lancashire Cyprus

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Dr Olga Kvasova, BA, MA, MBA, PhD
Director of BA (Hons) Advertising and Marketing Communications
University of Central Lancashire Cyprus

Appendix I

The proposed Structure of the Programme

YEAR 1 CODE	MODULE TITLE	ECTS
	COMPULSORY	
EC1500	Principles of Economics	10
BU1025	Managing People and Enterprise Skills	10
EF1498	Academic Writing	10
	OPTIONAL	
MK1006	Advertising and Marketing Communications	10
MA1601	Introduction to Mathematics & Statistics	10
BU1026	Business in Context	10
EF1705	English Language I	10
EF1706	English Language II	10
AL1109	Beginners Russian Language & Culture	10
MD1113	Debating Cases in Applied Ethics	10
YEAR 2 CODE	MODULE TITLE	ECTS
	COMPULSORY	
MK1007	Marketing Essentials	15
HR1005	Business Functions	15
BU1006	Business Environment	15
HR1007	Business and Management Project Essentials	15
YEAR 3 CODE	MODULE TITLE	ECTS
	COMPULSORY	
MK2001	Marketing Management	10
MK2206	Marketing Research	10
MK2025	Employability and Professional Development	10
MK2005	Integrated Marketing Communications	10
MK2012	The Responsible Marketer	10

MK2204	Contemporary Consumers	10
OPTIONAL: SANDWICH YEAR		
BC3000	Work Placement OR	60
BC3008	International Study	60
YEAR 4 CODE	MODULE TITLE	ECTS
COMPULSORY		
MK3990	Advertising/Marketing Dissertation OR	10
MK3025	Enhancing Employability through Work Related Learning	10
MK3040	Campaign Planning and Strategy	10
MK3120	Media Planning and Buying	10
MK3002	Strategic Marketing	10
PR3111	Public Relations for Marketers	10
OPTIONAL		
MG3002	Business Statistics	10
MK3013	Marketing of Services	10
MK3034	Digital Marketing	10
MK3111	International Marketing	10
MK3032	Direct, Digital and Database Marketing	10
MK3106	Contemporary Retail Marketing	10
MK3123	Business-to-Business Marketing	10
PR3012	Creative Industries and Communications	10
PR3110	Internal Corporate Communication and Marketing	10
BT3023	Web Content Management Systems	10

Appendix II

Module Descriptors

Course Title	Advertising and Marketing Communications			
Course Code	MK1006			
Course Type	Optional			
Level	Level 4			
Year / Semester	Year 1 / Year Long			
Teacher's Name				
ECTS	10 ECTS	Lectures / week		Laboratories / week
Course Purpose and Objectives	<p>This module is the first of three designed to provide students with the necessary theoretical and applied knowledge to become professional practitioners in advertising and integrated marketing communications. Working in conjunction with MK1101 Marketing Principles and MK1002 Human Behaviour, it demonstrates how advertising and other forms of promotional communications can work within the marketing mix to influence people's perceptions of firms and brands and encourage the development of positive attitudes and purchase intentions.</p> <p>Key theories of communications, purchase decision-making, adoption/diffusion, the personal and sociological influences on attitude formation and message creation will be exposed. Students will apply these theories to use in a variety of traditional and newer media and marketing communications methods forms.</p>			
Learning Outcomes	<p>On successful completion of this module a student will be able to:</p> <ol style="list-style-type: none"> 1. Explain fundamental concepts of advertising and marketing communications. 2. Apply theory relating to advertising and promotional communications in a number of product and target group contexts. 3. Evaluate the appropriateness of using advertising or other forms of marketing communications in particular communications contexts. 			
Prerequisites		Required		
Course Content	<ul style="list-style-type: none"> • The historical development of advertising and promotional communications 			

	<ul style="list-style-type: none"> • The role and impact of advertising and promotional communications in society • The role of communications within the marketing mix and in supporting the objectives of the business • The IMC mix • Public relations: characteristics of public relations, corporate public relations and marketing public relations, cause-related marketing, public relations methods and techniques, integration of public relations in the IMC mix • The process of creating advertising and promotional communications • Advertising agencies and other suppliers • Traditional and newer media for advertising and promotional communications • Legal, regulatory and ethical considerations for advertising and promotional communications • Human psychology and behaviour related to promotional messages: perception, motivation, personal and environmental influences, attitude formation, decision-making, product adoption, message and adoption diffusion • Segmentation, targeting and positioning in advertising and promotional communications • Message creation • Cognitive, affective and conative message strategies • Appeals and symbolisation • Evaluating advertising and promotional communications
Teaching Methodology	<p>The module is delivered in a flexible way to allow the appropriate use of time for different pedagogic methods including lectures, seminars, case study analysis, discussions and debates, guest speaker events and so on. The lectures introduce the students to fundamental concepts of advertising and marketing communications. Theory is illustrated by the use of a wide range of applied examples. The seminars allow the students to explore and apply theory presented in the lectures by the use of case studies, examples in various forms of current marketing communications practice, etc. The supportive framework of lectures and seminars assists the students in achieving learning outcomes 1, 2 and 3.</p>
Bibliography	<p>Module text-book</p> <p>The following book is essential reading:</p> <p>Fill, C. (2013), <i>Marketing Communications: Brands, Experiences and Participation. Sixth Edition</i>, Pearson, Harlow.</p> <p>It is recommended that you supplement the text with reading from the following:</p>

Books

Belch, G. E. and Belch, M. A. (2015), *Advertising and Promotion. An Integrated Marketing Communications Perspective. Tenth Edition*, McGraw-Hill/Irwin, New York.

Clow, K. E. and Baack, D. (2014), *Integrated Advertising, Promotion and Marketing Communications. Global Edition*, Pearson Education Limited, Harlow.

De Pelsmacker, P., Geuens, M. and Van den Bergh, J. (2013), *Marketing Communications: A European Perspective. Fifth Edition*, Pearson Education Limited, Harlow.

Fill, C. (2011), *Essentials of Marketing Communications*, Pearson Education Limited, Harlow.

Fill, C. (2009), *Marketing Communications: Interactivity, Communities and Content*, Prentice-Hall, Harlow.

Moriarty, S., Mitchell, N. and Wells, W. (2015), *Advertising & IMC. Principles & Practice. Tenth Edition*, Pearson Education Limited, Harlow.

O'Guinn, T. C., Allen, C. T. and Semini, R. J. (2015), *Advertising & Integrated Brand Promotion*, South-Western Cengage Learning, Mason, OH.

Pickton, D. and Broderick, A. (2009), *Integrated Marketing Communications*, Prentice Hall, London.

Yeshin, T. (2006), *Advertising*, Thomson Learning, London.

Journals

Advertising Age

Advertising Age International

Current Issues and Research in Advertising

European Journal of Marketing

International Journal of Advertising

	<p><i>International Marketing Review</i></p> <p><i>Journal of Advertising</i></p> <p><i>Journal of Advertising Research</i></p> <p><i>Journal of Consumer Marketing</i></p> <p><i>Journal of Product and Brand Management</i></p> <p><i>Marketing Intelligence and Planning</i></p> <p><i>Strategic Advertising Management</i></p> <p>Other Journals/Press</p> <p><i>Campaign</i></p> <p><i>Harvard Business Review</i></p> <p><i>Interactive Advertising and Branding News</i></p> <p><i>Marketing</i></p> <p><i>Marketing Business</i></p> <p><i>Marketing Week</i></p> <p>Web links</p> <p>Please check Blackboard and the electronic reading list for recommended web links.</p>					
Assessment	Number of Assessments	Form of Assessment	% weighting	Size of Assessment /Duration /Word count (indicative only)	Category of assessment	Learning Outcomes being assessed
	1	Media analysis	40%	1,000 words	Coursework	1, 2, 3
	1	Context analysis and IMC recommendation	60%	2,000 words	Coursework	1, 2, 3
	<p>For successful completion of this module a minimum aggregate mark of 40% must be achieved.</p>					
Language	English					

Course Title	Marketing Research			
Course Code	MK2206			
Course Type	Compulsory			
Level	Level 5			
Year / Semester	Year 3 / Year Long			
Teacher's Name				
ECTS	10 ECTS	Lectures / week		Laboratories / week
Course Purpose and Objectives	This second level module is the first of two undergraduate Marketing Research modules leading to exemptions from the Marketing Research Society's Advanced Certificate in Market and Social Research Practice. While it provides the foundation for further study, MK2206 is also a discrete module, providing a comprehensive overview of marketing research practices. Students will have the opportunity to gain practical experience of sourcing and extracting secondary data and, where possible, of engaging in primary research.			
Learning Outcomes	<p>On successful completion of this module a student will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of the nature of marketing decision and information problems, and the process of undertaking marketing research in both continuous and ad hoc projects 2. Identify and extract selective information from appropriate sources of primary and secondary information 3. Identify appropriate primary research methods for use in solving particular information needs 4. Analyse, interpret and report clearly on data or information in accordance with a given brief. 			
Prerequisites			Required	
Course Content	<p>This module provides students with a working knowledge of the kinds of research conducted to inform marketing, advertising and communications research decisions, and the methods and techniques used in research practice.</p> <p>Specifically,</p> <ul style="list-style-type: none"> • The marketing research process; management of research projects • Marketing information needs and problem-solving • Secondary research 			

	<ul style="list-style-type: none"> • Primary research; qualitative and quantitative research • Continuous research • Sampling theory and practice • The use of segmentation variables in research • The recording, analysis, interpretation and reporting of research findings • Ethical structures governing marketing research • The Marketing Research Society (MRS); the MRS Code of Conduct • Developments in marketing research practice • Current and emerging issues in marketing research practice
Teaching Methodology	<p>This module combines exposition of theory with the practice of a research project for an identified client. In the first phase, in response to a briefing on the client's business problem, students must work through an analysis of the context within which the research will take place in order to identify the research approaches and methods indicated by theory to be appropriate for accessing the information required to inform the client's decision-making.</p> <p>The second phase has students design qualitative, quantitative and projective research instruments that they will use in the research. In the third phase, they will work in groups to collect, analyse and report on the findings of the research for the client.</p>
Bibliography	<p>Aaker, D.A., V. Kumar, G.S. Day and R.P. Leone (2011). Marketing Research (International Student Edition). John Wiley & Sons, Hoboken, NJ</p> <p>Burns, A.C. and R.F. Bush (2010) Marketing Research. Pearson Education, Upper Saddle River, NJ.</p> <p>Churchill, G.A. Jr. and T.J. Brown (2007). Basic Marketing Research. Thomson South-Western, Mason, OH.</p> <p>Craig, C.S. and S.P. Douglas (2005). International Marketing Research. John Wiley & Sons, Chichester.</p> <p>Daymon, C. and I. Holloway (2011) Qualitative Research Methods in Public Relations and Marketing Communications. Routledge, London.</p> <p>Iacobucci, D. and G.A. Churchill, Jr. (2010) Marketing Research: Methodological Foundations. South-Western Cengage Learning.</p>

Kaden, R.J., G. Linda and J.C. Levinson (2009) *More Guerilla Marketing Research*. Kogan Page, London

Keegan, S. (2009) *Qualitative Research: Good decision making through understanding people, cultures and markets*. Kogan Page MRS, London.

Kent, R. (2007). *Marketing Research: Approaches, methods and applications in Europe*. Thomson Learning (Cengage), London

Malhotra, N.K. (2009). *Basic Marketing Research: A decision-making approach*. Pearson Education, Upper Saddle River, NJ.

Malhotra, N.K. and D.F. Birks (2007) *Marketing Research: An applied approach*. FT Prentice Hall, Harlow.

McDaniel, C., and R. Gates (2008). *Marketing Research Essentials*. John Wiley & Sons Inc., Hoboken, NJ

McGivern, Y. (2009). *The Practice of Market Research*. Pearson Education, Harlow.

Oakshott, L. (2009) *Essential Quantitative Methods: For business, management and finance*. Palgrave Macmillan, London.

Parasuraman, A., D. Grewal and R. Krishan (2004). *Marketing Research*. Houghton Mifflin, Boston, MA

Roe, M. (2004). *Market Research in Action*. Thomson Learning, London

Swift, L. and S. Piff (2010) *Quantitative Methods for Business, Management and Finance*. Palgrave Macmillan, London.

Wilson, A. (2006). *Marketing Research: An integrated approach*. Prentice Hall, Harlow

Wright, L.T. and M. Crimp (2004). *The Marketing Research Process*. FT Prentice Hall, Harlow

	<p>Zikmund, W.G. and B.J. Babin (2007). Exploring Marketing Research. Thomson South Western, Mason, OH.</p> <p>Journals</p> <p>Research</p> <p>The International Journal of Marketing Research</p> <p>Marketing Intelligence and Planning</p> <p>WARC</p> <p>Web links</p> <p>http://www.mrs.org.uk</p> <p>http://www.warc.com</p> <p>http://www.brandrepublic.com/Home</p> <p>http://www.sric-bi.com/VALS/presurvey.shtml</p> <p>http://www.cim.co.uk/home.aspx</p> <p>http://www.acrwebsite</p>																							
Assessment	<table border="1" data-bbox="507 1202 1426 1554"> <thead> <tr> <th data-bbox="507 1202 667 1406">Number of Assessments</th> <th data-bbox="671 1202 815 1406">Form of Assessment</th> <th data-bbox="820 1202 963 1406">% weighting</th> <th data-bbox="968 1202 1128 1406">Size of Assessment/Duration/Word count (indicative only)</th> <th data-bbox="1133 1202 1276 1406">Category of assessment</th> <th data-bbox="1281 1202 1426 1406">Learning Outcomes being assessed</th> </tr> </thead> <tbody> <tr> <td data-bbox="507 1413 667 1503">1</td> <td data-bbox="671 1413 815 1503">Marketing research proposal</td> <td data-bbox="820 1413 963 1503">40%</td> <td data-bbox="968 1413 1128 1503">1500 words</td> <td data-bbox="1133 1413 1276 1503">Coursework</td> <td data-bbox="1281 1413 1426 1503">1, 2, 3</td> </tr> <tr> <td data-bbox="507 1509 667 1554">1</td> <td data-bbox="671 1509 815 1554">Group report</td> <td data-bbox="820 1509 963 1554">60%</td> <td data-bbox="968 1509 1128 1554">2000 words</td> <td data-bbox="1133 1509 1276 1554">Coursework</td> <td data-bbox="1281 1509 1426 1554">2, 3, 4</td> </tr> </tbody> </table> <p data-bbox="507 1615 1182 1648">Students must attempt both components of assessment.</p> <p data-bbox="507 1659 1426 1720">For successful completion of this module a minimum aggregate mark of 40% must be achieved.</p>						Number of Assessments	Form of Assessment	% weighting	Size of Assessment/Duration/Word count (indicative only)	Category of assessment	Learning Outcomes being assessed	1	Marketing research proposal	40%	1500 words	Coursework	1, 2, 3	1	Group report	60%	2000 words	Coursework	2, 3, 4
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1	Marketing research proposal	40%	1500 words	Coursework	1, 2, 3																			
1	Group report	60%	2000 words	Coursework	2, 3, 4																			
Language	English																							

Course Title	Business Statistics			
Course Code	MG3002			
Course Type	Optional			
Level	Level 6			
Year / Semester	Year 4 / Year Long			
Teacher's Name				
ECTS	10 ECTS	Lectures / week		Laboratories / week
Course Purpose and Objectives	MG3002 concentrates on aspects of uncertainty within a business context. Different statistical models aim to solve different forms of uncertainty. This module seeks to teach students how to match up business data types with an appropriate model; how to analyse the data; and how to discuss the outcomes in an appropriate manner. The model aims to balance technique with reporting skills. Realistic business problems across a range of business functions, e.g. Marketing, Planning, etc., are introduced and analysed through appropriate software.			
Learning Outcomes	<p>On successful completion of this module a student will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate a clear understanding of the role and the use of statistics in the business environment. 2. Demonstrate a clear understanding of the underlying structure of a range of statistical models and apply them 3. Competently use application IT packages to aid the analysis of statistical problems. 			
Prerequisites		Required		
Course Content	<p>The module develops a broad range of standard business statistics models. These models are introduced at a conceptual level but they are given practical relevance through the use of appropriate business based data sets in conjunction with statistical software. Causal modelling can relate, for example, advertising and price to sales, or to compare before and after behaviour of consumers to a specific event, Forecasting is an essential business tool for helping the planning process in business in all business areas.</p> <p>The first set of ideas concentrates on causal modelling:</p> <ol style="list-style-type: none"> 1) Comparing 2 populations 2) Comparing > 2 populations 3) Multiple Regression Modelling <p>A range of forecasting models is then explored:</p>			

	<p>1) Decomposition model 2) Regression modelling 3) Holt Winters modelling 4) Non-Linear models</p> <p>Finally aspects of non-parametric problems and statistical quality control are studied.</p>																							
Teaching Methodology	<p>Essential models, which can be categorised into fairly discrete groups, are introduced in the lectures. Students are then expected to use their own time to deepen their understanding of these models. The conceptual models are made to come alive during the lectures through the use of IT facilities. Students are then expected to use their own time to develop and sharpen their data handling expertise. Students are given the opportunity to test their knowledge, both conceptual and practical, on a weekly basis through interactive seminar sessions. The development of each student's skill set is measured through their assessed work.</p>																							
Bibliography	<p>Black, K. (2008) Business Statistics (5th edition) West</p> <p>Hildebrand, D. And Ott, R. L. (1998) Statistical Thinking for Managers (4th edition) South-Western College</p> <p>Newbold, P., Carlson, W., and Thorne, T., (2010) Statistics for Business and Economics (7th edition) Wiley</p> <hr/> <p>Minitab</p> <p>Excel</p>																							
Assessment	<table border="1"> <thead> <tr> <th>Number of Assessments</th> <th>Form of Assessment</th> <th>% weighting</th> <th>Size of Assessment/Duration/ Wordcount (indicative only)</th> <th>Category of assessment</th> <th>Learning Outcomes being assessed</th> </tr> </thead> <tbody> <tr> <td>2 (Best 1 to count)</td> <td>Essay</td> <td>50%</td> <td>2 x 1,500 words (not including any appendices)</td> <td>Coursework</td> <td>1,2,3</td> </tr> <tr> <td>1</td> <td>Examination</td> <td>50%</td> <td>2.5 hours</td> <td>Written exam</td> <td>1,2,3</td> </tr> </tbody> </table> <p>2 pieces of coursework are set. The best 1 will be used as the coursework mark.</p> <p>Student must gain an overall mark of at least 40% to pass the module.</p>						Number of Assessments	Form of Assessment	% weighting	Size of Assessment/Duration/ Wordcount (indicative only)	Category of assessment	Learning Outcomes being assessed	2 (Best 1 to count)	Essay	50%	2 x 1,500 words (not including any appendices)	Coursework	1,2,3	1	Examination	50%	2.5 hours	Written exam	1,2,3
Number of Assessments	Form of Assessment	% weighting	Size of Assessment/Duration/ Wordcount (indicative only)	Category of assessment	Learning Outcomes being assessed																			
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1	Examination	50%	2.5 hours	Written exam	1,2,3																			
Language	English																							

Appendix III

CV Summaries of Teaching Staff

Dr Olga Kvasova

- **BA, MA in Linguistics & Intercultural Communication (Voronezh State University, Russia, 2004);**
- **MBA (Cyprus International Institute of Management, 2006);**
- **PhD in Marketing (Lulea University of Technology, Sweden, 2011)**
- **FHEA (2015)**

Taught modules: Principles of Marketing, Business Relations, Contemporary Marketing, Int. Business Communications, International Marketing, and International Strategy.

Publications:

- Leonidou, L.C., Coudounaris, D., Kvasova, O., & Christodoulides, P. (2015). Drivers and outcomes of green tourist attitude and behaviour: Socio-demographic moderating effects. *Psychology & Marketing*, 32, 635-50. **ABS 3***
- Kvasova, O. (2015). The Big 5 personality traits as antecedents of eco-friendly tourist behaviour. *Personality and Individual Differences*, 83, 111-116. **ABS 3***
- Leonidou L. C., Leonidou, C. N., & Kvasova, O. (2013). Cultural drivers and trust outcomes of consumer perceptions of organisational unethical marketing behaviour. *European Journal of Marketing*, 47 (3 & 4), 525-556. **ABS 3***
- Leonidou, L. C., Kvasova, O., Leonidou, C. N., & Chari, S. (2013). Business unethicality as an impediment to trust, satisfaction, and loyalty: The moderating role of demographics. *Journal of Business Ethics*, 112 , 397-415. **ABS 3**
- Leonidou L. C., Leonidou, C. N., & Kvasova, O. (2010). Antecedents and outcomes of consumer environmentally friendly attitudes and behaviour. *Journal of Marketing Management*, 26 (13 & 14), 1319 - 1344. **ABS 3***
- Coudounaris, D., Kvasova, O., Leonidou, L., Pitt, L., & Nel, D. (2009). Fifteen good years: an analysis of publications in *Management International Review*. *Management International Review*, 49 (5), 671-684. **ABS 3***

Dr Anthi Avloniti

- **PhD in Management (University of Kent, 2014)**
- **MA in Business Management (Kingston University, 2010)**
- **BA in Business Administration (Athens University of Economics and Business, 2009)**
- **FHEA**

Taught modules: Int. Marketing, Int. Strategy, Managing Across Cultures, Integrated Marketing Communications

Publications:

- Avloniti, A. and Filippaios, F. (2016). Evaluating the effects of cultural and psychic distance on multinational corporate performance: a meta-analysis. *Global Business and Economics Review* [Online].
- Avloniti, A. and Filippaios, F. (2014), "Unbundling the differences between Psychic and Cultural distance: An empirical examination of the existing measures", *International Business Review*, 23, 660-674. (ABS 3*)

Dr Maria Sherrington

- **PhD in Social Advertising (University of Liverpool)**
- **MA International Marketing (University of Central Lancashire, 1997)**
- **BSc (Hons) International Marketing (Mälardalen University, Sweden, 1995)**

Profile:

Maria Sherrington is the Course Leader for the BA (Hons) Advertising and Marketing Communications course and a Senior Lecturer in Marketing at the University of Central Lancashire. She specialises in marketing communications, marketing management and social marketing. Her main research interest is advertising to young consumers with an emphasis on topics related to the conflict between healthy eating and fast food advertising. Her experience includes a range of marketing communication positions in the UK, Sweden and Germany, covering industries including marketing consultancy, manufacturing industry and the not-for-profit sector. Her research mission is to understand how marketing can be used to address the rapidly growing problem of childhood obesity.

Publications:

- Sherrington, A. M. (2016). Childhood obesity and television advertising - Advertising of healthy eating to adolescents guided by the principles of social marketing. PhD thesis. University of Liverpool.
- Sherrington, A. M., Oakes, S. and Hunter-Jones, P. (2018). Amplifying the voices of young consumers in food advertising research. Pp. 246-268 in Gbadamosi, A. (Ed.). *Young Consumer Behaviour: A Research Companion*. London: Routledge. (In press)
- Sherrington, A. M. (2014). Swedish teenage consumers seen through collages. *Academy of Marketing Conference 2014*, University of Bournemouth.
- Sherrington, A. M. and Oakes, S. (2013). Swedish adolescents' perception of food advertising: What can we learn from a hitherto unqualified consumer group? *Academy of Marketing Conference 2013*, University of Cardiff.
- Sherrington, M. (2011). TV advertising to children in Sweden and the UK. In Patterson, A. and Oakes, S. (Eds.). *Proceedings of the Academy of Marketing Conference 2011: Marketing Field Forever*, Academy of Marketing, Liverpool.

Dr Adrian Wright

- **PhD in Business and Management, (Alliance Manchester Business School, University of Manchester, 2016)**
- **M.Sc., Corporate Communication and Reputation Management (Manchester Business School, 2007)**
- **B.A., Hospitality and Licensed Retail Management (Manchester Metropolitan University, 2005)**
- **Member of ECREA (European Communication Research and Education Association)**

Profile:

Adrian Wright is Acting Division Leader for the Communication, Marketing and Public Relations at the University of Central Lancashire. He holds a PhD from Alliance Manchester Business School and is a fellow of the Higher Education Academy and Royal Society of Arts (RSA). Adrian's research interests investigate enterprise and entrepreneurialism in the creative industries. Broadly, his research interests include changing how market philosophies influence enterprise and entrepreneurialism in the new economy.

Publications:

Wright, A. (2015). It's All About Games: Enterprise and Entrepreneurialism in Digital Games: New Technology, Work and Employment, Vol 30: Issue 1, 32–46.

Wright, A. (2017), Understanding Self-Exploitation in the Digital Games Sector. in (eds.) Briken, K, Chillias, S, Krzywdzinski, M and Marks, A. The new digital workplace. How new technologies revolutionise work: Critical Perspectives on Work and Employment Series, Palgrave: Basingstoke.

Dr. Betty Tsakarestou, Ph.D.

Assistant Professor| Head of Advertising and Public Relations Lab
 Department of Communication, Media and Culture
 School of International Relations, Communication and Culture
 Panteion University of Social and Political Sciences
 136 Syngrou Avenue, 17671
 Athens | Greece

Email: btsaka@gmail.com & btsaka@panteion.gr
 Mobile: +30 6944 425164

Social Media Profiles

- Academia.edu: <https://panteion.academia.edu/BettyTsakarestou>
- LinkedIn: <https://www.linkedin.com/in/bettytsakarestou>
- Twitter: @tsakarestou- <https://twitter.com/tsakarestou>
- Facebook: <https://www.facebook.com/betty.tsakarestou>
- Instagram: <https://www.instagram.com/tsakarestou/?hl=enS>

Summary

Betty Tsakarestou, Ph.D. is Assistant Professor and Head of Advertising and Public Relations Lab Panteion University| Department of Communication Media and Culture and Co-Initiator of Connecting Cities Project.

Currently, Dr. Tsakarestou is a visiting sabbatical researcher at City University of New York, Graduate School of Journalism, and Tow-Knight Center for Entrepreneurial Journalism, researching on the innovative entrepreneurial journalism models. She is member of the Disruptive Journalism Educators Network, a learning community supported by the Tow-Knight Center for Entrepreneurial Journalism.

In 2017 for second consecutive year she has been appointed as Branding Officer and European Research co-Liaison for the International Communication Division (ICD) of The Association for Education in Journalism and Mass Communication (AEJMC).

Her teaching, research, published work and initiatives are focusing on strategic and digital advertising and public relations, on mobile, sharing economy and collaborative consumption, on entrepreneurial Journalism innovation, on crisis management and communication, on corporate responsibility and social innovation ventures, on cities as platforms for co-creation and public diplomacy and collaborative storytelling.

Dr. Tsakarestou has gained international academic experience as a visiting professor at the summer university program of Warsaw School of Economics (2016), teaching City Branding and Communication Digital Strategy, as a visiting external Lecturer at Copenhagen Business School (2017-2013), teaching Reputation Management, Crisis management and organizing crisis simulation trainings and as a part-time assistant professor at the MBA Program of University of Cyprus (2011-2007) teaching Corporate Social Responsibility.

As the Head of Advertising and Public Relations Lab Dr. Tsakarestou has initiated multiple partnerships and collaborations with leaders in business, communication, advertising, public relations and with the emerging Athens Tech Startup Ecosystem pioneers to co-create a timely and versatile program, tapping into the intelligence and practices from the emerging form the best market practices and innovations and informed by

the state of the art academic research by offering ten vertical and connected labs on: Digital Marketing, Code /Apps/Games, Advertising Strategy, Startup Lab, Market and Social Media Research, Crisis Communication, Creative Storytelling, Public Relations, Leadership and Emotional Intelligence.

Since 2011 and in collaboration with startup community in Athens, Betty Tsakarestou is actively helping and engaging to promote entrepreneurial and innovation culture and skills for her undergraduate students as well as contributing as mentor and judge in numerous startup events and hackathons that reach out young innovators and social entrepreneurs. Since 2013, Betty Tsakarestou with a team of students of Advertising and Public Relations Lab are participating and supporting on social media the Greek Delegation on the Mobile World Congress in Barcelona.

In May 2016, with the vision to introduce the concept and the mindset of Entrepreneurial Journalism to the wider media and communication communities, she organized the first Startup Weekend on "Entrepreneurial Journalism" in Athens, Greece with the support of U.S. Embassy Athens and in collaboration Tow-Knight Center for Entrepreneurial Journalism

In 2014 she co-initiated a vertical Startup Weekend on Education and served as mentor and judge in a couple of Startup Weekend events in Athens organized by local entrepreneurial ecosystem organizers. In 2012, as a community engagement activity, she initiated a new vertical Startup Weekend only for university students and "Startup Weekend University" was born and launched. Currently Betty is preparing for the second edition of Startup Weekend on Entrepreneurial Journalism focusing on Audio Innovations.

In 2015, she received a grant from US Department of State and participated as International Exchange Scholar at the Study of U.S. Institutes (SUSI) on Journalism and Media at Ohio University, where her primary focus was to develop a curriculum on Entrepreneurial Journalism.

In fall semester 2015, as a direct outcome from her participation to SUSI program, she introduced the first graduate course curriculum on Entrepreneurial Journalism for the new Masters Program on "New Media and Journalism" at Panteion University, blending lean and design thinking methodologies, strategic digital communication and storytelling techniques, leadership skills, along with elements of democratic theory, SDG framework, and philosophical inquisition.

The same year (2015) she co-initiated with four SUSI program fellow scholars "Connecting Cities", a digital multimedia storytelling international initiative for innovating cities public diplomacy, connecting five cities (Athens, Kampala, Santiago, Shanghai, Quito) in four continents.

In May 2017, U.S. Embassy Athens and HuffPost Greece, featured Dr. Betty Tsakarestou in a video documentary entitled "Women Changing Greece" sharing the experiences on the development of social entrepreneurship from the United States during SUSI program in 2015 and the impact back to Greece. Same year, in August 2017 Betty Tsakarestou was nominated as "Exchange Alumni of the Month" for her aforementioned initiatives (<https://alumni.state.gov/alumni-story/greek-alumna-creates-connections>) by the Bureau of Educational and Cultural Affairs of the United States Department of State

In May 2016, with the vision to introduce the concept and the mindset of Entrepreneurial Journalism to the wider media and communication communities, she organized the first Startup Weekend on "Entrepreneurial Journalism" in Athens, Greece with the support of U.S. Embassy Athens and in collaboration Tow-Knight Center for Entrepreneurial Journalism.

She is the editor of a book series on "Digital Culture" with Pedion Publishing (Greek Publisher)

She is serving at the BoD of the Institute of Communication (2002-) in Athens, Greece and as a member of the Advisory Board of Impact Hub Athens.

She has gained valuable experience in European Digital Programs, serving as a MC member for Greece at COST/ European Literacy Network program (2014- 2017) and as a media literacy expert in EC (2010-)

Between 2010-2012, she served as Director of Educational Radio-Television, Ministry of Education, Lifelong Learning & Religious Affairs, with the mission to organize and implement the digital transition of this educational media entity.

Between 2007-2010 she has worked as member of the editorial board of the monthly newspaper "Tribune of Ideas", at Lambrakis Press in Athens Greece.

She worked as a freelancing consultant on communication, leadership, crisis simulations and strategic issues for various international companies between since 2002.

Education

1997 Ph.D in Communication | Doctoral Thesis entitled: Advertising in Fordism and Post-Fordism. Corporate Structures and Production of Advertising Message | Panteion University | Athens | Greece

1989 Graduate Studies on Social Communication | Department of Social Communication | Catholic University of Louvain-La-Neuve | Belgium

1987 Bachelor in Sociology | Panteion University of Social and Political Sciences | Athens | Greece

Languages: English, French, Japanese (basic oral)

1971- 1982 Classical Music Studies: Classical Piano | National Odeon | Athens | Greece

Photography Studies: Art Photography | Photographic Circle School | Athens | Greece

Academic Positions

2010-2016 Tenured Assistant Professor in Advertising and Public Relations | Head of Advertising and Public Relations Lab | Department of Communication, Media and Culture | Panteion University | Athens | Greece

2016 Visiting Professor in Brand Management | SUW Summer University Program | SGH Warsaw School of Economics : <http://administracja.sgh.waw.pl/en/dre/projects/suw/Pages/Academic-programme.aspx>

2015 Master's Program in New Media and Journalism | Steering Committee Member | Department of Communication, Media and Culture | Panteion University | Athens | Greece

2015 Study of U.S Institute on Journalism and Media (SUSI) Scholar | Scripps College of Communication | Ohio University. With the support of United States Department of State | Bureau of Educational and Cultural Affairs

2014-2016 External Lecturer in Crisis Communication and Simulation in Real and Digital World | Department of Intercultural Communication and Management | Copenhagen Business School | Denmark

2013-2014 External Lecturer in Crisis Communication and Media/ Social Media Simulation & Reputation Communication | International Summer University Program (ISUP) | Copenhagen Business School | Denmark

2012 Sabbatical Visiting Professor | Center for Corporate Social Responsibility | Department of Intercultural Communication and Management | Copenhagen Business School | Denmark

2010 – Present Member of the Governing Board | Technological Educational Institute of Ionian Islands | Greece

2007- 2011 Visiting Professor in Corporate Social Responsibility and Business Ethics | MBA Program | University of Cyprus | Nicosia | Cyprus

2005- 2009 Assistant Professor (non-tenured) in Advertising and Public Relations | Head of Advertising and Public Relations Lab | Department of Communication, Media and Culture | Panteion University | Athens | Greece

2003-2004 Master's Program in Media Psychology | Steering Committee of Member | Department of Communication Media and Culture in collaboration with Department of Psychology | Panteion University | Athens | Greece

1998- 2005 Lecturer in Advertising and Public Relations | Head of Advertising and Public Relations Lab | Department of Communication, Media and Culture | Panteion University | Athens | Greece

1997- 1998 Adjunct Lecturer in Advertising and Public Relations | Department of Communication, Media and Culture | Panteion University | Athens | Greece

Head of Advertising and Public Relations Lab (#ADandPRLAB) | Department of Communication Media and Culture | Panteion University: Key Roles- Milestones- Expertise

- 1993 Founding Member.
- Creating Vision- Mission Statement- Value Proposition
- Curriculum Co-Designer and Program Coordinator
- Advertising and Public Relations Lab with the Program/ Curriculum of Department of Communication Media and Culture: Covering 4 last semesters – Organizing 10 Vertical Interconnected Labs -12 teaching hours per week- Mandatory Attendance
- Partnership with Greek Advertising Communication Agencies Association
- 1995 Expanding the network of partnerships with Advertising and PR Agencies, Marketing and Research Companies and Industry bodies | Updating the Curriculum following a co-creation approach with communication-industry partners and professionals
- 1998 – Present Head of Advertising and Public Relations Lab
- Communication and PR Strategy and Program, Media presentations to raise awareness of Advertising and Public Relations Lab as key academic lab collaborating organically with market- industry organizations and leaders
- 2000 Launching Advertising and Public Relations Lab as one of the three Orientations of the Department of Communication Media and Culture
- 2002 Academic Founding Partner of Institute of Communication | Athens | Greece: Collaborating in research programs, conducting surveys, organizing conferences and workshops, training vocational programs and public talks.
- 2008 Curriculum renovation- introducing new vertical labs focusing on digital communication and social media
- 2011 New vertical lab on startup entrepreneurship and digital research methods
- 2014 New vertical labs on Apps/ Coding and Games | PR The Art and Power of Storytelling | Leadership Skills Lab | Alternate Reality Games
- 2015-2016 Launching publicly co-creative real life communication and digital storytelling projects among Advertising and Public Relations vertical labs in collaboration with leading International Communication| PR| Marketing | Publishers | Non- Governmental | Social Entrepreneurship Organizations such as: Asset Ogilvy | Mondelez International | 24Media Publishing- Huffington Post Greece | Microsoft | Praxis Business Coaching Center Humanitarian NGO | Impact Hub Athens | Arcturos Environmental NGO | Adidas
- 2017 Initiating Entrepreneurial Innovation Collaborative projects with leading brands, social entrepreneurs and funders in the context of #StartupLab by #ADandPRLAB

Advertising and Public Relations Lab Learning and Pedagogical Model and Values

- Creative Experiential Learning
- Team Work Project
- Simulation Games: role playing| dynamic real-life scenarios| Media and Social Media Engagement
- Problem-Solving | Social Impact | Value-Creation |
- Mobile Learning | Peer-to-Peer Learning and Mentoring
- Design Thinking and Co-Creation Methodologies
- Collaborating with leading market and social organizations and Leaders
- Entrepreneurial, Innovation and Curiosity- Driven Mindset and Experimentations
- Agile, Adaptive, Pivoting, Benchmarking with best world academic and market practices
- Reflective and Critical Thinking and Acting
- Storytelling as active real world participation

- Global Citizenship and Empathetic Leadership
- Personal, Civic and Corporate Responsibility
- Internships

Advertising and Public Relations Lab: Vertical Labs 2015- 2016 Program

Third Year - Winter Semester

- Marketing Lab | Digital | Mobile | Offline | Collaboration with Mondelez Hellas Leading Marketing Partner
- Coding Apps and Games Lab | Collaboration with Developers Community and Girls Go Coding Initiative

Third Year - Spring Semester

- Communication Strategy Lab | Digital | Mobile | Social Media | Alternate Reality Games as Strategic Creativity | Collaborating with Publicis Communication Agency Leading Digital Strategist and Newtons Creative Agency
- Startup Lab | Lean Canvas | Open IDEO Design Thinking Methodology and Prototyping Resources | Collaborating with Greek Startup Ecosystem Founders and Investors
- Digital Research Lab | Digital Methods | Digital Ethnographic Methods | Data Analytics | Collaborating with Market Research Digital Methodology Specialists

Fourth Year – Winter Semester

- Crisis Communication and Crisis Simulation Lab | Dynamic evolving scenario on Media and Social Media | Role Playing | Collaborating with Reliant Communication Leading Expert in Crisis Management and Communication |
Facebook Group: <https://www.facebook.com/groups/180645028778618/>
- PR The Art of Storytelling Lab | Collaboration with Asset Ogilvy and 24Media Publisher |

Fourth Year- Spring Semester

- PR The Power of Storytelling Lab | Collaboration with Asset Ogilvy Leading PR Agency
- Leadership Skills Lab | Emotional Intelligence and Empathetic Leadership | Co-Organized with Leadership and Emotional Intelligence Expert Scholars

Links:

- ADandPRLab Facebook Group | 950 Members Community- June 2016: <https://www.facebook.com/groups/517628691583221/>
- Promotional Video: https://www.youtube.com/watch?v=m90FQxoUA_c&sns=tw

Teaching

Undergraduate Courses

- Introduction to Advertising and Public Relations | Organized as AD Discovery and Creativity Lab | Medium Publication: <https://medium.com/ad-discovery-and-creativity-lab> | Undergraduate Course in English | Erasmus Plus Exchange Students enrolled | 2nd Year- Spring Semester
- Social Issues, Social Innovation and Corporate Responsibility | Organized as Dare to Challenge Workshop | Medium Publication: <https://medium.com/dare-to-challenge> | Undergraduate Course in English | Erasmus Plus Exchange Students enrolled | 3rd Year- Winter Semester
- New Consumption Trends | Research-Based Course in English | Focus on Collaborative Consumption in Sharing Economy | Facebook Group Mobile Reputations in Collaborative Consumption in Sharing Economy Era: <https://www.facebook.com/groups/1445327769060099/>

Co-Teaching in Advertising and Public Relations Lab

- Design Thinking and Prototyping in Coding Apps and Games Lab
- Value Model Canvas in Startup Lab

- Crisis Communication in Social Media and Scenario Planning in Crisis Communication and Crisis Simulation Lab
- Digital Storytelling in PR- The Art of Storytelling Lab

Masters Courses

- Entrepreneurial Journalism | MA in New Media and Journalism | Medium Publication: <https://medium.com/entrepreneurial-journalism>
- Cultural Marketing and Communication | Organized as City Co-Creation Branding Project | Focus on Cities as Platforms for Co-Creation and Innovation: Smart, Sustainable, Livable, Creative and Startup Cities | Citizen Model Canvas | Facebook Group Athens Co-Creation City Branding Project: <https://www.facebook.com/groups/344955005611178/>

Scholarships | Grants

2015 Study of U.S Institute [SUSI] on Journalism and Media | Scholarship Grant | Scripps College of Communication | Ohio University | Support of United States Department of State | Bureau of Educational and Cultural Affairs | July- August 2015 | U.S.A.

1992 – 1997 State Scholarship for Doctoral Research at Panteion University | State Scholarship Foundation | Athens | Greece

1989 Erasmus Grant: EU Exchange Program for Students and Academics | Catholic University of Louvain-la-Neuve | Department of Social Communication | Graduate Program | Louvain-la-Neuve | Belgium

Membership in Academic/ Research Associations

2016 **Research** Liaison for Europe | Association for Education in Journalism and Mass Communication (AEJMC)- International Communication Division (ICD) : <http://aejmc.us/icd/icd-officers/>

2015- Present Member of International Visual Association Sociology (IVSA)

2014-2016 Member of the Scientific Committee of Athens Science Festival | Athens | Greece: http://www.athens-science-festival.gr/en/team_members/betty-tsakaretsou

2014-2016 Member of the Jury Committee for Fame Lab Science Communication Competition | Co-Organized by British Council, Onassis Foundation Scholars Association, General Secretary for Research and Technology, Innovation Athens Innovation Hub of Municipality of Athens | Greece

2012- Present Member of the Research Network Co-Creating Experience Based Innovation (CCEBI) | Copenhagen Business School | Denmark

2002- Present BOD Member and Research Steering Committee Member | Institute of Communication | Athens | Greece

Membership in European Union Funded Programs

2014 – Present National Representative | Management Committee (MC) Member, Greece COST | IS1401 Action (European Cooperation in Science and Technology) European Literacy Network | Working Group 2: Developmental Aspects of Literacy and Education in a Digital World | Link: <http://www.is1401eln.eu/en/members/?p=10>

2013 Leonardo Transfer of Innovation Project Young Business Leaders [YBL]: Developing and Enhancing Leadership Skills for Young Managers in Times of Crisis | An Innovative Training Package for European Young Professionals: LLP-LdV-ToI-12-CY-1671210 | Member of the Academic Writers Team of the training package on a. Creative Problem Solving b. Building Networks c. Earning Trust | Leading Trainer “Train-the-Trainers” Program | Co-Author of the book “Future Leaders” based on the training material | Pedion Publishing 2016 | Athens | Greece

2012-2014 National Coordinator on behalf of Greek Ministry of Education in my capacity at Director of Educational Radio-Television | MEDEA Net Digital Literacy Program | MEDEA Awards: <http://www.medeas2020.eu/>

2012-2013 Communication Strategy Expert on Media and Social Media | Energy Bits - European Interactive Platform and Campaign targeted at Youth Sustainable Energy Lifestyles: Links: www.energybits.eu | <http://www.2020energy.eu/game> | www.ebitsvideo.com

2011-2012 National coordinator on behalf of Greek Ministry of Education in my capacity at Director of Educational Radio-Television | EduTubePlus - A European Curriculum Library and Hybrid e-Services for the Pedagogical Exploitation in Classroom

2011- Present Expert Group on Media Literacy and Education in European Commission | National Representative | Greek Ministry of Education

2009 Media Smart Media Literacy Platform aimed to teach kid to think critically about Media and Advertising | Academic Head and Coordinator commissioned in my capacity as Head of Advertising and Public Relations Lab by Hellenic Association of Advertising and Communication Agencies | Hellenic Audiovisual Institute Athens Initiative | Greece

Research Projects

2012 – Present Lead Investigator and Coordinator of the Research Team on “ Mobile Generation Next: Collaborative Consumption in the Sharing Economy Era | Advertising and Public Relations Lab | Department of Communication, Media and Culture | Panteion University | Athens | Greece

2003- 2014 Corporate Social Responsibility and Responsible Consumption Annual Research Monitor | Conducted by Institute of Communication Athens and Panteion University-Advertising and Public Relations Lab | Academic Research Leader and Analyst.

Leadership in Incubating Startup Entrepreneurship

2012- Present Startup Weekend Community Organizer: Links: <http://startupweekend.org/> & <http://www.up.co/communities/greece/athens/leaders>

2016 Startup Weekend Entrepreneurial Journalism | Support U. S. Embassy Athens | Support Tow- Knight Center for Entrepreneurial Journalism | link: <http://www.up.co/communities/greece/athens/startup-weekend/8247>

2014 Startup Weekend Education | Co- Partnership of Advertising and Public Relations Lab & MA in New Media and Journalism | Department of Communication, Media and Culture | Panteion University | Athens | Greece

2014 Startup Weekend Sustainability | Coach | Athens | Greece

2014 Organizer | International Co-Creation Seminar on Creative Entrepreneurship entitled: Co-Creating Shareable and Creative Cities | Co-organized with Advertising and Public Relations Lab, Panteion University, Technological Educational Institute of Ionian Islands | Greece & Co-Creating Experience Based Innovation (CCEBI) Center | Copenhagen Business School

2014 - Social Impact Awards- Member of the Judging Panel | Organizer Impact Hub Athens

2013 - Startup Weekend University | Athens | Greece |
YouTube Link: <https://www.youtube.com/watch?v=fARCUEPlol0>

2012 - Startup Weekend University | Athens | Greece|
YouTube Link: <https://www.youtube.com/watch?v=kP8aJ3helWE>

Leading in Digital Communication and Innovation

2014-2016 Digital Media Awards | President of the Judging Committee | Organized by Boussias Communications Publishing

2013- Present Mobile World Congress, Barcelona | Spain|
Participating in the National Greek Delegation | Head of Social Media Strategy and Implementation supported by Advertising and Public Relations Lab student team

2013 Organization of Public Talks:

- a. Guest Speaker Adnan Mahmud, Jolkona Founder entitled : Changing the World with Innovation ? Co-Organizers: U.S. Embassy Athens & Advertising and Public Relations Lab| Panteion Univeristy | Athens | Greece | Link: <http://ellada3-0.wix.com/panteion#!adnan-mahmud/clkok>
- b. Guest Speaker Amelia Showalter, ex-Director Obama 2012 Re-Elect Campaign, Co-Founder DC Santa Fe Initiative| Talk « Data Mama: Experimenting with Data for Progressive Politics and Entrepreneurship» | Co-Organisers Network for Reform in Greece and Europe & Advertising and Public Relations | Department of Communication, Media and Culture | Panteion University | Athens | Greece | Link: <http://todiktio.eu/en/index.php/activities/labs-events/item/279-lab-6>

2013 Global Entrepreneurship Week - Industry Disruptors- Disrupt|Startup|ScaleUp Startup Competition | member of the Judging Committee | Athens | Greece

2012 Organizer of the Athens International Co-Creation Workshop: Cities as Platforms for Experience-Based Innovation | Partners: Advertising and Public Relations | Department of Communication, Media and Culture | Panteion University | Athens | Greece , Ericsson Network Society Partner & Co-Creating Experience Based Innovation (CCEBI) Center | Copenhagen Business School

Digital Storytelling Initiatives and Projects

2016 - Present AD Discovery and Creativity Lab | Medium Publication Owner and Editor | Link to Medium Publication <https://medium.com/ad-discovery-and-creativity-lab>
Digital Storytelling Experimental Project connected with my undergraduate course “Introduction to Advertising and Public Relations | Department of Communication, Media and Culture | Panteion University | Athens | Greece

2015 – Present Connecting Cities Digital Diplomacy Storytelling Project | An International Five Cities- Four Continents Initiative by Five SUSI2015 On Journalism and Media Alumni Scholars | Co Founder and Editor | Link to Medium Publication: <https://medium.com/connecting-cities>

2015 – Present Entrepreneurial Journalism Lab | Initiator and Editor | Link to Medium Publication : <https://medium.com/entrepreneurial-journalism> Digital Storytelling Initiative for Journalism and Media Entrepreneurship and Innovation connected with my masters course on “Entrepreneurial Journalism” | MA in New Media and Journalism | Department of Communication, Media and Culture | Panteion University | Athens | Greece

2014 – Present Dare to Challenge Social Innovation Project | Medium Publication Owner and Editor | Link to Medium Publication <https://medium.com/dare-to-challenge>
 Digital Storytelling Project on Social Entrepreneurship, Social Impact Innovation and Citizens- Corporate Responsibility | Connected with my undergraduate course on Social Issues, Social Innovation and Corporate Responsibility | Department of Communication, Media and Culture | Panteion University | Athens | Greece

Managerial/ Digital Strategizing/ Consulting Experience

2013 – Present Advisory Board Member at Impact Hub Athens the first Globally Connected Local Network for Social Entrepreneurship: <http://athens.impacthub.net/en/community/> | Areas of Expert Consulting: Communication Strategy- Digital Media Engagement- Implementation of Business Model Canvas and Value Model Canvas, Social Innovation and Social Impact Strategy | Athens | Greece

2010-2012 Director Educational Radio-Television | Greek Ministry of Education | Key Mission: The Digital Transition of Educational Radio-Television and content contribution to the Digital School Multimedia Platform.

Key implementations:

- a. i-Create: user content generation platform for secondary schools in Greece : <http://i-create.gr/>
- b. Social Media Profiles and Engagement: Blog: <http://blogs.sch.gr/dertv> | Twitter: @EduTV_Greece | Facebook: <https://www.facebook.com/Educational-Radiotelevision-Digital-Media-> | YouTube: <https://www.youtube.com/user/EducationalTVGreece>
- c. Social Impact Campaign against School Violence: <http://i-create.gr/index.php/2013-11-07-05-30-28/2016-02-08-14-08-46>
- d. School Creative digital creativity competition to promote
- e. Participating and promoting Educational Radio-Television's educational video productions and Digital School Platform in BETT Show: World's leading Educational and Technology Event

2009 Member of the Advisory Board for Social Responsibility Index | Greece

2006 – Present BOD Institute of Communication | Athens | Greece

2008-2012 General Secretary at BOD of Institute of Communication | Athens | Greece

2006-2010 Editorial Board Member and Blogger at “Vima Ideon” [Tribute of Ideas]. A monthly edition of Greek legacy newspaper “TO VIMA”

2005-2011 Member of the Academic Committee of European Business Ethics Network in Greece [EBEN.GR]

2005 -2010 General Assembly Member of Children's Museum | Athens | Greece

2002 – Present Freelancing Consultant and Trainer to International Companies in various sectors: Communication | Marketing | Banks | Media | Pharmaceuticals |Telecommunications |Food | Beverages | Fashion | Media Training to National Olympic Committee and Managers, Athens Olympic Games 2004

1998-2009 Invited Speaker / Trainer on Communication, Public Relations and Social Media in Governmental Organizations: Diplomatic Academy - Ministry of Foreign Affairs | National Center for Public Administration and Local Government- Ministry of Interior | Police Academy- Ministry of Interior

Editor

Editor Director| Book Series on Digital Culture: Innovation, Collaborative Consumption, Digital Media, Cities | Pedion Publisher | Athens | Greece

Publications

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Appendix IV

Advertisement for the position of 0.5 Lecturer in Advertising & Marketing Communications, Job Description and Person Specification

<http://www.uclancyprus.ac.cy/en/uclan-cyprus/vacancies/academic-staff/>

Job Description



Job Title:	0.5 Lecturer in Advertising & Marketing Communications
School:	Business & Management
Grade:	0.5 FTE Lecturer
Annual Gross Salary:	€15.750
Responsible to:	Head of School
Job Purpose To contribute to the academic development, course management, teaching, research development and scholarship within the School	

Main Duties and Responsibilities:

1. Lecturing at all levels of the academic programmes in the School
2. To make a contribution to achieving the academic objectives in the School through teaching, research and income generating activities
3. To act as module leader for a number of identified modules.
4. To undertake administrative duties relevant to module leadership (administer course registers, assessment records, learning programmes and other records).
5. To engage with the recruitment of students onto courses and to provide appropriate advice on progression and career opportunities.
6. To adhere to quality assurance and enhancement systems to ensure high standards are maintained and the student experience is enhanced.
7. To contribute to the development of the School's commercial activities, including consultancy, training and funded projects.
8. To participate in research as an individual or part of a team
9. To develop and consolidate contacts with industry/ employers and other external organisations
10. To engage to UCLan Cyprus mentoring scheme.
11. To undertake any other duties relevant to the School's activities and commensurate with the level of the post, as directed by the Head of School.

Signed:**Date:**

Person Specification



Job Title:	0.5 Lecturer in Advertising & Marketing Communications
School:	Business & Management
Grade:	0.5 FTE Lecturer

Attributes	Essential	Desirable	Measured by:
Work Experience	Experience of higher education	Experience of teaching in a higher education environment	Application form, interview
Education / Qualifications	PhD or PhD candidate and/or professional qualification	A relevant Masters qualification Formal teaching qualification (such as PG Cert in Learning and Teaching in Higher Education) or Fellow of the Higher Education Academy, or equivalent	Application form
Skills / Abilities	Ability to teach and supervise dissertations up to PhD level Flexible and innovative approach to teaching and learning Ability to undertake research/knowledge transfer/innovation and enterprise Ability to work on own initiative as well as part of a team IT literate with knowledge of Microsoft Power Point and WebCT (or equivalent)	An ability to contribute to commercial activities and income generation An ability to contribute to the enhancement of research within the School Knowledge of UK and Cypriot current higher education and practices High level of IT skills in context of e-learning, including	Application form, interview and presentation

	<p>Willingness to enroll on and achieve a recognised teaching qualification (SD2 of the HEA) as part of staff development</p> <p>Fluency in the English language</p>	<p>WebCT or equivalent.</p> <p>Willingness to travel internationally</p> <p>Fluency in the Greek Language</p>	
Personal Details	<p>Excellent presentation and communication skills</p> <p>Commitment to the University's Mission Statement</p>	<p>Active member of relevant professional body as appropriate</p>	<p>Application form, interview</p>

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Appendix V

Letter of Appointment of Dr Betty Tsakarestou

1st November 2017

Dr. Betty Tsakarestou
Assistant Professor | Head of Advertising and Public Relations Lab
Department of Communication, Media and Culture
School of International Relations, Communication and Culture
Panteion University of Social and Political Sciences
136 Syngrou Avenue, 17671
Athens, Greece

Email: btsaka@gmail.com & btsaka@panteion.gr
Mobile: +30 6944 425164

Dear Dr Betty Tsakarestou,

It is with pleasure that we are writing to you to confirm your appointment as Visiting Senior Fellow in Marketing at UCLan Cyprus, School of Business and Management, effective from 1st January 2018 and which is of two-year duration in the first instance. Of course, this appointment ought to enjoy the endorsement from your University at all stages.

As part of your appointment, you will be expected to:

- support and advise the co-directors of the BA (Hons) Advertising and Marketing Communications course and work with UCLan UK and other professional bodies to further strengthen the appeal of this pioneering programme from Cyprus.
- interact collegially with members of UCLan Cyprus faculty with related interests, including the possible development of joint research.
- help supervise students with interests in marketing.
- (co-)deliver module(s) in your area of expertise as part of the MBA and BA (Hons) Advertising and Marketing Communications programmes.
- co-orchestrate and co-deliver visiting lectures, seminars and/or workshops in your area of expertise and as part of the BA (Hons) Advertising and Marketing Communications programme and other CPD training initiatives.
- help with engagement initiatives, in cooperation with stakeholders in the marketing field, by hosting conferences and events at UCLan Cyprus.

Other responsibilities could include:

- offer supervision to students in the context of assignment projects and research.
- develop new course and modules and support knowledge transfer activities.
- provide administrative support for research and development activities.
- jointly bid for research funding (externally) and seed corn funding (internally) for any initiatives in line with our aspirations to further develop advertising and marketing communications and other interdisciplinary thematic areas.

Compensation:

UCLan Cyprus will support your travel and accommodation whilst visiting UCLan Cyprus and or UCLan UK on an economy basis and pay for your teaching / training to be staged on a block delivery basis, in line with our fee structure for professional - CPD training (ranging from 80-100 Euros depending on number of participants).

We envisage that the estimated cost for the delivery of a module will be about 5,000 Euros.

The University also provides staff development and research support and its availability will depend on your active involvement in the initiatives of our research centres and other income generating activities.

We look forward to your continued support and to our fruitful cooperation across academic, research, professional training and outreach community action frontiers.

For UCLan Cyprus, on 1st November, 2017

Interim Rector, Professor Panikkos Poutziouris

Acting Head of School of Business & Management, Dr Loukas Glyptis ↗

Director of HR, Mrs Georgia Kyriakou

Please indicate your acceptance of this appointment by signing and dating below

Dr Betty Tsakarestou

Date

02/11/2017

/

Appendix VI



University of Central Lancashire

International Office

Tim Steele

Executive Director of International Strategy and Partnerships

Westleigh Conference Centre

University of Central Lancashire

Preston PR4 0RB

Tel: (Office) +44 (0)1772 895023

email: tsteele@uclan.ac.uk

www.uclan.ac.uk/international

28th September 2017

Professor Koutsellini
Chair Cyprus Agency of Quality Assurance
& Accreditation in Higher Education (D.I.P.A.E.)
Lemesou Avenue, 5
2112 Lefkosia
Tel.: +357 22504340,
Fax.: +35722504392
Email: info@dipae.ac.cy

Dear Professor Koutsellini

I am writing to thank you for your ongoing support and guidance as UCLan Cyprus (UCY) further expands its course provision to meet the Cypriot and global job markets.

The courses and course teams at UCY are fully integrated into the respective teams at the University of Central Lancashire (UCLan). This means that they benefit from being able to call upon and utilise our UK academic community to support the delivery of courses in Cyprus.

As our provision expands at UCY we will be using UCLan's UK faculty to provide block delivery and to further expand guest lectures whilst our provision at UCY grows. This approach enables the campus to develop in a sustainable way as well as strengthening the links to the mother university.

In the light of Brexit, UCLan is only one of two British institutions to have a campus in Europe and we are already working on developments to expand our teaching, research and civic activities within Cyprus, as well as to develop our engagement with industry partners across the region and beyond.

I hope that this statement of our commitment assists with our ongoing applications with the DIPAE. Please do not hesitate to contact me if I can be of any further assistance or if you require any further clarifications.

Yours sincerely

Tim Steele
Executive Director/Vice President
International Strategy and Partnerships
University of Central Lancashire
01772 895023
Mobile 07919574362