



Form 400.1

Ref. Number: 07.14.345.009.001

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

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

IN GREEK: Διαφήμιση και Επικοινωνίες Μάρκετινγκ (4 έτη / 240 ECTS, Πτυχίο)

IN ENGLISH: Advertising and Marketing Communications (4 years / 240 ECTS /Bachelor/BA)

OF THE HIGHER EDUCATION INSTITUTION

University of Central Lancashire Cyprus (UCLan Cyprus)

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 31/05/2021, the legal representative of the Higher Education Institution University of Central Lancashire Cyprus (UCLan Cyprus), 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: Διαφήμιση και Επικοινωνίες Μάρκετινγκ (4 έτη / 240 ECTS, Πτυχίο)

IN ENGLISH: Advertising and Marketing Communications (4 years / 240 ECTS /Bachelor/BA)

This application is registered with the reference number: 07.14.345.009.001

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 30/01/2023.

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^h 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) Map the learning outcomes and align them with teaching and assessment practices using rubrics¹. Each specific learning objective within each course should be clearly listed in the rubric.

(ii) Strengthen the procedures for the continuous training and professional development of the academic staff.

(iii) Adopt a more formal and systematic approach towards external stakeholders involvement in the curriculum design.

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

¹Please refer to CYQAA announcement dated 18/04/2023

<https://www.dipae.ac.cy/index.php/el/nea-ekdiloseis/anakoinoseis-el/696-18-04-2023-axiologisi-foititon-rion-2>