



TABLE 2: COURSE DISTRIBUTION (Yearly Mode)

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Yearly mode	Total periods/ Yearly mode	Number of ECTS
		YEAR 1						
1	Compulsory	Business Communication	BUC101	2.5	55	28	70	10
2	Compulsory	Consumer Behaviour	COB102	2.5	55	28	70	10
3	Compulsory	Fundamentals of Management	FOM103	2.5	55	28	70	10
4	Compulsory	Digital Marketing	DIM104	2.5	55	28	70	10
5	Compulsory	Principles of Marketing	POM105	2.5	55	28	70	10
6	Compulsory	Practice of Sales Management	PSM106	2.5	55	28	70	10
		YEAR 2						
7	Compulsory	Marketing Management and Practice	MMP201	2.5	55	28	70	10
8	Compulsory	Public Relations	PUR202	2.5	55	28	70	10
9	Compulsory	Management Information Systems	MIS203	2.5	55	28	70	10



ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
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10	Compulsory	Entrepreneurship and Small Businesses	ESB204	2.5	55	28	70	10
11	Compulsory	Integrated Marketing Communications	IMC205	2.5	55	28	70	10
12	Compulsory	Marketing Research	MAR206	2.5	55	28	70	10