

(EXISTING)

**Name of Program: Marketing - Communications
and Social Media
(BACHELOR OF BUSINESS
ADMINISTRATION)**

Degree: Bachelor of Business Administration

The BBA in Marketing-Communications and Social Media combines the theory and practice of Marketing with an understanding of the role of Communication in promoting business interests in a new-media environment. Students gain a foundation in the principles of consumer behavior, how markets for products and services are formed and change, and organizational responses to customer needs and preferences. The program aims to develop the rich mix of abilities required of effective Marketing executives, including analytical and data management skills, and advanced Communication skills of digital marketing strategy and the management of social media and online communities.

GENERAL OBJECTIVES:

- To develop the student's capacity to think, write and speak effectively and creatively.
- To develop an appreciation of and respect for social, moral, and ethical values as the foundation of one's relationship to others and one's responsibilities to the community.
- To develop the student's analytical, decision-making and communication competencies together with those qualities of self-reliance, responsibility, integrity and self-awareness, which will promote personal achievement and contribution to organizations.
- To build breadth of perspective through the general education requirements and provide sufficient specialization to meet basic professional and career requirements.
- To provide the student with the necessary requirements for academic and/or career advancement.

SPECIFIC OBJECTIVES:

- To provide students with a foundation in Business in general and all methods of communication in marketing, in particular.
- To provide a thorough study of each of the elements of the promotional mix, i.e. Advertising, Public Relations, Sales Promotion, Personal Selling and Direct Marketing.
- To provide an in-depth understanding as to why and how the elements of the communications mix are integrated.
- To provide the foundations of Social Media Marketing for students who want careers in the rapidly changing marketing communications field.
- To provide students with the knowledge and skills to design and implement an effective marketing communications campaign.
- To provide students with an in-depth knowledge of the role of marketing communications and the process of developing relationships with stakeholders.
- To center attention directly on the skills and knowledge required by Marketing Communication professionals and to help students acquire knowledge and develop skills in a systematic way.

- To assist the students in developing leadership capabilities, which can be used in reaching solutions to problems of Business in general, and in the marketing communications field in particular.

LEARNING OUTCOMES:

Upon successful completion of the program the students should be able to:

- Demonstrate awareness and capability of analyzing environmental (economic, social, political, legal, and technological) trends and their impact on individuals and businesses.
- Critically evaluate and apply concepts, techniques, strategies, and theories from any appropriate discipline in business contexts
- Demonstrate their ability to communicate effectively in business situations through speaking, writing, and by use of electronic media.
- Differentiate and analyze consumer data sources and collection methods via an empirical research approach.
- Describe the application of manual and computer-based quantitative and qualitative tools and methodologies in identifying and solving problems and making decisions in business situations.
- Demonstrate a thorough understanding of each element of the communications mix and the importance of integrating them.
- Apply knowledge from business and communication disciplines to develop an effective integrated communications plan in the dynamic environment.
- Describe the coordination of the production of visually effective print, graphic, and electronic communications.
- Demonstrate a thorough understanding of Social Media principles and how these platforms are re-formulating business communications.
- Demonstrate the capability of building and maintaining professional relationships with the various audiences of the organization.
- Project the ability to work in accordance with the professional ethics, standards, practices and the relevant laws.
- Demonstrate the ability to build teams and work effectively within them.

EMPLOYMENT OPPORTUNITIES:

Digital Marketing Strategy, Social Media/Community Management, Public Relations, Advertising, Media, Direct Marketing, Communications Consulting.

DEGREE REQUIREMENTS	Credits	ECTS
All students pursuing the Bachelor degree in "Marketing-Communications and Social Media" must complete the following requirements:		
General Education Requirements	24	42
Business Core Requirements	45	77
Major Requirements	51	105
Free Electives	9	16
Total Requirements	129	240

GENERAL EDUCATION REQUIREMENTS	24 credits	42 ECTS
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English and Communication		9 credits	16 ECTS
COM 101	Public Speaking ¹	3	5
ENB220	Writing for Business Studies	3	6
ENB225	Business Communication in English	3	5
Humanities and Social Sciences²		9 credits	16 ECTS
Philosophy, Psychology, Sociology, History or Political Science		9	16
Mathematics		3 credits	5 ECTS
MAT 115	Statistics I	3	5
Computer Science		3 credits	5 ECTS
CSC 190	Computer Fundamentals and Applications	3	5
BUSINESS CORE REQUIREMENTS		45 credits	77 ECTS
ACC 112	Introduction to Financial Accounting	3	5
ACC 113	Introduction to Managerial Accounting	3	5
BUS 101	Introduction to Business	3	5
BUS 111	Finite Mathematics for Business	3	5
BUS 201	International Business	3	5
BUS 401	Business Policy and Strategic Management	3	6
ECO 101	Principles of Microeconomics	3	5
ECO 102	Principles of Macroeconomics	3	5
BUS 195	Business Calculus with Applications	3	5
FIN 101	Essentials of Financial Analysis	3	6
LAW 101	Business Law I	3	5
MAR 101	Introduction to Marketing	3	5
MGT 101	Principles of Management	3	5
MGT 205	Organizational Behavior	3	5
BUS 360	Entrepreneurship and Innovation	3	5
MAJOR REQUIREMENTS		36 credits	75 ECTS
MAR 125	Integrated Marketing Communications	3	6
MAR 204	Consumer Behaviour	3	6
MAR 312	Integrated Marketing Communications Campaigns	3	6

MAR 213	The Art of Persuasion	3	6
MAR 111	Advertising and Sales Promotion	3	6
MAR 205	Selling and Sales Management	3	6
MAR 207	Direct Marketing	3	6
PRS 320	Public Relations Management & Practice	3	6
MAR 115	Fundamentals of Social Media	3	5
MAR 317	Digital Communications Strategy	3	6
BUS 215	Business Research	3	6
BUS 411	Senior Project	3	10
Major Electives (Students select <u>Five (5)</u> of the following courses)		15 credits	30 ECTS
MAR 209	Consumer Behaviour & Social Media	3	6
MAR 302	Marketing Research	3	6
MAR 308	Brand Management	3	6
MAR 316	E-Marketing	3	6
MAR 404	Advertising and Symbolism	3	6
MAR 260	Professional Selling	3	6
PRS 260	Issues, Crisis Management & CSR	3	6
TSM 202	Events Management	3	6
COM 103	Mass Media Writing	3	6
COM 220	Intercultural Communication	3	6
PRS 290	Public Relations Audit-Project	3	6
MAR 400	Internship in Marketing Communications	3	6
FREE ELECTIVES		9	16

¹ Students who do not meet the level of English for the course COM101 can alternatively register in the Course COM100-Fundamentals of Speech

² No more than two courses can be taken from a discipline unless otherwise specified.

(Απόφαση Υπουργικού Συμβουλίου 12/9/2007)