

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

Program Coordinator: Dr. Myria Ioannou

GENERAL EDUCATION REQUIREMENTS		COURSE COORDINATOR	INSTRUCTORS
COM 101	Public Speaking	Krystallo Nicolaou-Konstantinidou	Krystallo Nicolaou-Konstantinidou, Monica Hadjichrysanthou
ENG220	Instruction in Expository Writing	Claire Georgiou	Claire Georgiou
ENG225	Business English	Claire Georgiou	Claire Georgiou, Panos Panayiotou
MAT 115	Statistics I	Alexios Kythreotis	Stavroula Salafori
CSC 190	Computer Fundamentals and Applications	Yianna Danidou	George Kyprianou
BUSINESS CORE REQUIREMENTS			
ACC 112	Introduction to Financial Accounting	Alexios Kythreotis	Alexios Kythreotis, Kyriacos Antoniou, Marios Athanasiou
ACC 113	Introduction to Managerial Accounting	Marios Mavrides	Maria Angeli
BUS 101	Introduction to Business	Costas Ellinas	Costas Ellinas, Kyriakos Christofi, Yiannos Rossides, Despina Marouchou
BUS 111	Finite Mathematics for Business	George Papageorgiou	Chrysovalantis Voutouri, Andreas Michaelides
BUS 201	International Business	Costas Ellinas	Costas Ellinas, Cathrin Lazarou
BUS 401	Business Policy and Strategic Management	Pieris Chourides	Cathrin Lazarou, Pieris Chourides
ECO 101	Principles of Microeconomics	Onisiforos Iordanous	Marios Mavrides, Onisiforos Iordanou, Antri Konstantinidi
ECO 102	Principles of Macroeconomics	Marios Mavrides	Marios Mavrides, Onisiforos Iordanou, Alexandros Apostolides
BUS 195	Business Calculus with Applications	George Papageorgiou	Antri Konstantinidi
FIN 101	Essentials of Financial Analysis	Loukia Evripidou	Loukia Evripidou, Simona Mihai, Stelios Potamitis

LAW 101	Business Law I	Alexios Kythreotis	Evrripides Hadjinestoros
MAR 101	Introduction to Marketing	Myria Ioannou	Dino Domic
MGT 101	Principles of Management	Costas Ellinas	Christakis Sourouklis , Cathrin Lazarou , Alexandrou Leonidas
MGT 205	Organizational Behavior	Christakis Sourouklis	Christakis Sourouklis , Cathrin Lazarou
BUS 360	Entrepreneurship and Innovation	Christakis Sourouklis	Cathrin Lazarou , George Papageorgiou
MAJOR REQUIREMENTS			
MAR 125	Integrated Marketing Communications	Myria Ioannou	Myria Ioannou , Dino Domic
MAR 204	Consumer Behaviour	Myria Ioannou	Dino Domic , Myria Ioannou
MAR 312	Integrated Marketing Communications Campaigns	Lycourgos Hadjiphanis	Lycourgos Hadjiphanis , Myria Ioannou , Yiannos Rossides
MAR 213	The Art of Persuasion	Dino Domic	George Tofa
MAR 111	Advertising and Sales Promotion	Elmos Konis	Elmos Konis , Iliana Paphiti
MAR 205	Selling and Sales Management	Elmos Konis	Elmos Konis , Dino Domic , Lycourgos Hadjiphanis
MAR 207	Direct Marketing	Myria Ioannou	Myria Ioannou , Elmos Konis , Panagiotis Tzavaras
PRS 320	Public Relations Management & Practice	Myria Ioannou	Myria Ioannou , Panayiotis Evangelides
MAR 115	Fundamentals of Social Media	Lycourgos Hadjiphanis	Lycourgos Hadjiphanis , Myria Ioannou , George Antoniadis
MAR 317	Digital Communications Strategy	Lycourgos Hadjiphanis	Lycourgos Hadjiphanis , Myria Ioannou , George Antoniadis
BUS 215	Business Research	Lycourgos Hadjiphanis	Lycourgos Hadjiphanis , Loukia Evripidou
BUS 411	Senior Project	Cathrin Lazarou	Cathrin Lazarou
MAJOR ELECTIVES (Students select Five (5) of the following courses)			
MAR 209	Consumer Behaviour & Social Media	Dino Domic	Konstantinos Kasaras
MAR 308	Brand Management	Myria Ioannou	Myria Ioannou , Lycourgos Hadjiphanis , Panayiotis Evangelides
MAR 404	Advertising and Symbolism	Dino Domic	Dino Domic , Elmos Konis

MAR 260	Professional Selling	Elmos Konis	Elmos Konis , George Antoniadis
PRS 260	Issues, Crisis Management & CSR	Myria Ioannou	Myria Ioannou , Marilia Kountouridou
TSM 202	Events Management	Nikolaos Boukas	Christakis Sourouklis , Nikolaos Boukas , Panagiotis Tofinis
PRS 290	Public Relations Audit-Project	Myria Ioannou	Myria Ioannou , Despina Marouchou , Panayiotis Evangelides
FREE ELECTIVES			