

**Name of Program: Marketing and Digital Communications
(BACHELOR OF BUSINESS ADMINISTRATION)**

Program Coordinator: Dr. Myria Ioannou

GENERAL EDUCATION REQUIREMENTS		INSTRUCTORS
ENGLISH AND COMMUNICATION		
COM215	Public Speaking and Human Communication	Krystallo Nicolaou-Konstantinidou , Monica Hadjichrysanthou
ENB220	Writing for Business Studies*	Claire Georgiou
ENB230	Business Communication in English	Claire Georgiou
HUMANITIES & SOCIAL SCIENCES		
N/A	Psychology, Sociology Languages**	
BUSINESS CORE REQUIREMENTS		
BUS100	Introduction to Business	Costas Ellinas , Kyriakos Christofi , Yiannos Rossides , Despina Marouchou , Emily Tsikkou
BUS210	Numerical Methods and Applications in Business	Antri Konstantinidi , Andreas Michaelides
BUS220	Innovation and Entrepreneurship	Cathrin Lazarou , George Papageorgiou , Christakis Sourouklis
BUS230	Computer Applications for Business	George Kyprianou
BUS400	Strategic Management	Pieris Chourides , Cathrin Lazarou
BUS405	Undergraduate Thesis	Cathrin Lazarou
MAR100	Introduction to Marketing	Dino Domic , George Tofa , Nikolaos Boukas
MGT100	Principles of Management	Costas Ellinas , Kyriakos Christofi , Yiannos Rossides , Despina Marouchou , Leonidas Alexandrou
MGT150	Organizational Behavior	Christakis Sourouklis , Despina Marouchou
AEF110	Introduction to Financial Accounting	Alexios Kythreotis , Kyriacos Antoniou , Maria Angeli , Marios Athanasiou , Chrystalla Kazara
AEF125	Introduction to Managerial Accounting	Maria Angeli , Kyriacos Antoniou

AEF100	Principles of Microeconomics	Marios Mavrides, Onisiforos Jordanou, Antri Konstantinidi, Alexandros Apostolides
AEF115	Principles of Macroeconomics	Marios Mavrides, Onisiforos Jordanou, Alexandros Apostolides
AEF135	Essentials of Financial Analysis	Loukia Evripidou, Simona Mihai
AEF320	Corporate and Business Law I	Evripides Hadjinestoros
AEF105	Business Statistics	Onisiforos Jordanou, Antri Konstantinidi, Klea Panayidou
MAJOR REQUIREMENTS		
MAR110	Social Media & Marketing Communications	Lycourgos Hadjiphanis, Marilia Kountouridou
MAR130	Advertising and Sales Promotion	Dino Domic, Myria Ioannou
MAR200	Marketing Research	Lycourgos Hadjiphanis, Myria Ioannou
MAR220	Emerging Issues in International Marketing	Dino Domic, Myria Ioannou
MAR230	Consumer Behaviour	Dino Domic, Myria Ioannou
MAR225	Professional Selling	Elmos Konis, Dino Domic
MAR330	Direct Marketing	Elmos Konis, George Tofa, Myria Ioannou
MAR335	Digital Marketing	Elmos Konis
MAR360	Public Relations Management and Practice	Myria Ioannou, Panagiotis Evangelides
MAR450	Integrated Marketing Communications Strategy	Myria Ioannou, Dino Domic, Yiannos Rossides
MAR410	Digital Communications Strategy	Lycourgos Hadjiphanis, Elmos Konis
MAR415	Customer Engagement	Myria Ioannou, Nikolaos Boukas
MAR420	Simulation in Digital Marketing	Lycourgos Hadjiphanis
MAJOR ELECTIVES Students must choose 2 Electives from the below:		
MAR350	The Art of Persuasion	George Tofa
MAR355	Brand Management	Lycourgos Hadjiphanis, Panagiotis Evangelides, Myria Ioannou

MAR430	Internship in Marketing Communications	Myria Ioannou, Elmos Konis
MAR435	Contemporary Advertising Practice	Dino Domic
MAR440	Marketing of Services	Myria Ioannou, Yiannos Rossides, Pantelis Hadjijerou
FREE ELECTIVES		

*Students take the English Placement Test of the University and based on their results they take the ENB220 course. Students who do not meet the level of English of ENB220 can alternatively register in lower level English courses, which will enable them to achieve the expected English level.

**Students will have a choice of Greek, German, French, Spanish, Russian. If a Language Elective is chosen, then the Students must complete both language levels.