

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

Program Coordinator: Prof. Nikolaos Boukas

GENERAL EDUCATION REQUIREMENTS		COURSE COORDINATOR	INSTRUCTORS
ENGLISH AND COMMUNICATION			
COD215	Public Speaking and Human Communication	Krystallo Nicolaou-Konstantinidou	Krystallo Nicolaou-Konstantinidou
EBD220	Writing for Business Studies*	Claire Georgiou	Claire Georgiou
EBD230	Business Communication in English	Claire Georgiou	Panos Panayiotou
HUMANITIES & SOCIAL SCIENCES			
N/A	Psychology, Sociology Languages**		
BUSINESS CORE REQUIREMENTS			
BUD100	Introduction to Business	Costas Ellinas	Costas Ellinas
BUD210	Numerical Methods and Applications in Business	George Papageorgiou	Stavroula Salafori
BUD220	Innovation and Entrepreneurship	Christakis Sourouklis	Christakis Sourouklis
BUD230	Computer Applications for Business	Yianna Danidou	Nicolas Nicolaou
BUD400	Strategic Management	Pieris Chourides	Christakis Sourouklis
BUD405	Undergraduate Thesis	Cathrin Lazarou	Cathrin Lazarou
MRD100	Introduction to Marketing	Dino Domic	Dino Domic
MGD100	Principles of Management	Costas Ellinas	Costas Ellinas
MGD150	Organizational Behavior	Christakis Sourouklis	Despina Marouchou
AED110	Introduction to Financial Accounting	Alexios Kythreotis	George Koliandris

AED125	Introduction to Managerial Accounting	Maria Angeli	Loukia Evripidou
AED100	Principles of Microeconomics	Onisiforos Iordanous	Alexandros Apostolides
AED115	Principles of Macroeconomics	Marios Mavrides	Ioannis Violaris
AED135	Essentials of Financial Analysis	Loukia Evripidou	Loukia Evripidou
AED320	Corporate and Business Law I	Alexios Kythreotis	Evripides Hadjinestoros
AED105	Business Statistics	Onisiforos Iordanous	Polina Ellina
MAJOR REQUIREMENTS			
MRD110	Social Media & Marketing Communications	Lycourgos Hadjiphanis	Maria Christofi
MRD130	Advertising and Sales Promotion	Dino Domic	Dino Domic
MRD200	Marketing Research	Lycourgos Hadjiphanis	Kyriakos Christofi
MRD220	Emerging Issues in International Marketing	Dino Domic	Myria Ioannou
MRD230	Consumer Behaviour	Dino Domic	Dino Domic
MRD225	Professional Selling	Elmos Konis	Dino Domic
MRD330	Direct Marketing	Elmos Konis	Elmos Konis
MRD335	Digital Marketing	Elmos Konis	Marilia Kountouridou
MRD360	Public Relations Management and Practice	Myria Ioannou	Myria Ioannou
MRD450	Integrated Marketing Communications Strategy	Myria Ioannou	Myria Ioannou
MRD410	Digital Communications Strategy	Lycourgos Hadjiphanis	Lycourgos Hadjiphanis
MRD415	Customer Engagement	Myria Ioannou	Nikolaos Boukas
MRD420	Simulation in Digital Marketing	Lycourgos Hadjiphanis	Marilia Kountouridou
MAJOR ELECTIVES Students must choose 2 electives from the below:			
MRD350	The Art of Persuasion	Dino Domic	Dino Domic
MRD355	Brand Management	Myria Ioannou	Myria Ioannou

MRD435	Contemporary Advertising Practice	Dino Domic	Dino Domic
MRD440	Marketing of Services	Myria Ioannou	Myria Ioannou
FREE ELECTIVES			

*Students take the English Placement Test of the University and based on their results they take the EBD220 course. Students who do not meet the level of English of EBD220 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.