SCHOOL OF BUSINESS AND ECONOMICS

UNDERGRADUATE STUDENT HANDBOOK 2026

BSc (Hons) Marketing

2026-2027

DEREE – The American College of Greece School of Business and Economics

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1. Welcome to the Programme

1.1 Message from the Senior Associate Dean

Upholding the American College of Greece tradition of providing a student-oriented educational experience, Deree School of Business and Economics delivers academic programmes that are based on quality instruction and pedagogic best practice. Blending critical enquiry with practical insight, Business and Economics curricula equip students with analytical and practical skills that are essential in today's globalized market place and, at the same time, provide excellent preparation to students who wish to pursue graduate studies in economics and business-related fields. Rigorous external review through NECHE accreditation, along with validation by the Open University UK, safeguard the quality and warrant the international relevance of our programmes.

Business and Economics programmes are delivered by friendly and accessible academic staff, who combine scholarly expertise with industry experience. The academic staff is motivated by the talented and increasingly diverse student population of the College. Together they contribute to the creation of a vibrant academic environment at Deree, helping the School of Business and Economics rise to the next level of excellence.

In the School of Business and Economics you will be offered instruction and experiences that will enable you to develop essential skills to pursue a meaningful career and contribute to business and society. You will be equipped with knowledge grounded on liberal education, economics, business foundations and functions, as well as sound specialization components. This handbook provides detailed information on the curricular structure of and the opportunities provided by the programme you have chosen.

Welcome to Deree–The American College of Greece and to the School of Business and Economics.

Dimitris Doulos, PhD
Dean, School of Business and Economics
Professor of Economics

1.2 Message from the Department Chair

Dear student,

Welcome to the programme of Marketing, in the Department of Marketing, one of the oldest departments of the School of Business and Economics at Deree. The Marketing Department aims at equipping students with knowledge and skills that will qualify them to pursue graduate studies or professional careers in marketing related fields and become lifelong learners. The staff teaching at the department has a long professional and academic experience both in Greece and abroad. Students graduating from the Marketing Department, could be sure that they gained all the necessary knowledge to get in the job market fully equipped with current knowledge on the marketing field. Those who will start or having started the journey already, they will enjoy modules related to contemporary business practices, several elective modules examining the application of marketing principles in different sectors of the economy, but also modules that will help them to manage the marketing outcome in a professional and aspiring way.

We hope that you will take advantage of your time with us to develop as a thoughtful and lifelong learner. Our main concern is to assist you to discover knowledge, build up a strong theoretical background and develop strong cognitive and practical skills in order to pursue your professional life and maximize your potential as a global citizen.

Emmanouela Manganari, PhD
Chair, Marketing Department

Ioanna Mitropoulou
Program Co-ordinator

1.3 Academic calendar http://www.acg.edu/academics/college-calendars

1.4 Key contacts

American College of Greece: +30 210 600 9800
Department Chair: Emmanouela Manganari, emanganari@acg.edu, ext. 1426, room 2
Program co-ordinator: Ioanna Mitropoulou, imitropoulou@acg.edu, ext 1361, DC410
Dean's Office: sbe@acg.edu, ext. 1108, room 516
Academic Advising Office: dc.adv@acg.edu ext. 1431
Student Success Centre: ssc@acg.edu ext.1326, 1333
Registrar's Office: registrar@acg.edu ext. 1331, 1328, 1449, 1445
Validation Office: validation@acg.edu ext. 1428
Student Affairs: studentaffairs@acg.edu ext. 1197, 1442
Student Government: dc.sgorg@acg.edu ext.1373
Library helpdesk: libraryreference@acg.edu ext. 1434, 1267
SASS: sass@acg.edu ext.1273, 1276
Study Abroad Office: studyabroadoffice@acg.edu ext. 1029, 1412
Career Office: career@acg.edu ext. 1313, 1316
The ACG Counseling Center: counseling@acg.edu.
College Nurse: Nora Beliati, tbeliati@acg.edu ext. 1500
Marketing Society: dc.mktsoc@acg.edu

1.5 Keeping in touch

Academic and administrative staff at ACG use your student email address to contact you. It is important that you check this account regularly. You can forward emails from your student email address to a preferred personal email address. However, spam filters needed by the College mean that emails sent from external email addresses may be delayed, blocked or deleted. It is, therefore, important that your student email address is the only email address that you use to contact College staff.

We will inform you of canceled classes / activities / course notices as soon as possible. This will be via Blackboard, an email to your student email address or, if urgent, via the mobile phone number on our contact records.

Please make sure that you inform the Registrar's Office whenever you change your address and contact details. This will ensure we can always contact you in an emergency, and that you receive any important College communications that we may need to send you.

2. Studying on this Programme

2.1 Mission of the Marketing programme

In congruence with the mission of the College, the mission of the Marketing Department is to equip students with specialised knowledge and skills that will enable them to pursue graduate studies or professional careers in marketing related fields and become lifelong learners.

2.2 Programme goals

1. Develop advanced knowledge of marketing theories and concepts.
2. Develop communication and presentation skills for the marketing profession.
3. Develop the ability to collaborate in groups to solve marketing problems.
4. Acquire digital skills for the marketing discipline/profession.
5. Apply problem-solving and critical evaluation skills which will enable students to provide solutions to problems in contemporary marketing areas.
6. Develop students' understanding of ethical issues and sustainability practices in the marketing industry so that they become responsible professionals and global citizens.

2.3 Programme Learning Outcomes

A. Knowledge and understanding

A1. Demonstrate knowledge and understanding of marketing principles, covering a complex range of organisations.
A2. Demonstrate knowledge and understanding of the role of marketing as a business function and its contribution to individual firms and to the economy.
A3. Demonstrate knowledge and understanding of marketing theories, marketing strategy and marketing performance.
A4. Demonstrate knowledge and understanding of the role of marketing strategy at a local, national and international level and includes a wide range of factors, including economic, environmental, cultural, ethical, legal and regulatory, political, sociological, digital and technological, that impact on organisations.
A5. Demonstrate knowledge, understanding and critical appreciation of marketing theories, models and strategy in a wider business environment.
A6. Demonstrate knowledge, understanding and critical evaluation in the areas ethics, sustainability and corporate responsibility, particularly in relation to social, cultural, legal, economic and environmental issues.

B. Cognitive skills

B1. Develop and apply a market research process and the different methods involved in data collection and data analysis, applied in different market contexts.

B2. Analyse data and evaluate a range of data, sources of information and appropriate methodologies. B3. Analyse data and circumstances to determine the cause of a problem, decision-making and select appropriate, sustainable solutions.

B4. Link research findings with strategic marketing strategy, ethics and sustainability in a wider business environment.

C. Practical and Professional Skills

C1. Develop effective verbal, non-verbal, written and digital communication C2. Be able to work collaboratively and inclusively

C3. Define research and managerial questions and plans and apply appropriate methodologies C4. Apply research tools towards effective problem – solving.

C5. Prepare reports on marketing results and deriving conclusions and/or policy implications

C6. Develop conceptual, systemic and critical thinking, analysis, synthesis and evaluation regarding advanced marketing issues.

D. Key/Transferable Skills

D1. Apply basic Self-reflection practices: self-analysis and an awareness/sensitivity to diversity in terms of people and cultures - this includes a continuing appetite for development.

D2. Develop self-management skills including development as independent learners, a readiness to accept responsibility and flexibility.

D3. Address current market challenges in sustainable and ethical manner by considering all shareholders and the society at large.

D4. Handle complexity, tolerate uncertainty, challenge assumptions, use evidence to inform critical thinking, be resilient, self-starting and appropriately assertive.

D5. Make use of marketing concepts and tools in strategic thinking and decision making.

2.4 Programme level competencies

Marketing Programme graduates should be able to:

1. Demonstrate deep knowledge and understanding of major marketing theories and concepts in the area of marketing.
2. Assess the moral and ethical dimensions of actions, persons, and business practices and develop an awareness of and framework for ethical decision-making in marketing.
3. Analyze and synthesize the marketing strategies that are at play at all business types and how they affect an organization's practices.
4. Employ quantitative and qualitative methods and tools in analyzing, solving marketing problems, and communicate information.
5. Critically evaluate different business approaches deriving from information technology and new media developments through digitization on the four elements of the marketing mix (Product, Price, Place, and Promotion).
6. Apply the knowledge and skills gained in the various marketing courses in business.

2.5 Programme structure

BSc (Hons)in Marketing Module titles –

LEVEL 4 Compulsory Modules:
AF 2007 FINANCIAL ACCOUNTING – 15 CREDITS
BU 2003 INTRODUCTION TO BUSINESS LAW –15 CREDITS
CS 2179 BUSINESS INFORMATION SYSTEMS – 15 CREDITS
EC 1000 PRINCIPLES OF MICROECONOMICS – 15 CREDITS
EC 1101 PRINCIPLES OF MACROECONOMICS – 15 CREDITS
MA 2021 APPLIED STATISTICS – 15 CREDITS
MG 2003 MANAGEMENT PRINCIPLES – 15 CREDITS
MK 2030 INTRODUCTION TO MARKETING – 15 CREDITS

Module titles –
LEVEL 5: Compulsory Modules:
AF 3105 FINANCIAL MANAGEMENT – 15 CREDITS
PH 2005 BUSINESS ETHICS – 15 CREDITS
BU 3133 BUSINESS RESEARCH METHODS – 15 CREDITS
MK 3159 CONSUMER BEHAVIOUR – 15 CREDITS
MK 3131 MARKETING MANAGEMENT – 15 CREDITS
MK 3135 MARKETING COMMUNICATIONS – 15 CREDITS
MK 3155 BUSINESS MARKETING – 15 CREDITS
MK 3134 BRAND MANAGEMENT – 15 CREDITS

Optional Modules: NONE

Module titles – LEVEL 6:
Compulsory Modules:
MK 4104 DIGITAL & SOCIAL MEDIA MARKETING – 15 CREDITS
MK 4247 APPLIED MARKETING MANAGEMENT & METRICS – 15 CREDITS
MK 4358 APPLIED MARKETING RESEARCH – 15 CREDITS
MK 4468 INTEGRATED MARKETING COMMUNICATION CAMPAIGNS – 15 CREDITS
MK 4860 MARKETING STRATEGY & TOPICS – 15 CREDITS

Optional Modules (Choose any three of the following):
MK 4153 SALES MANAGEMENT – 15 CREDITS
MK 4156 RETAIL & SUPPLY CHAIN MANAGEMENT – 15 CREDITS
MK 4157 INTERNATIONAL MARKETING – 15 CREDITS
MK 4162 MARKETING OF SERVICES – 15 CREDITS
MK 4245 PROMOTIONS EVENTS & EXPERIENCES - 15 CREDITS
MK 4242 MARKETING CREATIVITY & INNOVATION - 15 CREDITS
MK4249 ADVERTISING FOR MARKETERS - 15 CREDITS
MK4226 LUXURY BRAND MANAGEMENT - 15 CREDITS
MK 4148 RETAIL BUSINESS STRATEGY - 15 CREDITS
MK43XX SUSTAINABILITY, ETHICS AND CAUSE RELATED MARKETING - 15 CREDITS
MK44XX DIGITAL MARKETING ANALYTICS- 15 CREDITS

2.6 Programme award bands

Classification of bachelor degrees is based on the average mark across all modules within Level 6 and half of the modules in Level 5 (ratio 2:1).

Honours degrees are classified as:

First class Aggregate mark of 70% or above
Upper Second-class Aggregate mark between 60% and 69%
Lower Second-class Aggregate mark between 50% and 59%
Third class Aggregate mark between 40% and 49%
More information is available in the College catalogue (Appendix A)
Information on grading criteria is available in Appendix B

2.7 Progression from Level to Level

All modules are assigned one of the three level designations (Level 4, Level 5, Level 6) according to the increasing demands being placed upon students as they undertake learning at higher levels.

Students need to work closely with their advisors before their registration in order to select the correct modules and avoid any delay in their graduation. Learning accredited at each level will reflect the student's ability to:

Level 4
Develop a rigorous approach to the acquisition of a broad knowledge base; employ a range of specialised skills; evaluate information using it to plan and develop investigative strategies and to determine solutions to a variety of unpredictable problems; operate in a range of varied and specific contexts taking responsibility for the nature and quality of outputs.

Level 5
Generate ideas through the analysis of concepts at an abstract level with a command of specialized skills and the formulation of responses to well defined and abstract problems; analyse and evaluate information; exercise significant judgment across a broad range of functions; accept responsibility for determining and achieving personal and/or group outcomes.

Level 6
Critically review, consolidate and extend a systematic and coherent body of knowledge utilising specialised skills across an area of study; critically evaluate new concepts and evidence from a range of sources; transfer and apply diagnostic and creative skills and exercise significant judgment in a range of situations.

2.8 Descriptions of required and optional modules

AF 2007 FINANCIAL ACCOUNTING – LEVEL 4
Introduction to principles, concepts and procedures of the financial accounting cycle of services and merchandising businesses. Preparation and interpretation of financial statements as a source of financial information required in a business context.
Prerequisites: NONE UK CREDITS: 15
US CR: 3/0/3

BU 2003 BUSINESS LEGAL ISSUES – LEVEL 4
Introduction to basic concepts and principles of company law, intellectual property law, contract law, tort law and employment law, and an overview of selected emerging legal issues. Prerequisites: NONE UK CREDITS: 15 US CR: 3/0/3

EC 1001 PRINCIPLES OF MICROECONOMICS – LEVEL 4
Introduction to economics and the economy. Product markets, elasticity, and consumer theory. Costs, production and the theory of the firm. Pricing and output determination in various market structures.
Prerequisite: NONE UK CREDITS: 15
US CR: 3/0/3

EC 1101 PRINCIPLES OF MACROECONOMICS – LEVEL 4
National income accounting, economic growth, taxation, business cycles, unemployment, inflation, deficit and debt. Aggregate expenditures and the Aggregate Supply/Aggregate Demand model. Countercyclical fiscal and monetary policy. The banking system and the money supply.
Prerequisite: EC 1000 Principles of Microeconomics UK CREDITS: 15
US CR: 3/0/3

CS 2179 BUSINESS INFORMATION SYSTEMS – LEVEL 4
Principles of information systems. Social and ethical issues in using information and communication technologies (ICT). Present and future trends in information technology. Manage, communicate, create, and analyse information. Collaborate and share digital content using current technologies. Develop critical thinking and problem-solving skills through hands-on projects, developing digital literacy skills and capabilities
Prerequisites: CS 1070 Introduction to Information Systems Modules UK CREDITS: 15
US CR: 3/0/3

MA 2021 APPLIED STATISTICS – LEVEL 4
A comprehensive introduction of statistics for business and economics. Descriptive and inferential statistics, regression analysis and analysis of variance (ANOVA).
Prerequisites: NONE.
UK CREDITS: 15 US CR: 3/0/3

MG 2003 MANAGEMENT PRINCIPLES – LEVEL 4

Nature, functions and responsibilities in the management of organizations. History of management thought, theories, concepts and practices. The managerial functions of planning and decision-making, organizing, leading and controlling.

Prerequisites: NONE.

UK CREDITS: 15

US CR: 3/0/3

MK 2030 INTRODUCTION TO MARKETING – LEVEL 4

Fundamental marketing principles and theories, environmental marketing analysis, consumer and business behavior, segmentation, targeting and positioning (STP), market research, product strategy, pricing, distribution, integrated marketing communications (IMC), and digital marketing.

Prerequisites: NONE UK CREDITS: 15

US CR: 3/0/3

FN 3105 FINANCIAL MANAGEMENT – LEVEL 5

Generation and preparation of information provided to decision-makers for optimal planning and control of an organization's routine operations and long-range organizational goals.

Focus on the use of accounting information in cost accumulation, profitability analysis, planning and decision making in business organizations.

Prerequisite: AF 2007 Financial Accounting UK CREDITS: 15

US CR: 3/0/3

PH 3005 BUSINESS ETHICS − LEVEL 5

Introduction to major theories and basic moral problems in the domain of business. The use of reasoning in moral assessment of business practices. Application of moral theories to specific cases of corporate conduct ranging from the individual to society in general, in the local and the international context

Prerequisites: NONE

UK CREDITS: 15 US CR: 3/0/3

BU 3133 BUSINESS RESEARCH METHODS – LEVEL 5

Introduction of the Business Research process and its importance for organizations. Presentation of the steps of the research design and relevant methodologies. Application of the research design and data collection and analysis through a student project.

Prerequisites: MA 2021 Applied Statistics UK CREDITS: 15

US CR: 3/0/3

MK 3159 CONSUMER BEHAVIOR – LEVEL 5

Processes used by consumers to select, purchase, and use products and services, factors affecting consumer behavior, and the implications for developing marketing strategies. Prerequisites: MK 2030 Introduction to Marketing

UK CREDITS: 15 US CR: 3/0/3

MK 3131 MARKETING MANAGEMENT – LEVEL 5

Marketing strategy, environmental marketing analysis, strategic competitor and customer analysis, segmentation, targeting and positioning (STP), strategic marketing planning, sustainable competitive advantage, product strategy, pricing, distribution, integrated marketing communications (IMC), and retailing strategy.

Prerequisites: MK 2030 Introduction to Marketing UK CREDITS: 15

US CR: 3/0/3

MK 3135 MARKETING COMMUNICATIONS – LEVEL 5

Marketing communications and their role within the overall marketing mix. The communication process. Marketing communication strategy. Marketing Communications Mix: Advertising, Promotions, Events, Sponsorship, Personal Selling, Direct Marketing, Placements, Social Media Marketing.

Prerequisites: MK 2030 Introduction to Marketing UK CREDITS: 15

US CR: 3/0/3

MK 3155 BUSINESS MARKETING – LEVEL 5

Business to business marketing is concerned with the marketing of goods and services to organizations. The key distinguishing feature of business marketing is the nature of the customer, rather than the nature of the product. Challenges and opportunities that marketers confront when they assess the needs of business organizations (manufacturers, resellers, government agencies and institutions) as customers. Comparison with the consumer household market and an analysis of the marketing strategy and tactics for business markets. Prerequisites: MK 2030 Introduction to Marketing

UK CREDITS: 15 US CR: 3/0/3

MK 3134 BRAND MANAGEMENT – LEVEL 5

This module provides students with a comprehensive understanding of the principles and practices of brand management. It explores how brands are created, positioned, communicated, and sustained in an increasingly competitive and digitalized marketplace.

Prerequisites: MK 2030 Introduction to Marketing UK CREDITS: 15

US CR: 3/0/3

MK 4104 DIGITAL & SOCIAL MEDIA MARKETING – LEVEL 6

Overview of digital marketing; how organizations design, implement, and evaluate digital strategies that connect with consumers across owned, earned, and paid media. Students receive the Digital Marketing Institute Associate level Certification.

Prerequisites: MK 2030 Introduction to Marketing UK CREDITS: 15

US CR: 3/0/3

MK 4247 APPLIED MARKETING MANAGEMENT & METRICS – LEVEL 6

Provides a practical command of the marketing planning process. Evaluates marketing decisions through the use of appropriate metrics to measure activity effectiveness. Applies analytics to interpret results for strategic insights.

Prerequisites: MK 2030 Introduction to Marketing; MK 3131 Marketing Management UK CREDITS: 15

US CR: 3/0/3

MK 4358 APPLIED MARKETING RESEARCH – LEVEL 6

Marketing research as a tool for decision- making and problem-solving in marketing. The research process. Research design and methodology, design sample, data collection, analysis and interpretation of data in specific marketing applications.

Prerequisites: MK 2030 Introduction to Marketing; MA 2021 Applied Statistics; BU3233 Business Research Methods.

UK CREDITS: 15 US CR: 3/0/3

MK 4468 INTEGRATED MKT COMMUNICATION CAMPAIGNS – LEVEL 6

Management of the IMC process. Planning for IMC. Integration of marketing communications tools/ techniques. Contribution of IMC to Brand Equity. Campaign Strategy. Customer Insights. Communication Objectives. Budgeting. Target Audience. Creative Strategy. Marketing Communications Mix and Media/ Touchpoints. Evaluation of IMC effectiveness. Presentation of the Pitch.

Prerequisites: MK 2030 Introduction to Marketing; MK 3159 Consumer Behavior; MK 3135 Marketing Communications; MK 3134 Brand Management.

UK CREDITS: 15 US CR: 3/0/3

MK 4860 MARKETING STRATEGIES & TOPICS CAPSTONE– LEVEL 6

A culminating experience for Marketing majors involving a substantive project based on a real company brief to students that demonstrates a synthesis of learning accumulated in the program, including comprehensive knowledge of the discipline and its methodologies and practices. The course discusses Marketing strategy and its link to the overall Business strategy in the context of a dynamic environment.

Prerequisites: MK 2030 Introduction to Marketing; MA 2021 Applied Statistics; BU3133;AF 2007 Financial Accounting; FN 3105 Financial Management; MK 3131 Marketing Management; MK 4247 Applied Marketing Management & Metrics; MK 4358 Applied Marketing Research. UK CREDITS: 15

US CR: 3/0/3

MK 4157 INTERNATIONAL MARKETING – LEVEL 6 (Elective)

Application of marketing principles to world markets in a variety of social, legal, technological, environmental and economic environments, including practices of international trade. Contrast the strategic differences between export marketing, international marketing and global marketing. Assessing risk and control variables with respect to market-entry strategies within the internationalization process. Evaluate the key steps in the international marketing planning process. Assess the impact of social and cultural factors on the international marketing process as they are influenced by cross-cultural complexities. Analyse the concepts and techniques to identify and evaluate opportunities throughout international markets. Compare niche-market SME strategies with the global strategies of MNC's. Examine various supply-chain strategic considerations within the context of international product and service management. Compare various approaches to the management of international distribution and logistics. Compare various pricing strategies for international markets. Discover how technology can be used to integrate international marketing activities. List the various strategic options regarding integrated marketing communications within a global marketplace.

Prerequisites: MK 2030 Introduction to Marketing UK CREDITS: 15

US CR: 3/0/3

MK 4156 RETAIL & SUPPLY CHAIN MANAGEMENT – LEVEL 6 (Elective)

Major concepts of retail management. Issues of retail marketing communication, store formats and atmospherics, merchandising, omnichannel, store experience and engagement, customer service and after sales support concepts and techniques related to the effective design, planning, control and improvement of the retail supply chain.

Prerequisites: MK 2030 Introduction to Marketing UK CREDITS: 15

US CR: 3/0/3

MK 4153 SALES MANAGEMENT – LEVEL 6 (Elective)

Salesforce management, the professional selling processes, the relationship between sales and marketing, account and territory management, sales strategies and customer relationship management in different contexts.

Prerequisites: MK 2030 Introduction to Marketing UK CREDITS: 15

US CR: 3/0/3

MK 4162 MARKETING OF SERVICES – LEVEL 6 (Elective)

The special characteristics of services, service failure, service recovery, co-creation, managing demand and capacity, yield management, 7Ps in services marketing, services marketing and strategy, digital services.

Prerequisites: MK 2030 Introduction to Marketing UK CREDITS: 15

US CR: 3/0/3

MK 4245 PROMOTIONS, EVENTS & EXPERIENCES – LEVEL 6 (Elective)

Promotions and activation campaigns. Events and Exhibitions. Experiential Marketing Communications. Traditional sales promotion tools and non-traditional promotional tools. Touchpoints for consumer-brand interactions. Engagement and brand advocacy.

Prerequisites: MK 2030 Introduction to Marketing, MK 3135 Marketing Communications. UK CREDITS: 15

US CR: 3/0/3

MK 4242 MARKETING CREATIVITY & INNOVATION – LEVEL 6 (Elective)

Creativity and innovation for marketing. The creative product. The creative process. The creative person. Creative concepts and creative propositions. Innovation in marketing. Innovative products. Consumer creativity.

Prerequisites: MK 2030 Introduction to Marketing, MK 3135 Marketing Communications. UK CREDITS: 15

US CR: 3/0/3

MK 4249 ADVERTISING FOR MARKETERS – LEVEL 6 (Elective)

Principles of advertising. Theories and practices. Advertising planning process. Special issues in advertising.

Prerequisites: MK 2030 Introduction to Marketing, MK 3135 Marketing Communications. UK CREDITS: 15

US CR: 3/0/3

MK 4143 FOOD CHOICES & LIFESTYLE – LEVEL 6 (Elective)
Individual food choice practices & trends; national / global lifestyles related to food choices; the importance of psychological processes in shaping food choices; ethical, cultural, sustainable and technological aspects of food choice; consumer attitudes and behaviours, food policy and practice; food marketing
Prerequisites: MK 2030 Introduction to Marketing. UK CREDITS: 15
US CR: 3/0/3

MK 4146 LUXURY BRAND MANAGEMENT – LEVEL 6 (Elective)
Luxury brand management in a global context. Blending heritage with innovation to address evolving consumer expectations, sustainability concerns, and digital transformation. The luxury consumer and the dynamics of society, culture, and identity. Communications and the role of emerging technologies in shaping luxury experiences across industries.

Prerequisites: MK 2030 Introduction to Marketing. UK CREDITS: 15
US CR: 3/0/3

MK43XX SUSTAINABILITY, ETHICS AND CAUSE-RELATED MARKETING - Level 6 (Elective)
This module explores the intersection of sustainability, corporate ethics, and cause-related marketing within the contemporary global business environment. Students will be asked to examine global sustainability goals, evaluate ethical practices in corporate sustainability initiatives, and assess how organizations design and implement cause-related marketing (CRM) campaigns. Emphasis is placed on understanding the ethical and strategic implications of integrating social and environmental causes into marketing initiatives, as well as the tools used to measure the impact and effectiveness of such campaigns. Through the use of real-world case studies across a variety of different sectors and industries, the students will be asked to critically evaluate the successes, failures, and controversies of various corporate sustainability strategies and CRM practices.
Prerequisites: MK 2030 Introduction to Marketing;MK3159 Consumer Behaviour;PH3005 Business Ethics UK CREDITS: 15
US CR: 3/0/3

MK 44XX DIGITAL MARKETING ANALYTICS - Level 6 (Elective)
This module provides students with an in-depth understanding of the principles, methods, and applications of digital marketing analytics. It explores how data-driven insights inform marketing decisions, optimize digital content, and measure campaign effectiveness across multiple digital platforms. Students will learn to evaluate performance metrics, apply analytical tools, and interpret consumer behaviour data to enhance marketing strategy. Through hands-on exercises and case studies, the module equips students with the skills to collect, analyse, and visualize digital data to support strategic decision-making in contemporary marketing environments.
Prerequisites: MK 2030 Introduction to Marketing;MK3159 Consumer Behaviour;MK4104 Digital and Social Media Marketing;MK4247 Marketing Management & Metrics

UK CREDITS: 15
US CR: 3/0/3

2.9 Academic staff

- Maria Chalevelaki (PhD): Part-time faculty

PhD, University Lumières Lyon II (France) ; Master University Lumières Lyon II (France), Bsc, National and Kapodistrian University of Athens;
achalevelaki@acg.edu

Dr. Chalevelaki explored in her doctoral disseration the codes and communication strategies of luxury brands, analysing the media discourse surrounding luxury fashion companies. Her postdoctoral research at Panteion University (Department of Media and Communication) examined the discursivity of political events as presented in the press. She is the author of a book on applied semiotics and has presented papers at international conferences, in addition to publishing in scientific journals. Maria has lived and taught in universities across different European countries, where she has worked with international students and taught a variety of subjects, such as semiotics and visual communication (focusing on advertising, brand identity, and social media). She has also led workshops on brand communication, fashion, and storytelling in Lyon, Paris, Athens, and Amsterdam. Since 2020, she has been an associate professor at private universities in Amsterdam, where she has taught (both online and on campus) courses on marketing and fashion management, with an emphasis on marketing communications and luxury brand management at both the graduate and undergraduate levels. As of September 2024, Maria is a member of the Deree Marketing faculty.

- Doukas Angelos (PhD): Assistant Professor

Durham Business School (PhD); PG Certificate for Teaching – Level 1, Durham Business School (MBA); New York Law School (Juris Doctor); University of Rochester (BSc).

ADoukas@acg.edu

He currently teaches Introduction to Marketing and International Marketing. He has published in *European Financial Management*. His research interests primarily focus on behavioral-based marketing issues with respect to consumer services in the marketplace and consumer behaviour in the context of marketing firms. He is interested in the analysis of information that identifies

and defines firm-specific marketing opportunities and problems. Furthermore, understanding the role of media endorsements as a marketing tool with respect to new products, as well as its impact on both firm performance and consumer choice offers valuable insight for corporate managers. He is also involved in research that addresses issues relevant to corporate social responsibility, and corporate ethics. Additionally, this research extends to certain legal aspects of corporate ethics and governance.

- Galanis Chris: Associate Faculty, Lecturer II D.M.S., M.B.A., Leicester University galanisc@acg.edu

Chris Galanis is a member of the DEREE Business faculty since 2001. He currently teaches Retailing, Introduction to Marketing, Digital & Social Media Marketing and Consumer Behaviour courses. He is a distinguished member of the Marketing department. Throughout the years he has taught both in Management and Communication department. His academic interests involve research in advertising and social media. As module leader for retailing courses, he has emphasized retail strategy and more specifically supply chains and category management. He has also participated in many seminars and conferences related to retailing and marketing area. Areas of Interest: Retailing, Supply Chain Management, Logistics, CRM and Database Marketing.

- Argyro Kanousi (PhD): Associate Faculty, Lecturer I

PhD, Cardiff University Business School, Wales (Marketing); MSc, Emerson College, Boston, MA, USA (Integrated Marketing Communications); BSc, Technological Educational Institute of Thessaloniki, Greece (Business Administration and Library Science)
akanousi@acg.edu

Argyro Kanousi also holds a Diploma in Social Science Research Methods and a Diploma in Digital Marketing. Her research interests mainly focus on marketing and communications, services marketing and technology and how it affects consumer behavior. She has been teaching both undergraduate and graduate level students in the UK and has worked as a Theses' advisor on a freelance basis with Universities abroad. She has joined Deree, The American College of Greece last January (2024). Several pieces of her work have been published in international academic journals. She has also worked in the industry of marketing research, technology and information, robotics, and the real estate.

- Kapareliotis Ilias (PhD): Associate Professor

PhD., Athens University of Economics & Business; MBA, University of Piraeus; BSc (Hons), Aristotle University, Greece (First Class); HEA Fellow; EU Expert Horizon 2020.

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Dr. Ilias Kapareliotis has taught courses in the areas of Marketing Management and Marketing Communications. His current teaching involves such courses as Introduction to Marketing, Consumer Behaviour, and International Marketing. He serves as ad hoc reviewer for academic journals and conferences, and member of various scientific and professional bodies. Research Interests: Luxury branding, corporate branding for H.E. ethnographic research methods, SME's branding, employability skills.

- Krepapa Areti (PhD): Professor

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Dr Areti Krepapa is a professor of Marketing and the fomer Dean of the School of Graduate and Professional Education. She has had a varied career involving marketing, research and teaching. She has worked in product management for Delta Dairy SA and in market research for MRC. After completing her PhD in 2000, she became a Lecturer of Marketing for the School of Management University of Bath and a Director of Studies for the Executive Bath MBA (Athens). In September 2009 she joined the Graduate School of The American College of Greece as a fulltime faculty member. Her research and teaching interests lie in the area of information processing and interpretation, innovation, decision-making and organizational learning.

- Kyrousi Antigone (PhD): Associate Professor

PhD, Athens University of Economics and Business; MBA, Athens University of Economics and Business; Bachelor's Degree, Marketing & Communication, Athens University of Economics and Business.

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Antigone Kyrousi teaches undergraduate courses on marketing and marketing communications, and postgraduate courses on advertising strategy. Her research interests lie in the fields of advertising, marketing communications, and consumer behavior. In the past, Dr. Kyrousi's research has received EU funding, while she has also received distinctions for research papers. Her work has been published in journals such as: *Journal of Business Research, International Journal of Advertising, Corporate Communications* and she has presented several. Dr. Kyrousi has co-authored a textbook on Advertising, chapters in books and presented numerous papers in
international academic conferences.

- Manganari Emmanouela (PhD): Assistant Professor, Department Chair

PhD, Athens University of Economics and Business (Marketing); MSc, Aston University (Marketing Management); BSc, Athens University of Economics and Business (Business Administration).

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Emmanouela Manganari has been a member of the Deree Marketing faculty since 2020 teaching course such as Introduction to Marketing, Applied Marketing Research and Services Marketing. Emmanouela has conducted Post-Doctoral Research in University of Patras. Emmanouela is teaching Marketing in both undergraduate and postgraduate level. Her current research interests are in the areas of default policies, tourism marketing, online consumer behaviour and sustainability. Emmanouela's work has appeared in various leading academic journals such as *Tourism Management, Journal of Business Ethics, European Journal of Marketing, Internet Research, and Interacting with Computers*. She has presented her work in established academic conferences.

- Mitropoulou, Ioanna: Lecturer Program Co-ordinator

BSc, Business Administration, Deree – The American College of Greece; MBA, Strathclyde University

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Ioanna Mitropoulou has been a member of the Deree Faculty since 1998, teaching courses in the Marketing and Research. She is also the Program Co-ordinator for the Marketing Department.

Ioanna is a professional marketing consultant with expertise in Healthcare Marketing with activity on a global level (Europe, Latin America, Middle East, Southeast Asia).

She is also the founder of an independent marketing research agency and is responsible for more than 100 projects per year, conducted on behalf of Governments/EU and multinational and Greek companies at an international level. Main areas of activity and interest are the food and beverage industry, new product development, digital and social media marketing and healthcare marketing. Her research interests include education, consumer decision making, product adoption and abandonment, social influence, viral marketing, and healthcare marketing.

She serves as the Head of the Business Week steering committee since 2015. She serves as the advisor of the Marketing Society.

- Patsiotis, Athanasios (PhD): Assistant Professor

Ph.D., University of the West of England; MA in Marketing, University of Westminster; Degree in Mathematics, University of Athens.

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Dr. Patsiotis is a member of the DEREE Business faculty since 1999. He lectures in Marketing. He has taught courses at both the undergraduate and postgraduate level. He has also taught courses in Management and International Business. He has working experience in marketing positions

- Perrea Toula (PhD): Assistant Professor

PhD, Aarhus School of Business & Social Sciences, Denmark; MSc, University of Newcastle upon Tyne, UK; BSc, Deree, The American College of Greece.

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Dr. Perrea has been a member of the Deree Marketing faculty since 2016, teaching Consumer Behavior, International Marketing, and Public Relations at the undergraduate level and Research Methods at the graduate level. Prior joining ACG, she has been a Research Fellow for seven years at Aarhus School of Business, Departments of Marketing & Statistics and Business Administration, Aarhus University, Denmark. Her scientific interest focuses on consumer behaviour and food marketing in the area of innovation and product development. She has published in several peerreviewed international marketing journals, namely the *Journal of Marketing Management, Journal of Product and Brand Management, and Journal of Consumer Behavior* while she has presented her work in established academic conferences. Dr. Perrea has participated in a number of European Projects funded by the EU within Framework Programs FP5, 6, and 7 and she is a member of the European Institute for Advanced Studies in Management (EIASM). She has also served the FMCG industry (tobacco and food sectors) as well as the market research industry in various managerial positions.

- Eleftheria V. Petropoulou, *RN, BSN, MSc, MScGer, PhD(c)*
PhD candidate, Athens University of Business & Economics (Business Strategy); MSc in Geriatrics, School of Medicine, National Kapodistrian University of Athens; MSc in Social Politics and Health Economics, University of Peloponnese; BSc in Nursing, University of West Attica; BSc (dual degree), Deree-The American College of Greece & Open University of Great Britain

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Eleftheria V. Petropoulou is a Ph.D.c. at the Dpt of Business Administration at the Athens University of Economics and Business and a Gerontologist. She is a Research Fellow at HFRI and has been awarded scholarships and grants by Deree-The American College of Greece, the John S. Latsis Public Benefit Foundation, HFRI, and the European Cooperation for Science and Technology (COST). Her research interests focus on the principles of Business Strategy, Social & Green Entrepreneurship, and Geriatrics for the development of interdisciplinary models and metrics that enhance Organizational Sustainability, Resilience, SocioEnvironmental Impact, and Financial Performance of For-Profit and Philanthropic/NonProfit long-term care (LTC) facilities for senior citizens and the chronically ill. At the dawn of her academic career, she also advocates for
Knowledge Brokering within the Healthcare Management sector.

- Tzoumaka Eugenia (PhD): Assistant Professor

PhD., Athens University of Economics & Business; MSc, Athens University of Economics & Business; BA, Panteion University; Greece.

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Dr. Tzoumaka teaches undergraduate courses in the areas of Marketing and Communication. Her current teaching involves such courses as Introduction to Marketing, Applied Marketing Management & Metrics, Sports Marketing and Sports Promotion & Social Media. Her Ph.D. thesis was awarded the international João Havelange Research Scholarship by the International Federation of Association Football (FIFA). Her current research interests include celebrity brands, consumer-based brand equity, sports marketing and social identification effects on consumer behaviour. She has published papers in international conferences, edited volumes and academic journals, such as the *Journal of Marketing Communications*.

- Zantidou Eleni (PhD): Assistant Professor

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BSc, Education, Aristotle University of Thessaloniki; MSc, International Marketing Management, University of Leeds; PhD, Marketing, University of Leeds
Dr. Zantidou is Assistant Professor of Marketing at Deree – The American College of Greece. She was previously a Lecturer in Marketing and Programme Director of Undergraduate Studies at the University of Hull. She has taught in undergraduate and postgraduate programs at British and international institutions, including the University of Hong Kong. Her research focuses on international marketing, business models, innovation, and strategic marketing. Her work has been published in the *Journal of International Business Studies* and *Industrial Marketing Management*. She serves as a reviewer for several academic journals and has presented her research at international conferences, such as the American Marketing Association and the European Marketing Academy. She also serves as an external examiner at universities in the UK.

- Zotou Athina (PhD): Assistant Professor

PhD., in Marketing-Advertising from Athens University of Economics and Business, Master in Mass Communications from London Metropolitan University, BSc. from Aristotle University of Thessaloniki.

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Her research interests mainly focus on marketing communications, advertising and consumer behavior and relative areas. She has taught for five years in Cyprus University of Technology, Limassol, Cyprus, and currently, as an Associate Lecturer in Deree, The American College of Greece. Her research has been previously funded by the EU. Several pieces of her work have been published in international conferences' proceedings (double-blind peer review), and in refereed academic journals. She has co-authored chapters in books and served ad-hoc as a reviewer for

2.10 Programme resources

Library resources

Library resources have been expanded considerably as follows:
John S. Bailey Library provides extensive print, electronic and audio-visual resources in support of the College's academic programs. The attractive, quiet and modern environment offers an ideal setting for students to study, conduct research, connect with peers, or read for pleasure. Students, faculty and staff have access to a large collection of print and non-print resources including 129.000 books, 132.000 e-books, more than 12.500 academic journals and newspapers and a more than 2.200 educational films and CDs. These resources and other research tools are accessible through the library's website (library.acg.edu) on campus as well as remotely.

For resources not readily available, the library offers document delivery services through the union catalogue of serials of the National Network of Academic and Scientific Libraries. Pay-per article and document delivery services are also available from OCLC, partner AMICAL libraries, The British Library, as well as through a variety of vendors and publishers.

Library Help

Your department liaises with JS Bailey Library staff to ensure physical and electronic information resources for your subject are available. Library staff are available to support you personally and will work with you throughout your time at the College.

If you have any questions about using the Library, such as logging-in, printing or using our various databases you can get help:

- from the front desk on the ground floor of the JS Bailey Library
- online: http://library.acg.edu/help
- by phone: +30 210 600 9800 ext. 1434

The JS Bailey Library's website library.acg.edu provides access to thousands of resources and information about Library services. You can also access key services via your smart phone or tablet.

Multimedia resources

Microsoft Office: 750 licenses currently in operation. Licenses are per machine and are renewed every 5 years. SPSS: 100 licenses currently in operation. Licenses are concurrent and are renewed annually.

E-views: 3 licenses currently in operation. Licenses are per machine and are renewed annually.

Blackboard platform: The license is renewed annually.

Turnitin Plagiarism Detection software: License is renewed annually.

External Examiner

The External Examiner assures that you are assessed fairly in relation to other students on the same programme and that your award is of the same standard as similar programmes offered by other UK higher education institutions.

The Chief External Examiner for this programme is: not assigned as yet

Academic Society Advisors provide an oral summary of External Examiners' reports in the first Academic Society General Assembly meeting after each Board of Examiners. Information on the External Examiner's report could be provided by your Department Chair upon request.

Work-Related Activities

While you may gather a great deal of information in your courses, there is no substitute for direct experience in a professional environment. Work-related activities allow you to get "hands-on" experience and, therefore, constitute a pertinent learning tool.

The internship option in your program provides opportunities for the development of practical skills in contexts where professional criticism is both immediate and constructive. It also furnishes you with opportunities to observe and understand connections between coursework and skills needed to perform effectively in a professional environment. Internships aid in the identification of knowledge and skills essential to doing well in a particular profession, give you the opportunity to demonstrate your professionalism and, therefore, increase the credibility of your degree.

In addition, because the internship experience requires a great deal of personal responsibility, it enhances your professional confidence and provides an important step in your personal and professional maturation process.

The industry placement is in essence your first step towards a professional career. It gives you valuable experience in preparation for employment, provide entry into a professional network and occasionally lead directly into employment opportunities. Contacts made through the internship can be invaluable sources of information for securing eventual employment.

2.11 Opportunities for graduates

The marketing programme at DEREE-ACG seeks to prepare students to become informed professionals by striking a balance between theory and practice. The marketing programme consists of twenty-four 15-credit modules. In keeping with the other validated awards in Business, the BSc in Marketing consists of a number of modules common to programmes within the School of Business and Economics, as well as marketing specific modules (both compulsory and optional). This gives students a firm foundation in general business and management theory and practice before specializing in marketing. The outcome is a sound business background with marketing orientation. Having successfully fulfilled the requirements of the programme the graduates:

- Will be prepared to directly pursue a professional career in positions such as marketing management, product and brand management, promotions management, sales and retail management.
- Will be prepared to undertake graduate studies in a variety of fields including: digital marketing and analytics, strategic marketing management, marketing communications, marketing and brand management.

3. Assessment and feedback

3.1 Assessment

Assessment strategy and procedure

Although courses may employ assessment instruments which perform only a diagnostic or formative function, credit for the completion of a course can only be obtained on the basis of one or more summative assessments. A summative assessment provides a measure of the extent to which a student has achieved the intended learning outcomes of a module. The assessment of a student's academic performance requires a judgment of the quality of his or her work. In all cases, this assessment are governed by criteria which are explicit and communicated to students. More information on the assessment strategy and the general grading criteria of the College can be found in Student Resources

Examination regulations and procedures

Examination regulations apply to in-class assessments, such as examinations, laboratory tests etc., for all students registered in Deree courses and aim at promoting academic honesty through appropriate conduct. More information on procedures for exam security and invigilation is provided in Student Resources.

Student identity

Students must carry with them their DEREE ID card in the examination room. For details on Checking of Student Presence Procedure, please visit *myACG*.

Entering and leaving the exam

Students who arrive late may be admitted to the exam but no additional time will be given. Students should be allowed to enter and take the exam up until a quarter of the allotted time has passed. Students should not be allowed to leave before a quarter of the allotted time has passed. Students should bring as little as possible to the examination room. Any bags, books, notes, should be placed underneath the chair. Food and drink (including coffee) are not permitted in the exam room except for clear bottles of water.

Exam conduct

Students should bring their own pens, pencils, approved calculators, and other materials needed for the examination. All exams should be written legibly in black or blue ink. Pencil may only be used for diagrams, graphs, etc. Exam answers written in pencil are not acceptable. Entry/leaving an exam should be done as quietly as possible.

Mobile phones and electronic devices

Mobile phones and electronic devices must be switched off – not on "silent" – in clear view and placed underneath the chair. If students use or attempt to use their phone / electronic device during the exam it will be regarded as a disciplinary offence. Students will be held responsible if their mobile phone / electronic device rings / vibrates during the exam. Any student caught using Bluetooth or any electronic device in the exam will be asked to leave immediately and will face disciplinary action.

Student answers/examination paper

All answers must be legibly written on exam paper provided by the exam proctor. Students are not permitted to write answers on the question paper. Students must clearly cross out any (rough) work that is not to be graded. If extra exam paper is needed, it will be provided by the exam proctor. The only paper that can be used is the paper provided by the College and should all be returned to the proctor at the end of the exam.

Return of exam papers

Students must put the exam question paper and all answer papers together and submit both to the exam proctor. Failing to do so will result in failure in the exam.

Assessment schedule

Please note the exam/assessment periods in the academic calendar and make sure that you are available during that period.

Examination schedule
The examination schedule is published on *myACG*. Please keep checking for updates.

Coursework
Where a module is wholly or partly assessed by coursework, the submission date and method of submission will be clearly stated on the Course Information Packet circulated to students by the instructor on the first day of classes and posted on the course Blackboard container.

When you submit an assignment, it is important that you ensure the following information is on the assignment front sheet:

- Your name
- Year and semester
- Name of the instructor for whom the assignment has been done -module Name For which the assignment has been done

Your responsibilities:

- Keep a record of your work
- Keep copies of all assignments
- Ensure your work is handed in within the deadlines

Each piece of assessed work will receive a mark and feedback. The method and form of feedback for each module will depend on the assessment method.

3.2 Giving your feedback on this programme

We are keen to work with you to enhance your programme. Opportunities for you to feedback to us formally include student participation in the Programme Committee, the Academic Society, Student Course Evaluation, Senior Exit Surveys, meetings with the Dean, meetings with the Provost, and other student surveys. Informal feedback is also welcome at any time either via your instructor or your department Chair.

School of Business Programme Committee
The School of Business Programme Committee is responsible for the routine monitoring of programmes, including the consideration of student feedback, performance data and external examiners' reports. Proposals approved by the Committee are forwarded to the DEREE Curriculum Committee and Academic Council. The Programme Committee is chaired by the Academic Dean of the School. Committee membership includes all Department Chairs and Programme Coordinators, as well as the president of each student academic society. This ensures that the student community has a voice in decisions about curriculum, teaching and learning, and the development of the School of Business.

Departmental Academic Society

The School of Business Marketing Department has a student society, which organizes field trips, on-campus lectures, and informational meetings about the programme and which participates with other student societies in organizing the annual Business Week event. The faculty advisor to the Society supervises the organization of student elections to the society's governing board according to the society's constitution, and the board of students implements all planned activities. The societies also maintain a Blackboard site for all students majoring in the programme where academic information can be posted.

Student Course Evaluation

Student evaluations of courses and instructors are administered by the Office of the Registrar at the end of each academic term. The online course evaluation system is easy, convenient, secure, anonymous, and confidential. The course evaluation system is administered by the Registrar's Office. Information about the course evaluation system is available through the college website or by emailing registrar@acg.edu.

Senior Exit Survey

Student feedback comprises an integral part in the continuous development and success of School of Business programmes. In that spirit, we ask prospective graduates a Senior Exit Survey. The survey includes questions on student satisfaction with the education provided by the School of Business and with their overall College experience at DEREE. The aim is to identify areas of good practice as well as areas that need improvement. Based on the data collected through the Senior Exit Survey, a report is developed by an interdisciplinary School of Business faculty committee. All data collected in this survey are held anonymously and securely. Responses cannot be traced back and all results are presented in an aggregated form. When you reach the final semester of study, you receive the relevant link in your student email address.

3.3 What happens with your feedback about this programme?

Your feedback helps us to continually enhance this programme. You can find out what actions have been taken in response to your feedback through your academic society, student government, department Chair or instructor. Updates on action taken are also provided through blackboard and myACG. Student feedback is used in a variety of ways, including:

- Improvement of methods of Teaching and Learning
- Module Leader Reports
- Annual Performance Evaluation of academic staff

3.4 Getting feedback on your assessed work

According to The College has committed to a two-week turnaround for feedback. Each module handbook will provide you with specific guidelines on the turnaround for feedback.

3.5 How do I get my results?

Results from module assessments and decisions on progression to the next level or awards (if you are in the final level) are available from myACG. Results normally appear within ten working days after the end of the examination period. Marks on individual assessments are not finalized until the Board of Examiners' meeting (the meeting where your end of year outcome will be decided). If you are unsure about when you might receive your results or have queries relating to your results, you may contact your module instructor via email.

3.6 Issues with assessment

If you are experiencing problems which are adversely affecting your ability to study (called 'mitigating circumstances'), then you can apply providing some form of evidence of your circumstances to verify your request.

Examples of acceptable extenuating circumstances include:

- Bereavement
- Illness
- Hospitalization
- Transport cancellation, where this may be evidenced
- Court attendance
- Serious family illness where the impact on the students' ability to undertake assessment may be demonstrated
- Accident

The following are not acceptable extenuating circumstances:

- Holidays
- Weddings
- Family celebrations
- Printing problems
- Computer failure, corrupt USB sticks
- Financial problems
- Work related problems
- Accommodation issues
- Mis-reading assessment arrangements

Late submission

You must submit work by the deadlines set in the course outline. Work submitted after but within seven days of the deadline will receive a maximum grade of C. You will fail the assessment if work is submitted later than seven days after the deadline.

Resits

In the case of an initial failure of one or more assessments in a course, you have the right to be reassessed in (i.e. resit) the element that you have failed. This reassessment will normally be scheduled prior to the commencement of the following semester. Only one resit per each assessment element is allowed in each module. The maximum grade you can obtain for the reassessed component of the course is a pass (Grade C – 40%). If you fail the resit, you will not receive the credit for that course.

Resits in capstone courses

Students who fail a coursework assessment (project/paper) with a weight of 60% or above in a capstone course may request to resit the failed assessment in the resit period following the one designated for the course. Such requests from students must include the instructor's verification that it is impossible for the student to successfully complete the assignment by the scheduled course resit period. Such an extension for the completion of specified coursework in capstone courses can only be given upon the recommendation of the student's instructor and the approval of the relevant Department Chair and CASP.

Academic appeals

Students registered in a validated program, may appeal against a decision of the Board of Examiners. Students' rights of appeal are limited to two grounds:

- either that the candidate's performance in an assessment was adversely affected by illness or factors which s/he was unable, or for valid reasons unwilling, to divulge before the Board of Examiners reached its decision
- or that that there has been a material administrative error, an assessment was not conducted in accordance with the current regulations for the program or special arrangements formally agreed, or that some other material irregularity relevant to the assessment has occurred.

Disagreement with the academic judgment of a Board of Examiners in assessing the merits of an individual element of assessment does not constitute grounds for an academic appeal. Responsibility for the submission of documentary evidence in support of the appeal rests with the student. Appeals must be submitted in writing to the Registrar no later than 14 days following the publication of Examination Board results. All appeals must be submitted in writing to the Registrar by the end of the second week of the following session/semester.

On receipt of the appeal, the Registrar informs the department Chair/area coordinator and Academic Council (through the Chief Academic Officer) and submits to them all relevant evidence and correspondence.

The Academic Dean will undertake an initial assessment of the validity of the appeal and advise the student accordingly. In the light of this advice, the student should decide whether s/he wishes to proceed with the appeal. Alternatively, the student may decide to withdraw his or her appeal

and/or lodge a complaint in accordance with the College's complaints procedure. The subcommittee of the Academic Council will hear the appeal. The appellant may be called to appear before the subcommittee. The subcommittee may also require the Chair of the Board of Examiners to appear separately before it. The appellant and the Chair of the Board will not be present when the subcommittee considers the evidence and formulates its decision. The subcommittee must inform the student and the Board of Examiners of its decision within seven days of the hearing. The student has the right to subsequently appeal to the President in writing against the decision of the subcommittee. If the appellant wishes to contest the President's decision s/he has the right to lodge an appeal with the Open University. The student will obtain contact details for the President and the Open University at the Student Success Center.

The Registrar's Office will keep records of outcomes for all appeals cases. The Academic Council will receive annual summary reports regarding all appeals received by the College.

Cheating, plagiarism and other forms of unfair practice

An academic offence (or breach of academic integrity) includes any action or behavior likely to confer an unfair advantage, whether by advantaging the alleged offender or by disadvantaging another or others. Examples of such misconduct are plagiarism, collusion, cheating, impersonation, supplying false documentation, use of inadmissible material and disruptive behavior in class or during examinations. Responsibility for reviewing breaches of academic integrity is held by the Committee on Standing and Conduct.

3.7 Academic misconduct and penalties

Charges against a student for violating academic integrity may originate from any source: a faculty member, an administrator, a staff member, a fellow student, or from the community at large. The charges are to be submitted in writing to the chair of the Committee on Standing and Conduct. If a member of the Committee originates the charge, then that member will be recused from the decision-making process, and any other process related to the case, other than those related to the role of complainant/witness. On receipt of the allegation of a breach of academic integrity, the Chair must inform the Chair of the Board of Examiners that is responsible for the assessment. The Board should then suspend its decisions on the candidate's grade(s) until the facts have been established.

Once the Committee on Standing and Conduct has considered the allegation and reached a conclusion on whether an offence has occurred, it should issue a report with a recommendation regarding the outcome for the student to the Chair of the relevant Board of Examiners. If it has been established that an offence has occurred, the Board will judge the significance of the misdemeanor and exercise its discretion as appropriate to the case. If it is established that a student has attempted to gain an unfair advantage, the examiners shall be given the authority to rule that the student has failed part or all of the assessments, and the authority to determine whether or not the student should be permitted to be reassessed.

Independently of the assessment decisions made by the Board of Examiners on offences pertaining to validated courses/programs, the Committee on Standing and Conduct is empowered to consider a wider range of sanctions that might be applied when a student is found guilty of a breach of academic integrity.

The following list of sanctions is indicative and can be imposed by majority vote of the Committee:

Admonishment Letter (or Letter of Warning): The student is advised in writing that her/his behavior violates rules of academic integrity and that a recurrence will lead to more serious sanctions. The Committee will deliberate on whether the letter should or should not appear in the student's file permanently or for a lesser period of time.

First Offence File: The student's name and a description of the offense is filed in a shared electronic folder, accessible by the Chief Academic Officer, the academic Deans, the Dean of Students and department Chairs. Second offences automatically result in a hearing.

Disciplinary Probation: The student is advised in writing that his/her behavior violates rules on academic integrity and is given a probationary period (to be decided upon by the Committee) to show by good behavior that a more stringent penalty should not be imposed. During the period of the probation, the student is required to terminate association with all extra-curricular activities and resign from any student office.

Suspension: The student's relationship with the College will be discontinued until the end of the semester or term. The student will forfeit any fees involved with the College.

Dismissal: The student's relationship with the College will be terminated indefinitely. The right to apply for readmission shall be denied.

Before announcing judgment/sanctions, the Chair of the Committee on Standing and Conduct consults with the Chair of the Academic Council, who has the right to recommend other sanctions. If the Chair of the Academic Council agrees with the Committee's recommendations, the Chair of the Committee will inform the student and the plaintiff (in writing and within three days of the hearing) of the final judgment and the actions to be taken. If the Chair of the Academic Council proposes other or additional sanctions, the chair of the Committee must communicate these recommendations to the Committee within three days and re-deliberate. Majority vote once again determines final sanctions. Communications procedures as outlined above apply. A final written report to the Academic Council on a case-by-case basis, is prepared within 14 days, and includes the complaint, the Committee's judgment and sanctions.

Within three working days of receipt of the decision, either party (plaintiff or student) has the right to make a formal written appeal against the decision of the Committee. The appeal is

addressed first to the Committee on Standing and Conduct. If the Committee does not deem any change to the decision is warranted subsequent to consideration of the appeal, the appeal may then be brought to the Academic Council, and subsequently to the President whose decision is final. The student may appeal against the decision of the Board of Examiners in accordance with the regulations for academic appeals.

3.8 Complaints procedure

Complaints are specific concerns about the provision of a course / module or a program of study or related academic or non-academic service. When appropriate, a complaint is first resolved through informal discussion with the party / office directly involved. If not resolved at that level, a formal complaint is submitted by the student to the Registrar's Office within 14 days from the day the outcome of this discussion is made known to the student. Upon receipt of the complaint, the Registrar forwards the complaint with all relevant documentation to a panel consisting of the Chief Academic Officer, the Academic Deans and the Dean of Students.

Depending on the nature of the complaint, the academic Dean or Dean of Students will undertake an initial assessment of the validity of the complaint and advise the student accordingly. In the light of this advice, the student should decide whether s/he wishes to proceed with the complaint.

In the event that the student decides to proceed with the complaint, a subcommittee of the Academic Council will be convened no later than three weeks after receiving the student's decision. The membership of the subcommittee shall not include any member of faculty or the administration who has been involved in the complaint or who is a member of the relevant Board of Examiners.

The subcommittee of the Academic Council will hear the complaint. The appellant may be called to appear before the subcommittee. The subcommittee may also require the relevant member of faculty and/or Administration to appear separately before it. The appellant and any member of staff against whom the complaint has been made will not be present when the subcommittee considers the evidence and formulates its decision. The subcommittee must inform the student and the Chair of the Board of Examiners (if the complaint concerns a validated course/program) of its decision within seven days of the hearing. The student has the right to subsequently appeal to the President against the decision of subcommittee. If the appellant wishes to contest the President's decision s/he has the right to lodge a complaint with the Open University. The student will obtain contact details for the President and the Open University at the Student Success Center.

The Registrar's Office will keep records of outcomes for all complaint cases. The Academic Council will receive annual summary reports regarding all complaints received by the College.

4. Where to get help

4.1 Downloading college forms

All standard student forms are available online on www.acg.edu as well as on myACG → Student Resources → Forms

4.2 Academic advising

The Academic Advising Office aids students in choosing and completing their academic programs. The advising staff provides academic advice and information to undergraduate students, advising all first-year students, some second-year students, and transfer students; support for academic staff advisors; and resources for all students in need of academic advice. Once students have declared their major they participate in an advising program that uses academic staff as advisors to handle the responsibility of advising on academic and career-related matters.

International students have an additional non-academic international student advisor who assists them in their efforts to adjust to the new culture and supports them in obtaining any student visas and residence permits required by Greek law.

4.3 Student Academic Support Services

The Student Academic Support Services (SASS) is open daily and offers academic assistance to all DEREE-ACG students through individual learning facilitation sessions and/or workshops. SASS learning facilitators are peers who assist students in improving and strengthening academic study skills.

4.4 Office of student affairs

The Office of Student Affairs is dedicated to promoting student development and continually improving the quality of student life. Through extra-curricular activities the College strives to provide students with opportunities parallel to the classroom experience that are consistent with its educational values, such as presentations, lectures, excursions, debates, theatrical plays, blood drives, happenings and events. The students are encouraged to explore personal and professional goals by participating in clubs, societies, organizations and athletic teams. All the student groups have an advisor, or coach, who is knowledgeable in the subject area, monitors their activity, attends their general assemblies and supports the group during the year.

4.5 Student Success Centre

The Student Success Centre supports students by offering comprehensive, integrated services in the areas of academic advising, OU validation issues, student records, registration, and payments in a one-stop area. The Student Success Centre aims to create the optimum conditions so that students can follow the path to academic success. Students may visit the Student Success Centre to pay a bill, request a certificate, obtain a form, arrange to bring a visitor on campus, obtain their transcript, see an academic advisor, ask about OU validation, change a course, and obtain or replace their student ID. The SSC web page has been set up to reflect the one-stop concept of the Centre and includes information from different departments. It may be accessed from the "Quick Links" on the ACG homepage (www.acg.edu) and it allows students to print forms or view the academic calendar, academic policies, final exams schedule, course schedule, graduation instructions, major requirements, frequently asked questions (FAQs), the e-mail directory, and financial aid and international student information.

4.6 Disability status and provisions

Students are responsible for alerting the Educational Psychologist to a known or suspected disability and/or learning difference, and for providing relevant documentary evidence if available. The Educational Psychologist suggests actions to be taken to accommodate such cases, having ensured that there has been full consultation with faculty in the department(s) responsible for the assessment of that student. The accommodation is approved by the Committee on Disability and Learning Differences. This action must be endorsed by the Chair of the relevant Board of Examiners in the case of the validated award. Information, guidance and support are provided to all disabled students who declare their disabilities. Students with disabilities and learning differences may be eligible for special accommodations, such as extra time for examination completion, and receive support and educational counseling from the Educational Psychologist on campus.

4.7 Career services

The Office of Career Services offers centralized, comprehensive and coordinated career development, through appointments, sessions and workshops, building relationships and longstanding collaborations between students/alumni and potential employers. In the past three years the Office has expanded the quality of the services offered by acquiring a Career Services Manager tool, Goinglobal, as well as the handling of the international internship positions and the work study positions, transforming it thus into a hub for career-related issues. The Office moved dynamically to the era of social media utilizing Facebook and Linkedin. The variety of programs and services offered to students and alumni include: counselling sessions about career advising and graduate studies advising; an online test which identifies strengths and personality preferences aiming to assist the students in their selection of a major; Goinglobal, a tool offering job openings abroad; skills workshops about job search and job interview techniques; Career

networking events; JobBank offering part-time and full-time positions; Career Days where the students have the opportunity to have a short interview with a company representative; International Internship program.

4.8 Study abroad

The Study Abroad Programme not only brings US and international students to Athens, it also sends DEREE students to several partner universities in the US and other countries. The International Internship and Study Abroad Program combines and provides a first-of-its-kind career and academic program in Greece and is open to all undergraduate students. Students have the opportunity to intern with a leading multinational company abroad and follow this up with a semester of study with an international partner university. The College is proud to be partnering with a select number of institutions that span the globe such as Northern Arizona University, Mercy College, Texas A&M, Kingsville, University of Utah, the American University in Cairo, and Richmond – The American International University in London, to name a few.

5. What to do if you…..

5.1 …..are absent for more than one day

You must notify your instructor(s) if you are absent for more than one day. If you are going to apply for Mitigating Circumstances you will need to provide written evidence of the reason for your absence (see section 3.6).

5.2 …..are ill

If you are absent through illness on the day of an examination or assignment deadline and you intend to apply for mitigation, you must also provide us with details and any available evidence as soon as possible. Contact the Student Success Centre to get a copy of the appropriate Mitigating Circumstances form.

5.3 …..have a comment, compliment or complaint

We are committed to providing a quality, student-centered experience for all our students. We welcome comments and compliments from students, and find them valuable for on-going improvements. Comments and compliments about your course can be raised with your instructor(s) and/or Department Chair. If you have a specific complaint about an act or omission of the College you may be able to make a formal complaint in writing under the Complaints Procedure (see section 3.8).

5.4 …..are considering withdrawing from the course

You must consult with your advisor if you wish to defer your studies, withdraw from a course, or to transfer registration from one course or award (major) to another. Applications for deferral, withdrawal or transfer should then be lodged with the Registrar's Office. Applications are subsequently considered by the Committee of Academic Standards and Policies (CASP). CASP decisions are governed by the following regulations:

- Students are permitted to change a course within the first two days of teaching.
- Beyond this period, students may withdraw from a course within the first two weeks of teaching whilst retaining the right to re-enroll in the said course in the future.
- Changes after this deadline will only be considered in exceptional circumstances. Students shall not be permitted to withdraw and then subsequently re-enroll in a course after the submission or completion of the first summative assessment.

5.5 ….need a reference letter

If you need a reference letter from one or more of your instructors, fill in the Reference Request Form from myACG (→ Student Resources → Forms), stating the reason why you need the reference, as well as the number of hard and/or electronic copies requested.

6. Other relevant policies

6.1 Attendance policy

All students are required to attend 80% of instructional class time. Some programmes may impose a stricter attendance requirement.

Absence from a class does not exempt a student from completing the work for that class. Students who have exceeded the allowed threshold of absences will be referred by the instructor to the Registrar's Office. The Registrar will in turn inform the Committee on Academic Standards and Policies which, in the light of any evidence of extenuating circumstances supplied by the student, will decide whether the student must withdraw from the course (and receive an F grade).

6.2 Student punctuality policy

It is the responsibility of students to be in class on time, and the responsibility of instructors to begin their class on time and end it on time. Students are considered absent and will be recorded as such, if they arrive to class 10 minutes (or more) later than the scheduled class starting time.

Individual instructors reserve the right to have a more stringent policy, provided that this policy is listed in the Course Information Packet.

6.3 Turnitin policy and student guidelines

The College is using Turnitin software to assist in the detection of plagiarism. If a case of cheating is proven, disciplinary procedures will be followed, as described in sections 3.6 and 3.7. More information about the College's Turnitin Policy can be found in Appendix F.

Guidelines for Student Use of Turnitin:

- Students are only permitted to submit their own work and only for assignments created by DEREE faculty for DEREE courses.
- Students are not allowed to submit the work of others.
- Students are not allowed to have their own work submitted by others.
- Students are responsible for submitting assignments to Turnitin on time.
- Work submitted to Turnitin remains in a large database of papers against which future papers are scanned.

6.4 Transfer of credits

Students who transfer must be in Good Academic Standing at their previous institution. Students who wish to transfer from US institutions must have a cumulative index (CI) or overall Grade Point Average (GPA) of 2.75 or above. Transfer students must contact the Academic Advising Office and the Validation Office after they are admitted to the College.

6.5 Evaluation of transfer credits

The transfer credit process begins immediately after the student's first registration and only after the student has submitted both the official transcript(s) and the course syllabi or descriptions of substantial length from official publications of the institution. Course syllabi may be required for a better evaluation of the student's completed prior academic work. All submitted documents not in English or Greek must be accompanied by certified English or Greek translations and must be submitted to the Validation Office before the end of the student's first semester. The assessment process of the student's prior academic work will be completed no later than two months (excluding vacation period) after the student has submitted a complete folder of the required documents as stated above.

Students cannot be granted credit (or be exempted from) courses at Level 6 and/or for more than 4 courses (i.e. 12 US credits or 60 UK credits) at Level 5. All transfer credit requests are handled by the Validation Office.

6.6 Credit by assessment for professional experience

Credit by assessment may be earned for experiential learning (professional experience) by experienced professionals* who wish to begin or complete their studies. Such credit may fulfill up to 36 US credits required for a degree.

No credit by assessment can be awarded for Level six (6) courses, except for validated internship courses.
No credit by assessment can be awarded for more than four (4) Level 5 courses.

The method of assessment, the number of credits to be earned as well as the course(s) for which experiential credit will be given will be decided by the relevant academic department(s) depending on the disciplines for which credit has been requested. The academic department of the student's declared major will report the results of the assessment to the relevant School Dean for approval. The Office of the Dean will send the final approved evaluation to the Registrar's Office.

*Students must apply in order to take advantage of the Credit by Assessment program. The application includes an updated resume and a statement that describes knowledge and skills gained through experience-based learning and how they relate directly to course(s) for which credit requested. Students may also submit certificates of training, work samples, and other documents appropriate as evidence of equivalent to college learning.

Once the application is approved a fee of 90 Euros per credit hour to be assessed will be charged to the student.

6.7 Student matriculation

For the US NEASC accredited degree students have the right to complete their studies in accordance with the educational programs and requirements in effect at the time they were first admitted to the College. The maximum period of matriculation for a US NEASC accredited degree is 10 years.

If the degree requirements should change during the student's period of studies at the College, the student may choose to complete those degree requirements in effect upon entry or any other set of requirements introduced subsequently and prior to graduation; all the specified requirements for the particular degree chosen must be met.

Students must observe all current prerequisites for courses. Students may stay informed about current prerequisites/co-requisites of courses by consulting annually the latest online College Catalog.

Re-admitted students are required to follow the program requirements in effect of their readmission.

6.8 Safety, health and wellbeing

The College committed to providing a vibrant and sustainable working environment that values wellbeing and diversity. This commitment exists alongside our wider legal and moral obligations to provide a safe and healthy working environment for our staff, students and members of the public who may be affected by our activities.

Disabled students

You are expected to declare any disability that would affect your safety in the event of a fire or earthquake, e.g. hearing impairment or the use of a wheelchair. Disabled students must declare their disability, to the College, for it to be taken into consideration.

Accident and incident and reporting

All accidents and incidents and dangerous occurrences, must be reported to, and recorded by College staff. In case of accident or medical emergency, you need to contact the College nurse. ACG First Aid Protocol and Medical Emergency Flow Charts are given in Appendix E and are also available on Blackboard.

Smoking

No smoking is permitted in any of ACG buildings; if you do smoke outside our buildings please make sure that you stand at least five meters from building entrances and boundaries.

List of Appendices

Appendix A: Undergraduate Online Catalog (including Regulations for Validated Awards of the Open University) http://www.acg.edu/academics

Appendix B: Grading Criteria**.**

Grade Descriptors **These descriptors outline the typical characteristics of the standard of work associated with each grade. They should be used for guidance only.**	COURSE LETTER GRADE	POINT GRADE
Excellent: Superior performance; a high level of critical analysis and evaluation; incisive and original; exceptionally well researched; high quality presentation; exceptional clarity of ideas; excellent coherence and logic. Trivial or very minor errors.	A	4
Very Good: Very good performance; a very good level of critical analysis and evaluation; significant originality; well researched; clarity of ideas, thoughtful and effective presentation; very coherent and logical; minor errors only.	A- B +	3.7 3.5
Good: A good performance; a good level of critical analysis and evaluation; some evidence of originality; reasonably well researched; ideas generally clear and coherent; some but not significant weaknesses.	B	3.0
Satisfactory: Satisfactory performance -- at least passable; acceptable level of critical analysis and evaluation; little evidence of originality; adequately researched; ideas fairly clear and coherent though some significant weaknesses.	C+ C	2.5 2.0
Fail: Clearly below the pass standard; lacking substance, knowledge and understanding; ideas confused and incoherent; fundamental weaknesses in most areas. Fails to meet the Learning Outcomes.	F	0

UK Points	US Letter Grade
70-100	A
65-69	A-
60-64	B+
50-59	B
45-49	C+
40-44	C
0-39	F

Appendix C: Programme specification (included as a separate file).