

Date: Date

Feedback Report from EEC Experts

- Higher Education Institution: American College
- Town: Nicosia
- School/Faculty: Business
- Department: Business
- Programme of study under evaluation
Name (Duration, ECTS, Cycle)

In Greek:

Δίπλωμα στο Ψηφιακό Μάρκετινγκ

In English:

Diploma in Digital Marketing

- Language(s) of instruction: English
- Programme's status: New
- Concentrations (if any):

In Greek: Concentrations

In English: Concentrations

The present document has been prepared within the framework of the authority and competencies of the Cyprus Agency of Quality Assurance and Accreditation in Higher Education, according to the provisions of the “Quality Assurance and Accreditation of Higher Education and the Establishment and Operation of an Agency on Related Matters Laws of 2015 to 2019” [N. 136 (I)/2015 to N. 35(I)/2019].

A. External Evaluation Committee (EEC)

<i>Name</i>	<i>Position</i>	<i>University</i>
Prof Savvas Papagiannidis	David Goldman Professor of Innovation of Enterprise	Newcastle University Business School
Dr Christos Kolympiris	Associate Professor	University of Warwick
Dr Simos Chari	Associate Professor	Alliance Manchester Business School
Lito Zymaride	Student Representative	University of Cyprus

B. Guidelines on content and structure of the report

The EEC based on the external evaluation report (Doc.300.1.1 or 300.1.1/2 or 300.1.1/3 or 300.1.1/4) and the Higher Education Institution's response (Doc.300.1.2), must justify whether actions have been taken in improving the quality of the programme of study in each assessment area.

1. Study programme and study programme's design and development

(ESG 1.1, 1.2, 1.7, 1.8, 1.9)

EEC's final recommendations and comments on the HEI's response

[Click or tap here to enter text.](#)

The External Evaluation Committee noted that the Design, approval, on-going monitoring and review of the proposed programme was partially compliant with expectations. The EEC recommended the college to reconsider the distribution of the ECTS credits. For a better restructuring of the program, the EEC suggests:

- the removal of unnecessary non-subject related modules from the 'General Education' list (e.g. Mathematics);
- that the American College re-instates all marketing specific modules that were removed (e.g., marketing strategy); and
- design two (minimum) new modules on digital marketing (e.g., Digital Marketing Strategy, Content Marketing, Email & mobile Marketing, Web Development etc.) and offer them alongside Digital Marketing, Social Media Marketing, and SEO & Web Analytics as Major Requirement modules. A total of minimum 5 modules on digital marketing should be included on this program, justifying the title of the program and its specialisation.
- Rebalance the ECTS by increasing the marketing subject related ECTS and lowering the general education ones.
- Further, the EEC feels that that a gradual progressive design from foundational (i.e., offered in year 1) to specialised (i.e., offered in year 2) marketing and digital modules will benefit the program and the students experience significantly.

American College has made a number of changes in response to the feedback provided.

More specifically:

- (1) ECO201 Principles of Macroeconomics, MTH201 Finite Mathematics and MTH204 Statistics were removed from the general education courses list.
- (2) Marketing strategy has been added back to the major course list
- (3) Two new digital marketing courses have been added to the majors list, namely MAR 209 Web design and analytics and MAR 210 Content Marketing. These are in line with the suggestions made. These complement the MAR206 Digital Marketing, MAR207 Social Media Marketing and MAR208 Search Engine Marketing and Optimization, resulting in a total of 5 modules on digital marketing.
- (4) The number of major credits has increased from 30 to 42. Similarly the number of general education credits has decreased from 48 to 36.
- (5) We note the new internship module that aims to place students in relevant real life setting and exercise their knowledge and skills gained.

Given the above the External Evaluation Committee believes that the American College has made sufficient changes to the proposed program in order to be compliant with expectations.

2. Student - centred learning, teaching and assessment (ESG 1.3)

EEC's final recommendations and comments on the HEI's response

[Click or tap here to enter text.](#)

The External Evaluation Committee report noted that the proposed programme was compliant on all aspects related to Student-centre learning teaching and assessment.

3. Teaching staff (ESG 1.5)

EEC's final recommendations and comments on the HEI's response

[Click or tap here to enter text.](#)

The External Evaluation Committee noted that once the programme is established that the American College needs to recruit a full-time digital marketing expert to better support the programme. This is not the case yet as the programme has not been approved.

4. Student admission, progression, recognition and certification (ESG 1.4)

EEC's final recommendations and comments on the HEI's response

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The External Evaluation Committee's report noted that student admission, progression, recognition and certification areas were compliant with expectations. Only a minor suggestion was raised that can needs to be considered after the programme is established.

5. Learning resources and student support (ESG 1.6)

EEC's final recommendations and comments on the HEI's response

[Click or tap here to enter text.](#)

The Evaluation report noted all sub-areas related to learning resources and student support as compliant with expectations of such a programme.

6. Additional for doctoral programmes (ALL ESG)

EEC's final recommendations and comments on the HEI's response

N/A

7. Eligibility (Joint programmes) (ALL ESG)

EEC's final recommendations and comments on the HEI's response

N/A

C. Conclusions and final remarks

The EEC must provide final conclusions and remarks, with emphasis on the correspondence with the EQF.

EEC's final conclusions and remarks

Overall, as the main points related to the programme's structure and content have been addressed the External Evaluation Committee believes that the programme is compliant with the expectation of a Diploma in Digital Marketing.

D. Signatures of the EEC

Name	Signature
Savvas Papagiannidis	
Christos Kolymprisi	
Simos Chari	
Lito Zymaride	

Date: 24/09/2021