



DEPARTMENT OF MARKETING & COMMUNICATION STUDY GUIDE

Academic Year 2016-2017

1. The Athens University of Economics and Business

The Athens University of Economics and Business is the third oldest institution of higher education in the country and the first to be established in the fields of economic science and business administration. It has a long history of significant contributions to the country and many notable scientific achievements. It was founded in 1920 under the name of Athens School of Commercial Studies and renamed in 1926 as the Athens School of Economics and Business. In 1935 it moved to its current location at 76 Patission Street - a historical building that was constructed with an endowment from the Greek benefactor Gregory Marasli. In 1989 the University assumed its present name, the Athens University of Economics and Business (AUEB). Since its founding in 1920 up to the present time, AUEB has played a continuous role in creating leaders and managers in the Greek economy who drive the developmental path of the country. For nearly a century, AUEB graduates have been making careers as managers, business people and scientists, thus establishing a long academic tradition and a large community of people with a shared background. Today AUEB is composed of eight Departments, which correspond to the following three Schools:

The **School of Business** is composed of the Department of Business Administration, the Department of Marketing and Communication, the Department of Accounting and Finance, and the Department of Management Science and Technology.

The **School of Economic Sciences** is composed of the Department of Economics and the Department of International and European Economic Studies.

The **School of Science and Technology of Information** is composed of the Department of Informatics and the Department of Statistics.

2. The School of Business

The School of Business is the largest of the three schools at AUEB. The research and educational areas covered by the School of Business encompass the whole spectrum of management and business sciences. The School offers a broad array of undergraduate, postgraduate and doctoral programs, and conducts high quality research in a wide range of scientific fields.

3. The Department of Marketing and Communication

The Department of Marketing and Communication is dynamic, highly acclaimed and at the forefront of developments in academic research and education. It was established in 1992 and is the only university department in Greece that specializes in Marketing, offering studies in the fields of Marketing and Communication at the undergraduate and postgraduate levels.

The goal of the department is to operate as a centre of academic excellence, both in research and education. This is manifested through the significant research output, published in highly acclaimed international scientific journals and top international conferences, the high academic calibre of its faculty, and the

professional success and recognition of its graduates. Through its research and teaching, the department supports the country's businesses and the country's efforts towards economic growth and prosperity.

4. Structure of the Study Program

The department equips graduates with high quality scientific training and multifaceted skills. Students acquire advanced knowledge in the areas of marketing and business communication along with a solid basis on business administration and economics. They also have the opportunity to choose a specialization in one of four areas:

- **International Management, Innovation and Entrepreneurship**
- **Human Resource Management**
- **Business Analytics**
- **Digital Marketing**

The program of study lasts four years/eight academic semesters. In order to obtain their degree, students must successfully complete forty (40) courses, of which:

- 1) Thirty (30) are compulsory courses
- 2) Four (4) are specialization courses
- 3) Six (6) are elective courses
- 4) In addition to the forty courses, students are also required to take five courses in one of the three foreign languages that are taught at the university: English, French and German.

Students also have the opportunity to participate in the Erasmus exchange program for one or two semesters; to enroll to the work placement program; and to follow the special extra program of study in education. More details on these programs can be found in the links offered below.

ERASMUS Program

<http://www.mbc.aueb.gr/index.php/el/erasmus>

Work placement

<http://www.mbc.aueb.gr/index.php/el/practical>

Program of study in education:

http://www.mbc.aueb.gr/Documents/Agwgi_Ekpaideusi.pdf

Foreign Languages:

<http://www.aueb.gr/pages/foithsh/languages.php>

5. Human Resources of the Department

The faculty includes professors, associate professors, assistant professors and lecturers with a rich body of scientific work and a large number of publications in distinguished scientific journals, as well as doctorates and work experience from established and internationally acclaimed foreign universities. The professors

provide valuable research, teaching and administrative services not only to the Department, but also to the School of Business and to the University as a whole.

Head of the Department: Professor Vlas Stathakopoulos

Head of Secretariat: Ioanna Kogia

Academic Staff

Professors

George Baltas, PhD University of Warwick

Vlas Stathakopoulos, PhD University of Arizona

Associate Professors

Sergios Dimitriadis, PhD University of Aix-Marseille III

Flora Kokkinaki, PhD University College London

Dionysis Skarmas, PhD University of Cardiff

Maria Vakola, PhD University of Salford

Assistant Professors

Eleni Apospori, PhD University of Connecticut

Paraskevas Argouslidis, PhD University of Stirling

Eleana Galanaki, PhD Athens University of Economics and Business

Konstantinos Indounas, PhD Athens University of Economics and Business

Eleana Kafeza, PhD Hong Kong University of Science and Technology

Kalipso Karantinou, PhD University of Manchester

Evaggelia Katsikea, PhD University of Cardiff

Irini Nikandrou, PhD Athens University of Economics and Business

Leda Panayotopoulou, PhD Athens University of Economics and Business

Lecturers

Panos Repoussis, PhD Athens University of Economics and Business

Laboratory Teaching Personnel

Andreas Evangelatos, MSc Athens University of Economics and Business

Dimitrios Lyberopoulos, MSc Athens University of Economics and Business

Marianna Maggou, Bachelor in Business Administration, Technological Educational Institute of Athens

Research Associates

Maria Micha, M.A. University of Aberdeen

Nikoleta Michalopoulou, Bachelor in Mathematics, University of Athens

Administrative Personnel

Ioanna Kogia (Head of Secretariat)

Maria Marnerou (Deputy Secretary)

Dimitra Chatzidimitriou

Stavrianna Stamatiou

Emeritus Professors

George Avlonitis, PhD University of Strathclyde

Maria Konstantopoulou, PhD London School of Economics

Nancy Papalexandri, PhD University of Bath

Nikolaos Papavassiliou, PhD University of Cologne

Vasileios Patsouratis, PhD University of Glasgow

Athanasios Skouras, PhD London School of Economics

Ioannis Halikias, PhD University of Warwick

6. Academic and occupational profile of graduates

The graduates of the department are endowed with advanced knowledge in the disciplines of marketing and communication with a strong foundation in the broader fields of business administration and economics. They possess solid qualifications for a successful professional career and have excellent job prospects. The close links of the department with the business community, the opportunities for internships and international mobility, and the advanced training on complexity management, critical thinking and creativity strengthen graduates' competitive advantage in the job market.

7. Access to further studies

The Department graduates are eligible to continue their studies both in Greece and abroad in postgraduate courses.

The department of Marketing and Communication is responsible for the management and running of three postgraduate courses:

MSc in Marketing and Communication (full time)

MSc in Marketing and Communication (part time)

MSc in Marketing and Communication with a Specialization in International Marketing - Program in International Marketing (full time program taught in English)

The department of Marketing and Communication also offers jointly with other departments the following postgraduate courses:

Master in Business Administration – MBA (Full and Part time)

MSc in Human Resource Management (Full and Part time)

Master in Business Administration for Executives – Executive MBA (Part time)

International Master in Business Administration – MBA International (Full and Part time)

Master in Business Administration – Athens MBA in collaboration with the National Technical University of Athens (NTUA)

Master in Heritage Management in collaboration with the University of Kent, UK.

8. Teaching methods

Teaching methods include interactive lectures, laboratories, case studies, examples analysis, invited speeches from industry experts, participatory learning, and exercises.

9. Exams, assessment and grading

After the completion of each teaching period, all students have to sit final exams for each course. The time allowed for each course examination does not exceed three hours. The responsibility for carrying out the course examination lies with the professor of each course. Students, in order to successfully complete a course, must achieve a grade of 5 or higher in the 0-10 grading scale. If a student fails at a course examination during the fall or spring examination period, he/she can take a re-examination of the same course during the September period. Students are also expected to work on projects and assignments during the course, which contribute towards their overall grade for each course.

Grading scale

10.00 – 8.51 Excellent

8.50 – 6.51 Very Good

6.50 – 5.00 Good

> 5.00 Fail

10. Contact Details

School of Business

Department of Marketing and Communication

76 Patission Street, Athens, 104 34, Greece

Tel.: +30 (210) 8203101-3

Fax : +30 (210) 8225677

secretary.marketing@aueb.gr

www.mbc.aueb.gr

Athens University of Economics and Business

76 Patission Street, Athens, 104 34, Greece

Tel: +30 (210) 8203911

webmaster@aueb.gr

<http://aueb.gr>

STUDY PROGRAMME 2016-2017
COMPULSORY COURSES (SEMESTER 1 to 6)

Semester	Code	TITLE
1	5411	Introduction to Management
1	5622	Introduction to Marketing
1	1101	Introduction to Economic Analysis I
1	5151	Quantitative Methods I
1	5721	Psychology
1	5011	<i>English Language I – Basic Business English: Part A</i>
1	5021	<i>French Language I – Basic Business French: Part A</i>
1	5031	German Language I – Basic Business German: Part A
2	5722	Introduction to Business Communication
2	1232	Introduction to Economic Analysis II
2	5412	Organizational Behaviour
2	5122	Quantitative Methods II
2	5623	Consumer Behaviour
2	5012	<i>English Language II – Basic Business English: Part B</i>
2	5022	<i>French Language II – Basic Business French: Part B</i>
2	5032	<i>German Language II – Basic Business German: Part B</i>
3	5636	Advertising
3	5231	Introduction to Information Technology
3	5634	Market Research
3	5133	Managerial Decision Making
3	5513	Accounting I
3	5013	<i>English Language III – Intermediate Business English: Part A</i>
3	5023	<i>French Language III – Intermediate Business French: Part A</i>
3	5033	<i>German Language III – Intermediate Business German: Part A</i>

Semester	Code	TITLE
4	5414	Human resources management
4	5625	Sales Management
4	5724	Electronic communication
4	5514	Accounting II
4	2416	Financial Management I
4	5014	<i>English Language IV – Intermediate Business English: Part B</i>
4	5024	<i>French Language IV – Intermediate Business French: Part B</i>
4	5034	<i>German Language IV – Intermediate Business German: Part B</i>
5	5738	Corporate Communication Strategy
5	5781	Corporate Ethics and Responsibility
5	1594	Business Economics
5	5225	Management Information Systems
5	2511	Financial Management II
5	5015	<i>English Language V – Business Correspondence and Communication</i>
5	5025	<i>French Language V – Business Correspondence and Communication</i>
5	5035	<i>German Language V – Business Correspondence and Communication</i>
6	5648	Distribution Channels & Logistics
6	5407	Business Strategy and Strategic Management
6	5624	Product Policy
6	5647	Pricing Strategy
6	5626	Digital Marketing

SPECIALIZATION COURSES (SEMESTER 7 & 8)

Semester	Code	TITLE/SPECIALIZATION
		INTERNATIONAL ENTREPRENEURSHIP AND INNOVATION
7	2539	International Management
7	8169	Advanced Topics in Strategy and Innovation
8	5638	International & Export Marketing
8	5780	Entrepreneurship
		HUMAN RESOURCE MANAGEMENT
7	5415	Change and Quality management
7	5783	Management Consulting
8	5428	Leadership and Personal Skills Development
8	5782	Positive Organizational Scholarship
		BUSINESS ANALYTICS
7	5689	Web Analytics
7	5691	Marketing Analytics
8	5688	Quantitative Marketing Models
8	5667	Designing and Analyzing Retail Sales Promotions
		DIGITAL MARKETING
7	5689	Web Analytics
7	5693	Design and Development of Internet Applications
8	5694	Electronic Commerce and Internet Applications
8	5692	Digital Content & Omni-channel Marketing

ELECTIVE COURSES (SEMESTER 7 & 8)

Semester	Code	TITLE
7	1193	Principles of Sociology
7	1550	Public Finance I
7	1705	Game Theory and Uncertainty
7	1764	Environmental and Natural Resource Economics
7	2715	Decision Support Systems
7	2812	Special Topics in Strategy
7	3715	Time Series and Forecasting Methods
7	4112	International Economics
7	5000	Field Study Project
7	5050	Internship
7	5627	Business to Business (B2B) Marketing
7	5637	Marketing of Services
7	5657	Retail and Wholesale Marketing
7	5668	Marketing of Agricultural Products and Food
7	5677	Creative Design and Advertising Media
7	5718	Cross Cultural Communication and Management
7	5725	Public Relations & Crisis Management
7	6122	Introduction to Programming Using R
7	8117	Database Management Systems
7	8121	Project Management
8	1181	Private Law I
8	2464	Social Entrepreneurship
8	4116	European Law
8	5000	Field Study Project

8	5050	Internship
8	5658	Tourism Marketing
8	5678	Marketing of Social Enterprises and Non-Profit Organizations
8	5690	Customer Relationship Management (CRM)
8	5728	Negotiations
8	7112	Business Law
8	7124	Money and Capital Markets
8	8106	Programming I
8	8126	Business Processes Analysis & Modelling
8	8134	Production & Operations Management
8	8164	Digital Innovation and Entrepreneurship
8	8166	Product Design & Development
	---	Foreign Language
8	5046	<i>English Language VI – Business Terminology</i>
8	5056	<i>French Language VI – Business Terminology</i>
8	5066	<i>German Language VI – Business Terminology</i>