



**MSc**  
in Strategic  
Marketing

Internal Regulation  
of the  
MSc in Strategic Marketing

(according to Law 4957/2022)



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## General

The second cycle of studies comprises of the attendance of a Postgraduate Studies Programme and is completed with the award of the Certificate of Postgraduate Studies (Master's Degree).

The present Postgraduate Studies Regulation complements the provisions of Chapter I [Organization and Operation of Programmes of the Second and Third Cycle of Studies] of Law 4957/2022 (Government Gazette 141/vol. A/21-7-2022): "New Horizons in Higher Education Institutions: Strengthening the quality, functionality and connection of higher education institutions with the society and other provisions", as well as the Regulation of Postgraduate Studies Programmes of the Aristotle University of Thessaloniki.

### Article 1 - Scope

The School of Economics of the Faculty of Economics and Political Sciences organizes and administers a Postgraduate Programme of Studies (hereinafter referred to as the "Master's Degree or Postgraduate Programme of Studies") in "Strategic Marketing".

The objective of the English language Programme "Strategic Marketing" is to provide education and specialized knowledge of postgraduate level to higher education graduates in the field of Marketing.

The aim of the MSc in "Strategic Marketing" is:

- The recognition of the MSc among the top postgraduate degrees in Europe in the field of Strategic Marketing and its connection to the European and global network of similar Programmes.
- The promotion of knowledge and research in the field of Marketing, Strategic Planning, Consumer Behavior and Globalized Markets through the preparation of postgraduate theses and doctoral dissertations as well as national, European and international projects by seeking funding from national, European and other international institutions.
- The development of specialized scientists, and
- The preparation of executives for a career as Marketing Managers and Executives, Brand



Managers, Sales Managers and Executives, Digital Marketing Executives, Advertising Executives, in commercial enterprises, services, as well as in organizations in Greece and abroad.

The learning outcomes and qualifications of those who successfully complete the Programme are

- Understanding of the role and importance of marketing in organizations and businesses
- Understanding the effects on buying behavior and the development of the marketing mix to meet consumer needs.
- Understanding the factors and trends in the marketing environment and their impact on the strategy of firms and organizations.
- Understanding and ability to develop marketing research, information gathering and analysis tools for marketing strategy implementation.
- Use of tools to design and implement marketing strategy in different environments and markets.

The MSc is completed with the attendance of organized postgraduate courses and the preparation of a Master's Thesis in accordance with international academic standards.

#### **Article 2 Awarded title of the Postgraduate Studies Programme**

The English-speaking Master of Science in Strategic Marketing of the Faculty of Economics of the Aristotle University of Thessaloniki awards a Master's Degree in Strategic Marketing (Master in Strategic Marketing).

The Master's Degree awarded is a public document. The Master's Degree is issued by the Secretariat of the Department of Economics.

Successful completion of studies leads to level seven (7) of the National and European Qualifications Framework in accordance with article 47 of Law No. 4763/2020 (vol A issue 254).

In addition to the Master's Degree, a Degree Supplement [article 15 of Law 3374/2005 and Ministerial Decision Φ5/89656/BE/13-8-2007 (Government Gazette 1466 Vol.B)] is issued, which is an explanatory document that provides information on the nature, level, general educational framework,



content and status of the studies that have been successfully completed and does not replace the official degree or the transcript of records awarded by the institutions.

### Article 3 Administration of the Postgraduate Programme of Studies

The competent bodies for the administration, organization and operation of the Postgraduate Programme of Studies are:

1. The Senate, which is the competent body for the academic, administrative, organizational and financial issues of the Master's degree, and which exercises those responsibilities related to the Master's Programmes that are not specifically assigned by law to other bodies.
2. The Postgraduate Studies Committee: It is constituted by decision of the Senate and consists of the competent Vice Rector, who acts as the Chair, as well as one (1) member of the Teaching and Research Staff from each Faculty of the Aristotle University of Thessaloniki, and one (1) member from the categories of Special Teaching Personnel, Laboratory Teaching Personnel and Special Technical Laboratory Personnel of the Aristotle University of Thessaloniki. The members of the Committee have experience in organizing and participating in second cycle projects. The term of office of the Committee is two (2) academic years.
3. The Assembly of the School, which has the following responsibilities:
  - (a) to establish Committees to evaluate the applications of prospective postgraduate students and approve their enrolment in the MSc.
  - (b) to assign the teaching work to the lecturers of the MSc.
  - (c) to recommend to the Senate the amendment of the decision establishing the MSc, as well as the extension of the duration of the MSc
  - (d) to set up examination committees for the examination of postgraduate students' theses and to appoint the supervisor for each thesis
  - (e) to determine the successful completion of the course of study to award the title of the MSc.
  - f) to approve the report of the MSc, following the recommendation of the Coordinating CommitteeBy decision of the Assembly of the School, the responsibilities of a) and d) may be transferred to the Coordination Committee of the MSc.
4. The Coordination Committee shall consist of the Chair of the MSc and four (4) members of the



School's Teaching and Research Staff, who have a related subject to that of the MSc and undertake teaching work in the MSc. The members of the Coordination Committee are determined by a decision of the Assembly of the School. The Coordination Committee is responsible for monitoring and coordinating the operation of the Programme.

The responsibilities of the Coordination Committee are:

- to prepare the initial annual budget of the MSc and its amendments if the MSc has resources according to article 84 of the Law 4957/2022, and to recommend its approval to the Special Account for Research Funds (SARF),
- to draw up the report of the Programme and to recommend its approval to the Assembly of the School,
- to approve the expenditure of the MSc,
- to approve the awarding of scholarships, contributory or not, in accordance with the provisions of the decision establishing the MSc and the regulations for postgraduate and doctoral studies,
- to recommend to the Assembly of the School the allocation of teaching work and the assignment of teaching work to the teaching categories of Article 83 of Law 4957/2022,
- to recommend to the Assembly of the School the invitation of Visiting Professors to cover the teaching needs of the MSc,
- to draw up a plan for the modification of the curriculum, which is submitted to the School Assembly
- to recommend to the Assembly of the School the reallocation of courses between academic semesters, as well as issues related to the qualitative upgrading of the curriculum.

Emeritus Professors of the School or of the collaborating Schools may participate in the Coordinating Committee if they offer teaching services in the MSc.

**5.** The Chair of the MSc is selected from among the faculty members of the School, with priority to the rank of Professor or Associate Professor, and is appointed by decision of the Assembly of the School for a two-year term, which may be renewed without limitation, and is not entitled to any additional remuneration for their administrative work.

The Chair shall have the powers provided for in Article 82 par. 4 of Law 4957/2022 and any others specified in the decision establishing the MSc:

- presides over the Coordinating Committee and the Committee for Studies, as well as the



Curriculum Committee, in case of an interdepartmental or interdisciplinary or joint MSc, draws up the agenda and convenes the meetings of the Board.

- recommends issues relating to the organization and operation of the MSc to the School Assembly, in the case of a single-disciplinary MSc,
- brings to the Committee and other bodies of the MSc and the University issues related to the effective operation of the MSc,
- is the Scientific Officer of the Programme according to article 234 of Law 4957/2022 and exercises the respective responsibilities,
- monitors the implementation of the decisions of the institutions of the MSc and the Internal Regulations for postgraduate and doctoral programme, as well as the monitoring of the implementation of the MSc budget.

The Chair of the MSc, as well as the members of the Coordinating Committee and the Curriculum Committee shall not be entitled to any remuneration or any compensation for the performance of the responsibilities assigned to them and related to the performance of their duties.

Secretarial support is provided by the School of Economics. The Secretariat of the MSc is responsible for maintaining the files and grades of postgraduate students. It also informs postgraduate students on issues related to the organization and operation of the Programme. Finally, it is responsible for the preparation of matters submitted to the School Assembly or the Programme Committee.



#### Article 4 Categories of candidates admitted

Graduates of the Schools of Management, Economics, Informatics, Computer Science, Sciences, as well as other Schools of Greek Universities and similar recognized institutions abroad are admitted to the MSc. Graduates of TEI Departments of related cognitive subject may also be accepted.

Candidates can also be final year students, who have successfully completed their undergraduate studies (certificate of completion of studies) before the end of the registration period and meet all the requirements for admission to the MSc.

Recognition of foreign qualifications for admission to a postgraduate programme of study is carried out by the Academic Departments. In case the first cycle of studies has been carried out abroad, the applicant is not required to submit an equivalence of qualifications from the DOATAP- Hellenic National Academic Recognition and Information Center. Even if the applicant presents equivalence, the recognition is still done by the School.

Academic Departments are only responsible for the academic recognition of qualifications and not for equivalence. For the equivalence of qualifications, the responsibility remains with DOATAP.

Applicants who have already applied for or are attending a Master's Degree, subject to the submission of an individual recognition act by the DOATAP, are exempted from this obligation and their application or continuation of studies will be examined on the basis of the criteria of the new law.

How to check the general type of first cycle of studies certificate:

1. authenticity is certified:
  - 1.1. by means of the Hague seal,
  - 1.2. by submitting the degree and at the same time informing the foreign university by the person concerned. The notification is accompanied by an official email from the Foreign University, enabling the Secretariat of the relevant Academic Department to check the authenticity,
2. if the specialization awarded by the degree is required, the check is done by its indication on the degree and the detailed transcript of records or Diploma Supplement,
3. if the grade is required, the assigned grade based on the procedure notified by DOATAP is used,





4. Academic recognition only concerns the specific procedure, is guaranteed by a decision of the School Assembly and **is not given to the person concerned**. If the candidate wants such a certificate, they should apply to DOATAP for Equivalence.

## Article 5 Admission procedure for postgraduate students

### 5.1 Application procedure for applicants

Applications are submitted after a call for applications in accordance with the recommendation of the Coordination Committee and the decision of the School Assembly, which is posted on the School's website and specifies:

1. The necessary qualifications for candidates for admission to the MSc
2. The deadline for the submission of supporting documents.
3. The general method of evaluation
4. The address for the submission of supporting documents.

The applications of postgraduate candidates are submitted electronically via a link posted on the Programme's website on special forms, which can be found on the MSc website.

The necessary supporting documents to be submitted are:

1. Application form (available on the Master's website)
2. Curriculum Vitae (CV)
3. A copy of a degree or diploma,
4. Transcript of records for each degree
5. Two (2) letters of recommendation (mandatory)
6. Proof of excellent knowledge of English language at C2/C2/CPE level
7. Certificates of previous professional experience (if any)
8. Scientific publications, awards (if any)
9. Photocopy of Identity Card or Passport
10. One (1) photograph (ID card type)
11. Research activity (if any)



## 5.2 Procedure for evaluating applications

The Assembly establishes a committee of faculty members of the School, which includes, in priority, the members of the coordinating committee of the MSc, and which is responsible for the evaluation of candidates who have submitted all the required documents in due time.

The selection of postgraduate students is made considering the criteria specified in the Programme's rules of procedure approved by the Senate of the Aristotle University of Thessaloniki (meeting 3099/30-3-22) and mentioned in the call for applications. These criteria are grouped into six parameters, each parameter is scored on a scale of 0 - 10 and the individual scores are weighed by weighting factors. In particular, the following are considered:

1. The overall degree grade, the type of degree or ranking of the candidate among his/her peers with a weighting factor of 40%
2. The candidate's success in the personal interview with a weighting factor of 10%.
3. Professional experience with a weighting factor of 20%.
4. Research activities, publications, postgraduate studies, with a weighting factor of 20%.
5. In the category other qualifications are considered (GMAT performance, additional degrees, additional foreign languages, seminars) with a weighting factor of 10%.

Excellent knowledge of English (Proficiency, IELTS, TOEFL) and the submission of two (2) letters of recommendation (academic or professional or a combination of the above) are considered necessary for the candidate's inclusion in the evaluation process and therefore will not be scored. The CC will determine and communicate the required IELTS and TOEFL score thresholds at the time of the call for applications.

The annual number of admissions to the MSc is determined by the Assembly each year and cannot exceed the maximum number of students set by the official decree of the MSc's establishment and operation. The maximum number of admissions per year is set at 60 students. The MSc cannot operate with less than 20 postgraduate students.



At the end of the evaluation, the CC ranks the candidates and submits a recommendation to the Assembly. The Assembly validates the evaluation list and declares the successful applicants and the runners-up.

Those admitted to the MSc must register with the Secretariat by the deadline to be announced. If a candidate fails to register within the deadline, they will be considered as having refused to accept the position and it will be filled by the next successful candidate. At the time of registration (each semester), each student pays the amount of the tuition fees corresponding to the semester to a relevant account of the Aristotle University Research Committee.

## Article 6 Duration and conditions of study

### 6.1 Duration, Structure and Content of the Programme

1. The MSc leading to the award of a Master's degree, has a duration of three (3) full-time semesters of study, consisting of thirteen (13) teaching weeks per semester, with the right of extension of two semesters. The maximum time allowed for completion of studies is set at five semesters. Students are required to pay a deposit of EUR 500 for each of the semesters of extension requested. Extensions are granted only for serious reasons (professional or health reasons).
2. All courses are semester-long and are offered in either the fall or spring semester and include thirteen (13) weeks of instruction, as well as workshops, tutorials, discussions, exercises or assignments where required.
3. In order to receive the Master's Degree, students must attend and successfully complete ten (10) semester courses: five (5) compulsory courses and five (5) elective courses in the first and second semester respectively and prepare the postgraduate thesis in the third semester.
4. The total number of credits of the MSc courses is 90 credit points (ECTS), namely 30 credits per semester, i.e. 6 credits per course and 30 credits for the Master's thesis.



The credit units according to the European Credit Transfer System (ECTS) are as follows:

Year	Semester	Credits
1	A.	5 compulsory courses 6 ECTS: 30 ECTS
	B	5 elective courses 6 ECTS: 30 ECTS
2	C	Postgraduate Diploma Thesis: 27 ECTS
		Practical Training (optional) 3 ECTS or Research Seminar on Data Analysis and Presentation 3 ECTS
Total number of credits		90 ECTS

5. All courses in the curriculum are taught in English.

6. A few courses in the Programme may be offered online depending on the availability of lecturers. The courses to be taught online will be announced at the beginning of the study cycle in the first semester.

7. In the second semester students will attend 5 (five) courses from the total number of courses described in the Programme. Courses to be taught each year are determined at the beginning of the year based on the availability of teachers and are announced on the Programme's website.

8. The MSc provides for the carrying out of optional practical training of students in accordance with the provisions of Article 69 of Law 4957/2022.

In the 3rd semester students can, if they wish, undertake a three-month internship in a company in the field of Marketing. In the MSc in Strategic Marketing there is an internship supervisor appointed by decision of the School Assembly following the proposal of the Graduate School Coordination Committee. Companies participating in the internship Programme are proposed by the Graduate School Coordinating Committee or approved by the Coordinating Committee upon the proposal of the interested student. Companies follow the procedure prescribed by the Internship Department of the Graduate School and sign a cooperation agreement. The students' progress during the internship is monitored by a faculty member from the lecturers of the MSc in Strategic Marketing (Internship Supervisor par.5 article 69 of Law 4957/2022). The cost of compensation and insurance for the students for the conduct of the internship is primarily borne by the host institutions. The cooperating companies are obliged to pay the students for their employment in accordance with the provisions of the law (par. 7 article 69 of Law 4957/2022).



Students who do not wish to do the three-month internship shall attend a research seminar on the analysis and presentation of data from research studies in the sector during the third semester.

9. At the request of a postgraduate student, a suspension of studies for two academic semesters may be granted by decision of the Assembly and only for proven serious reasons (e.g. health). Suspension of studies may be granted once per student. Suspension of studies may be granted to students who have not exceeded the normal period of study. The application for a suspension of studies must be submitted to the MSc Secretariat. The application must indicate the semesters for which the student is requesting a suspension, as well as the reasons, which must be documented with the relevant supporting documents.

The duration of the suspension does not count towards the total time of study in the Master's programme. The Assembly reserves the right to approve the request for suspension of studies, considering the seriousness of the grounds for suspension and the proper operation of the postgraduate programme. During the period of suspension, the postgraduate student shall lose the status of student. With the resumption of studies, the postgraduate student returns to the status of a regular student with all the rights and obligations provided by the MSc.

10. In addition, following a substantiated request before the completion of the normal period of study, the postgraduate student may apply for an extension of studies, which concerns the completion of studies or the preparation of the postgraduate thesis. At the end of the extension, the postgraduate student shall be expelled from the MSc by decision of the School assembly or the Programme Committee.

## **6.2 Curriculum**

1. The curriculum of the MSc, its start and end dates are announced by the Secretariat of the MSc and are included in the online study guide on the MSc website.
2. With the proposal of the Assembly and the approval of the Senate, the course programme may be modified.
3. The indicative course Programme is as follows:



**SEMESTER POSTGRADUATE PROGRAMMEME COURSES**

s/n	Course	Type	Distance learning	ECTS
<b>1st SEMESTER</b>				
1	Marketing Theory and Practice	C	30%	6
2	Consumer Psychology	C	30%	6
3	Brand Strategy	C	80%	6
4	Research Methods	C	80%	6
5	Marketing Communications in the Digital Era	C	30%	6
	<b>ECTS Total</b>			<b>30</b>
<b>2nd SEMESTER (Selection of 5 Courses)</b>				
6	Neuromarketing	E	30%	6
7	Social Media Marketing & Content Creation	E	30%	6
8	Marketing Perspectives in Organizational Behavior and Human Resources Management	E	30%	6
9	International Marketing	E	30%	6
10	Luxury Marketing	E	30%	6
11	Services Marketing	E	30%	6
12	Marketing Analytics	E	30%	6
13	IT Trends for Digital Marketing	E	30%	6
s/n	Course	Type	Distance learning	ECTS
14	Relationship Marketing	E	80%	6
15	Sustainable Marketing	E	80%	6
	<b>ECTS Total</b>			<b>30</b>



3rd SEMESTER				
	<b>Master's Thesis</b>	C	---	<b>27</b>
	<b>Practical Training (optional)</b>	E	---	<b>3</b>
	<b>Research Seminar on Data Analysis and Presentation</b>	E	80%	<b>3</b>
	<b>ECTS Total</b>			<b>30</b>

## Article 7 Operation of the Programme of Studies

### 7.1 Monitoring of the Programme of Studies

Postgraduate students are required to attend all lectures, workshops and other activities provided for each course.

Students may be absent only in exceptional circumstances, due to reasons of force majeure, which must be adequately justified with all necessary supporting documents. Students are only permitted two absences per course. If a student has more than two absences, they shall be considered to have failed the course and may only be examined in the repeat examination period.

At the beginning of each academic semester and in due time from the beginning of the courses, decided by the Committee, postgraduate students renew their registration in the MSc for courses to be attended or the thesis to be written.

The declaration of courses and the postgraduate thesis shall take the place of renewal of registration and shall be accompanied by the payment of the corresponding tuition fees.

### 7.2 Obligations of students

Postgraduate students admitted to the MSc are obliged to:

1. Attend regularly and without fail the courses of the current curriculum as stated immediately above.
2. Participate in all educational and research activities.
3. Make a timely selection of courses each semester.
4. Submit the required assignments for each course within the prescribed deadlines.



5. Attend the examinations as required.
6. Pay the tuition fees on the dates specified by the Secretariat. A financial contribution by the students is foreseen to cover the needs of the Programme, for a total amount of EUR 5500. More specifically, two thousand Euros (2000€) for each of the first two semesters and one thousand five hundred Euros (1500€) for the third semester. Postgraduate students are required to pay their financial obligations in full by the beginning of the examination period of each semester. If a postgraduate student has not met their financial obligations, they will not be entitled to a certificate of successful completion of studies.
7. Respect and comply with the decisions of the MSc bodies and academic ethics.
8. Submit to the Secretariat, prior to the evaluation of their postgraduate thesis, a solemn declaration that there is no evidence of plagiarism.
9. Have settled all financial obligations and any other obligations to the Foundation before the graduation ceremony. Otherwise, they will not be entitled to take the oath and/or receive the Master's degree.
10. If they have been awarded a scholarship, to provide service in return, if this is foreseen (tutorials, contribution to the library and research and, where appropriate, to the services of the University).

Failure to comply with the above, without serious and documented justification, is grounds for a failing grade or exclusion from the MSc.

### **7.3 Examinations and Grading of Students**

1. Students are assessed for each course by the instructor through a combination of assignments and final examinations. The way of examining and grading students is decided by the lecturers of the courses, within the regulatory framework set by the Assembly. Performance evaluation is from zero (0) to ten (10). A six (6) for the postgraduate courses and the thesis is considered a pass mark. All courses are required to be written examinations and the percentage of written examinations in the final grade cannot be less than 50% and more than 80%. The remaining percentage of the grade is derived from alternative assessment methods, such as assignments, presentations, etc., which are determined by the lecturer. A student who fails to appear for a course examination is considered to have failed the examination. Grades are announced no later than fifteen (15) days after the end of each examination





period.

2. The grading scale is:

EXCELLENT: 8.50 to 10

VERY WELL: 6.5 to 8.49

WELL: 6.00 to 6.49

The minimum passing grade is six (6) and above.

3. The final grade of the Master's Degree is calculated as follows: The grade of each course is multiplied by the corresponding number of credits (i.e. 6 ECTS) (the Practical Training and Advanced Research Topics are not graded) and the sum of the multiples is divided by the minimum number of credits corresponding to the courses and the Master's thesis (87 ECTS).

$$\text{Grade of the MSc} = \frac{\text{sum of products (grade of each course} \times \text{6 or 5 ECTS)} + (\text{grade of thesis} \times \text{27 ECTS})}{(\text{total ECTS of courses and M.D.} = \text{87})}$$

The Master's Degrees are awarded once (1) a year.

4. A student of the first and second semester who is rejected (due to a non-qualifying grade) in one or two courses in one semester, or in a maximum of 3 courses cumulatively in 2 semesters, may be re-examined for the courses of each semester one week after the end of the examination period. For the course in which the student was rejected due to absences, the student is obliged to submit before the repeat examination the prescribed assignments which are specified by the lecturer of this course. The examinations shall be taken within two (2) weeks after the end of the 13 weeks of classes.

5. The start and end of the courses and the duration of the examination periods are determined by the academic calendar or by a decision of the School Assembly or the Programme of Studies Committee.

#### **7.4 Evaluation of Courses and Lecturers**

In the MSc there is an evaluation of lecturers per academic semester. The evaluation is carried out at the end of each academic semester with the completion of a questionnaire by each student attending each course, through the online platform of the Quality Assurance Unit of the AUTH.



### **7.5 Issues related to student withdrawals**

In case a student:

- has failed to pass the ten (10) courses, or
- has failed to pass the Master's Thesis, or
- has failed more than three courses in the first and second semester cumulatively, or
- has been unsuccessful in the repeat examination of any course, or
- has repeatedly committed plagiarism, or
- the student's application, or
- has not paid the tuition fees

then their studies are suspended by decision of the Assembly following the recommendation of the CC. In this case, a certificate is issued for the courses successfully attended during their studies.

Postgraduate students of the MSc who have been suspended for any reason other than disciplinary misconduct shall have the right to apply for admission to study from the outset, at the beginning of each new cycle of studies.

The application of a formerly de-registered postgraduate student shall normally be considered on equal terms with applicants in that series and on the basis of the current criteria.

In the case that a student who has previously dropped out is accepted to the programme, he/she is obliged to start from the first semester, with the corresponding financial cost.

The cases of students who have dropped out are examined by the Board of Directors, which gives its opinion to the Assembly of the School.

### **7.6 Postgraduate Thesis Preparation Procedure**

1. Postgraduate students enrolled in the third semester of studies undertake to prepare a Master's Thesis (Master Dissertation).
2. The Thesis must pertain research and have a sufficient degree of originality or demonstrate a good knowledge and in-depth understanding of a specific topic of current research interest. The Thesis is



carried out under the guidance of a supervisor. The direct supervision and guidance of a postgraduate student may be assigned to a lecturer in cases a) to f) of paragraph 1 (Article 83 of Law 4957/2022). Postgraduate students shall select a Thesis from a list of topics published by the professors every year in relation to their scientific subject and shall submit the topic to the Board of Directors for approval.

3. The Master's Thesis must be completed within the third semester of study and may be continued up to the maximum permissible limit of attendance provided for in Article 6, paragraph 6.1 of these regulations, renewed every semester by declaration of the student after a progress report by the supervising professor and approval of the Assembly. This declaration shall serve as an application for renewal of enrolment and shall be accompanied by the payment of the tuition fee of EUR 500.

4. The Master's Thesis is written in English.

5. The M.D. shall be submitted in electronic form to the Examination Committee on the dates specified in the following paragraph.

6. A prerequisite for the examination of the Thesis is the successful examination in the ten (10) courses of the MSc, as stipulated in Article 6, par. 6.1. The Thesis is examined by a three-member Examination Committee, appointed by the Coordinating Committee. The Examination Committee shall consist of the supervisor and two other members falling within the categories of teaching staff as defined in Article 8 of these Regulations.

7. The members of the committee must have the same or a related scientific discipline as the subject matter of the programme.

8. Master's theses for third semester students will be submitted at the end of the 13 weeks of the winter/spring semester, respectively. Only in exceptional circumstances, to be considered by the Assembly, may the submission of a student's Master's thesis be extended for a maximum of one semester.

9. The Committee shall arrange for the public presentation of the M.D. thesis within the framework of the programme for the promotion of the research activity of the MSc.

10. The preparation of the Master's Thesis is governed by the Code of Academic Ethics of the Aristotle University of Thessaloniki. Any author or co-creator of any intellectual work is entitled to be referred to and recognized as such, enjoying the property and moral rights/authorities arising from that work. Exceptionally, if the original intellectual creation ("work") is the final output of a paid research project commissioned by an entity outside the AUTH, the property rights of the author or co-creators may be limited under the terms of the contract under which the research work in question is commissioned,



while the moral rights remain with the author or authors, subject to the contractual restrictions necessary for the use / economic exploitation of the resulting intellectual creation.

11. If the evaluation of the Thesis is negative, the postgraduate student may submit the thesis incorporating the remarks for its improvement within a period determined by the three-member Examination Committee. If the second evaluation is also negative, the postgraduate student loses the right to be awarded the degree.

12. In exceptional cases, if there is an objective inability or an important reason, it is possible to replace the supervisor or a member of the three-member Examination Committee and to change the subject of the Master's Thesis following a decision of the Assembly of the School.

13. The Master's Thesis can be theoretical, applied or experimental and must follow the guidelines given in the Guidelines for the Preparation of Master' Thesis which is posted on the website of the MSc.

### **7.7 Academic Advisor - Supervising Professors**

Within the first three months an Academic Advisor is appointed for each postgraduate student attending the MSc.

The role of the academic advisor is to monitor the progress of the students' studies, to be informed by the lecturers of any persistent absences of students who are their responsibility, and to inform them (via the Secretary's Office) that such absence may result in failure of the course. In addition, the Academic Advisor will provide assistance with the selection of the postgraduate thesis, taking into account the research interests of the postgraduate student. Postgraduate students are required to contact their academic advisor for any problem that may affect the smooth progress of their studies.

The Academic Advisor shall provide the graduate student with the necessary advice to meet the requirements of the Graduate Programme. The Academic Advisor for Graduate Studies ensures that they meet regularly with the graduate students they are responsible for and no less than two (2) times per semester. Their duties include, among others:

- Identifying the graduate student's needs and research interests, supporting the graduate student's aptitudes and skills, and encouraging the graduate student to move towards areas of interest.
- Informing and facilitating the graduate student's research.
- Assisting in the preparation of the student's individual semester programme of study and in determining the topic of the postgraduate thesis.



- Identifying students who have not passed a large number of courses.
- Providing and developing a plan for these students.

The teaching staff, the administrative staff, as well as the competent services of the Institution cooperate and support the Academic Advisors in their work, while considering their information, comments, suggestions and requests, for any deficiencies, malfunctions that create problems for students and any suggestions for addressing them.

The appointment shall last for the duration of the postgraduate student's studies. Each faculty member may not be an advisor to more than ten (10) graduate students per year. The thesis advisor is not necessarily the thesis supervisor.

#### Article 8 Teaching Personnel

The teaching work of the MSc is assigned, upon recommendation of the Committee of the MSc and upon decision of the School Assembly, to the following categories of lecturers:

- a. Teaching and Research Academic Staff members, Special Teaching Staff Members, Laboratory Teaching Staff Members and Special Technical Laboratory Staff members of the School or other Schools of the Aristotle University of Thessaloniki. or other Higher Educational Institution or Higher Military Educational Institution, with additional employment beyond their legal obligations, if the Master's Degree has tuition fees,
- b. Emeritus professors or retired members of the Teaching and Research Academic Staff of the School or other Schools of the Aristotle University of Thessaloniki or other higher education institutions,
- c. associate professors,
- d. appointed lecturers,
- e. visiting professors or visiting researchers,
- f. researchers and special operational scientists of research and technological institutions of Article 13A of Law No. 4310/2014 (vol. A 258) or other research centers and institutes in Greece or abroad,
- g. Scientists of recognized prestige, who have specialized knowledge and relevant experience in the subject of the MSc.

The decisions of the Assembly or the Committee on the allocation of teaching duties must include the following elements:

- a. the full name of the lecturer,



- b. the title of the lecturer,
- c. the type of teaching assignment to be given per teacher (course, seminar), and
- d. the number of teaching hours per course or seminar.

It is the obligation of the visiting lecturer to adhere to the weekly teaching schedule, as determined by the Board, and to follow the examination and evaluation conditions as described in these Regulations.

The obligations of the lecturers include, inter alia, the description of the course or lectures, the citation of relevant literature, the manner of examination of the course, and communication with postgraduate students.

Teaching in the MSc is carried out in accordance with the timetable of courses drawn up under the responsibility of the Chair of the MSc.

Upon the recommendation of the Coordinating Committee of the MSc or the Chair of the MSc, doctoral candidates of the Department or Faculty may be assigned auxiliary teaching work under the supervision of an MSc lecturer. Ancillary work is defined as assisting the members of the teaching staff in the exercise of their teaching duties, training students, conducting tutorials, laboratory exercises, supervising examinations and correcting exercises. By decision of the School Assembly or the Curriculum Committee, either ancillary work may be assigned or a call for expressions of interest may be published in subjects offered in the curriculum of the MSc. The Call for expressions of interest shall specify the deadlines for the submission of applications and the specific qualifications.

Lecturers may, during the period of their sabbatical leave or suspension, provide teaching work for the MSc, if they consider that their schedule allows it, provided of course that under the circumstances this is practically and effectively feasible, a matter to be decided on a case-by-case basis.

#### **Article 9 Secretariat of the Postgraduate Programme**

1. A Secretariat of the MSc shall be established to support the MSc. Each committee of the MSc shall be assisted in its work by a member of the MSc Secretariat by decision of the Chair of the MSc.
2. A Secretariat of the MSc will be in charge of the various aspects of the operation of the Postgraduate Programme (timely availability of forms from the School's website, processing of printed and electronic correspondence, collection and processing of applications and their attachments, student



registration, keeping of grading files, lecturer evaluations, awarding of degrees, certificates, attestations, information on various scholarships).

3. The tasks of the Postgraduate Programme Secretariat are to deal with current issues concerning the teaching staff, students, the programme, contacts with the various departments and to take care of the public relations of the MSc.

#### Article 10 Financial resources of the Programme

The resources of the Postgraduate Studies Programme may come from:

- a. tuition fees,
- b. fees, donations, sponsorships, and financial aid of any kind,
- c. endowments,
- d. funds from research projects or programmes, of the European Union,
- e. own resources of the Aristotle University of Thessaloniki
- f. any other legitimate reason.

The payment of the tuition fees, which is set at five thousand five hundred euros (5500 euros), is made by the students themselves (or by a third natural or legal person on behalf of the student) to an account of the SARG through electronic payment and the unique RF code issued for each student.

The installments are defined as follows:

- 1st Semester: €2000
  - 1st Installment €500 (June/July, upon the registration)
  - 2nd Installment: €500 (during the first ten days of September)
  - 3rd Installment: €1000 (during the first ten days of November)
- 2nd Semester: €2000
  - 1st Installment: €1000 (during the second ten days of January)
  - 2nd Installment: €1000 (during the first ten days of April)
- 3rd Semester: €1500
  - 1st Installment: €1000 (during the first ten days of July)
  - 2nd Installment: €500 (during the first ten days of September)

Payment of the tuition fees for each semester is a prerequisite for participation in the examinations.



The resources of the MSc are distributed as follows:

- a. an amount corresponding to thirty percent (30%) of the total income from tuition fees is retained by the Special Account for Research Grants (SARG). This amount includes the percentage withheld for the benefit of the SARG for the financial management of the MSc. By decision of the Management Board, taken by the end of March each year, it is decided whether the remaining amount after deduction of the retention for the SARG is transferred to the regular budget or is allocated for the creation of projects/programmes through the SARG in order to cover, on a priority basis, the needs of the MSc programmes that operate without tuition fees and to cover the research, educational and operational needs of the University. The revenue of the MSc referred to in cases b) to d) of par. 1 shall be subject to the same deduction in favor of the SARG as is applicable to revenue from the corresponding funding sources,
- b. the remaining amount of the total revenue of the MSc shall be allocated to cover the operating costs of the MSc.

The MSc shall draw up an analytical budget for the five (5) years of operation in accordance with the legislation in force, including all the resources of the programme and its operating costs.

Refund of tuition fees (except for the applicable legal fees) per semester is only allowed in case there is an extremely serious reason for interruption at the request of the student and if the student sufficiently justifies the reasons for the interruption to the Assembly no later than ten (10) days before the beginning of the course. The Assembly shall decide on the refund of tuition fees.

#### **Article 11 Financial Facilities**

1. In accordance with the financial resources of the Postgraduate Studies Programme, by decision of the Assembly, scholarships are granted to postgraduate students in order to reward their performance and/or to create incentives for better performance of postgraduate students, which may also entail an obligation for the scholarship holders to assist in research or teaching work, such as teaching tutorials or laboratory exercises or assisting undergraduate students in the preparation of assignments in the context of undergraduate courses.
2. Scholarships will be provided, unless the Assembly decides otherwise, for the first three semesters of study. One (1) scholarship shall be awarded for each semester, covering 100% of the tuition fees for the semester.





- For the postgraduate students of the first semester, their evaluation ranking during their admission to the Postgraduate Studies Programme is considered.
- For postgraduate students in the second semester, their evaluation ranking during the previous semester is considered.
- For third-semester postgraduate students, the evaluation ranking during the first two semesters shall be considered.

3. The Assembly may, by decision, lay down additional conditions - in addition to performance - for the award of the above scholarships or make any other modifications relating to these scholarships. Unless otherwise decided by the Assembly, the condition for receiving a scholarship is that the postgraduate student must not be in receipt of a scholarship from another institution at the same time. Scholarships are semi-annual and are awarded at the beginning of each academic semester, following a recommendation from the Coordinating Committee and a decision by the Assembly, following an evaluation of the work assigned to the students and/or their performance. Only students who attend and successfully pass all the courses of the Programme during the regular (not repeat) examination period are eligible for the scholarships.

4. Postgraduate students who meet the requirements for excellence in the first cycle of studies, corresponding at least to a grade equal to or higher than seven and a half out of ten (7.5/10) and the requirements of paragraph 4 article 86 of Law 4957/2022 are exempted from the tuition fees. The exempted students should not exceed thirty percent (30%) of the total number of students admitted to the Postgraduate Studies Programme and should not participate in more than one Postgraduate Studies Programme. According to article 86 of Law 4957/2022, if the beneficiaries exceed the above percentage, they are selected in order of ranking starting from those with the lowest income.

The application for exemption from tuition fees is submitted by the person concerned to the secretariat of the MSc after the completion of the applicant selection process.

5. Postgraduate students have all the rights, benefits and facilities provided for first cycle of studies students except the right to free textbooks.

## Article 12 Infrastructure

For the implementation of the objectives of the MSc "Strategic Marketing" contribute in particular the following:



- o School of Economics of the Aristotle University of Thessaloniki: Provision of classrooms
- o Library: The library of the School of Economics has a sufficient number of books and scientific journals.
- o Computer Center: The School of Economics of the Aristotle University of Thessaloniki operates computer laboratories for the education of students.

### **Article 13 Graduation Ceremony**

The graduation ceremony is not a constituent part of the successful completion of studies, but it is a necessary condition for the awarding of the diploma. The ceremony takes place within the framework of the School Assembly, in the presence of the Director of the Postgraduate Studies Programme, the Chair of the School /Dean of the School or their deputy and, if possible, a representative of the Rector.

Postgraduate students who have successfully completed the Postgraduate Studies Programme may, in exceptional cases (studies, residence or work abroad, health reasons, etc.), request an exemption from the obligation to participate in the graduation oath from the Secretariat of the Faculty/School.

### **Article 14 Type of Postgraduate Diploma awarded**

The title of the Master's degree is a public document and is awarded in one of the Postgraduate Studies Programme courses of the School.

The Master's degree is issued by the Secretariat of the Postgraduate Studies Programme. The Degree shall indicate the School or Schools or the Universities involved in the organization of the Programme, and the emblems of the Universities, if any, the date of completion of studies, the date of issue of the Degree, the number of the graduation protocol, the title of the Programme, the details of the postgraduate student and the grading scale of Good, Very Good, Excellent.

Before the award of the Master's degree and after the successful completion of MSc, the graduate may be awarded a certificate of successful attendance and completion of the Programme.

In addition to the Master's Degree, a Degree Supplement [article 15 of Law 3374/2005 and of the Ministerial Decision Φ5/89656/BE/13-8-2007 (Government Gazette 1466 Vol.B)] is issued, which is an



explanatory document that provides information on the nature, level, general educational framework, content and status of the studies that have been successfully completed and does not replace the official degree or the detailed course grades awarded by the institutions.

#### **Article 15 Plagiarism**

When submitting a postgraduate thesis, the postgraduate student is required to indicate whether they have used the work and opinions of others.

Copying is considered a serious academic misconduct. Plagiarism is considered copying someone else's work, as well as using someone else's work - published or unpublished - without proper citation. The citation of any documentary material, even from the postgraduate student's own studies, without proper reference, may constitute grounds for expulsion by the School Assembly.

In the above cases - and after a substantiated recommendation of the supervising professor - the School Assembly may decide on the de-registration of the postgraduate student.

Any misconduct or violation of academic ethics is referred to the Coordinating Committee of the MSc for evaluation and to make a recommendation to the School Assembly for addressing the problem. Copying or plagiarism and, in general, any violation of the provisions on intellectual property by a postgraduate student during the writing of coursework or the preparation of a postgraduate thesis are also considered as violations.

For violations of ethical rules and quality of studies, responsible is the Ethics Committee.

#### **Article 16 Accreditation-Assessment of the Master's Degree**

After the adoption of the decision to establish a MSc and before the start of its operation, the accreditation of the MSc by the National Authority for Higher Education is required, in accordance with paragraph c) of par. 1 of article 8 of Law 4653/2020 (A 12). After their establishment, the Postgraduate Programmes of Studies are periodically accredited, according to sub-case bb) of case b) of par. 1 of article 8 of Law 4653/2020, as part of the evaluation of the academic unit to which they belong.

If the foundation decision is amended, a new accreditation of the Postgraduate Programmes of Studies is required by the National Authority for Higher Education, provided that the amendment concerns elements such as the subject matter, the purpose of the programme, the learning outcomes and



the qualifications acquired through successful completion of the programme, as well as the specializations that award a different diploma.

The Postgraduate Studies Programmes of each School, including interdepartmental, interdisciplinary and joint Master's degrees, for which the School undertakes the administrative support, are evaluated in the framework of the periodic evaluation/certification of the academic unit by the National Authority for Higher Education. In this context, the overall assessment of the work carried out by each Postgraduate Studies Programme, the degree of fulfillment of the objectives set at the time of its establishment, its sustainability, the absorption of graduates in the labor market, the degree of its contribution to research, its internal evaluation by postgraduate students, the feasibility of extending its operation, as well as other elements relating to the quality of the work produced and its contribution to the national strategy for higher education are evaluated.

If, during the evaluation stage, a MSc is deemed not to meet the conditions for its continued operation, its operation is completed with the graduation of the students already enrolled in accordance with the founding decision and the regulations for postgraduate and doctoral programme of study.

#### **16.1 Internal evaluation of the Quality Assurance Unit**

In order to ensure and improve the quality of the MSc, the Quality Assurance Unit of the Aristotle University of Thessaloniki carries out a periodic internal evaluation of the MSc within the framework of the Internal Quality Assurance System of the University and in accordance with the instructions and guidelines of the Hellenic Authority for Higher Education.

The obligations of the Management Bodies and the lecturers of the MSc include all the procedures provided for, based on the instructions and guidelines of the Quality Assurance Unit-AUTH for the internal and external evaluation and accreditation of the Programme of Studies and the academic units.

#### **16.2 Evaluation of lecturers and courses by students**

With the sole purpose of improving the level of study of the MSc and with absolute guarantee of anonymity, students are invited to evaluate the courses and lecturers of each semester.

For the sake of the uniform maintenance of statistical data and the possibility of drawing conclusions that can be used for the educational work of the Schools and of the University as a whole, the evaluation questionnaires are prepared by the Quality Assurance Unit and can be partially differentiated,



based on the particular characteristics and needs of each academic unit and/or each course. They are completed electronically.

The evaluation is carried out under the responsibility of the Internal Evaluation Group of each School of the Aristotle University of Thessaloniki, in cooperation with the Quality Assurance Unit of the Aristotle University of Thessaloniki and is carried out through the Quality Management Information System (QMS) of the latter. The Administration and the Internal Evaluation Group of the School must take systematic steps to encourage students to participate in the assessment, in accordance with the guidelines of the Quality Assurance Unit and the relevant decisions of the Senate.

The Internal Evaluation Group of each School monitors, through the Quality Management System (QMS) of the Quality Assurance Unit, the degree of student participation in the evaluation process, analyses the relevant results and informs the Management Bodies of the programme and the respective academic unit. The evaluation questionnaires relate to each course taught and to each lecturer individually.

The management bodies of the MSc and the academic unit, in cooperation with the respective Internal Evaluation Group, must study the evaluation results, announce their findings, decide on the publication of the summary evaluation results, when necessary and in any case after the announcement of the grades of the semester's courses, in accordance with the current legislation on the protection of personal data, and take action to address any problems.

#### Article 17 Study Guide

The MSc issues a Study Guide to inform postgraduate students about its operation. The Study Guide may include:

1. General Information as well as useful electronic information about the Institution and the School, with respect to administrative services or collective bodies to which the postgraduate student can turn for the successful completion of his/her studies.
2. The purpose, the subject of the MSc and the qualifications acquired after the award of the Master's Degree (MSc).
3. The academic calendar, which includes the start and end dates of academic semesters, examination periods, holidays, periods for the presentation of postgraduate theses and any other obligations such as internships, seminars, conferences, etc.
4. any specializations, credit units, teaching staff, rights, and obligations of postgraduate students.
5. The official language of instruction and of the postgraduate thesis.



6. The administration of the MSc.
7. Databases.
8. Use of the Library.
9. Services to postgraduate students.

#### Article 18 Transitional provisions

Any issue that arises in the future and that is not covered by the relevant legislation or the Regulation of Studies, will be addressed by decisions of collective bodies, by amending the Regulation for the Postgraduate Programmes of studies.