



Quality Policy

MSc in Strategic Marketing

Quality Policy

The Quality Assurance Policy of the School of Economics is in accordance with the quality policy of the Aristotle University of Thessaloniki, as it has been approved by the Institution's Senate and reflects its core values.

The School of Economics ensures and highlights the quality of its teaching, research, and administrative work, through the continuous improvement of all its functions and with the participation and contribution of all its members.

The School organizes and implements master's degree Programs of high standards in the most prominent areas and fields of economics, oriented to current trends and requirements, thereby strengthening its academic profile. In addition, the School is committed to the development of a creative research and work environment for all its teaching, research and administrative staff as well as to the development of a creative academic environment for its students.

Implementation of Quality Policy – Quality Assurance

The School of Economics and the MSc in Strategic Marketing in particular are committed to implementing the quality policy, which strengthens the academic profile and orientation of the MSc program, promotes its purpose, implements its objectives (as set annually) and determines the means and actions of achieving them. It ensures the participation of the interested parties and implements the appropriate internal and external quality procedures with the ultimate aim of continuous improvement. Moreover, the School is committed to fostering a climate of communication and cooperation between all members (staff, students and interested parties) of the School.

The School of Economics and the MSc in Strategic Marketing apply the quality assurance procedures of the Internal Quality Assurance System (QMS) Quality Manual of the University. The implementation of the ESDP procedures are carried out in collaboration with the Quality Assurance Unit (QAU) of the University. The quality assurance procedures are a valuable tool for the School and the Master's Programs to implement their teaching and research activities, to ensure the achievement of their goals and to upgrade their academic work in general.

The School of Economics and the MSc in Strategic Marketing are committed to implementing the quality procedures that demonstrate:

- the appropriateness of the structure and organization of the Master's Program
- that the intended learning outcomes and qualifications are in line with the European and National Higher Education Qualifications Framework
- the promotion of the quality and effectiveness of the teaching/research work of the Master's Program
- the suitability of the teaching staff qualifications for the Postgraduate Program



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- the drafting, implementation and review of specific annual quality objectives for the improvement of the Master's Program
 - the market demand for the acquired qualifications of its graduates
 - the quality of support services
 - the efficient use of the Master's Program resources (from tuition fees)
 - conducting the annual internal evaluation and review of the quality assurance system for the "Strategic Marketing" Master's Program, with the cooperation of OMEA and MODIP of the Aristotle University of Thessaloniki.

The processes for the monitoring and continuous quality improvement for the MSc in Strategic Marketing are:

- Implementation of policy for the quality assurance of the Master's Program, its periodic review and revision (when required).
- Planning of the Postgraduate Studies Program, in accordance with the current Legislation and the Regulations of Aristotle University, taking into account whenever possible the opinions of students, graduates of the Department and collaborating bodies.
- Harmonization with the current legislative framework and regulations.
- Application of Regulations of the Postgraduate Studies Program and other Regulations and Regulatory Decisions of AUTH.
- Submission of the Course Description Form to the MODIP information system, by the teaching staff.
- Evaluation of courses and tutors by the students.
- Various methods of student evaluation.
- Attempt to monitor the development and professional rehabilitation of graduates of the Postgraduate Studies Program.
- Teaching staff (selection, regulations, performance, support).
- Allocation and management of the Master's Program resources (infrastructure, equipment, etc.).
- Collection and processing/analysis of quality data to ensure the quality of the MSc in Strategic Marketing Program.
- Monitoring, analysis and comparison with national and international indicators.
- Disseminating information about the Graduate Program.
- Quality and systematic updating of the MSc in Strategic Marketing website for the dissemination of all relevant information for the Program.
- Mechanisms for feedback and corrective actions (when required).
- Conducting an annual internal evaluation (monitoring, control and revision of the Master's Program), based on the directives of ETHAAE and MODIP.
- Support of external evaluation and certification processes, in collaboration with MODIP.

Quality Objectives



The quality objectives on which the School of Economics will direct its efforts for the MSc in Strategic Marketing Program are:

1. Modernization, Certification, Internationalization of the Study Program.
2. Improvement of the educational process
3. Qualitative adequacy of the teaching staff
4. Graduate satisfaction, care for professional career
5. Strengthening the international profile of the curriculum
6. Improvement of the learning environment and the daily operation
7. Fully updated and reliable information

Disclosure

The Quality Policy is announced and disseminated to the academic and administrative staff, the students, and all other involved parties. The Quality Policy is posted on the Program's website.