



Regulation  
for the Academic Advisor

MSc in “Strategic Marketing”





(Decision of the coordinating committee of the postgraduate program of studies number 7/19-1-2024)

### **Article 1: Purpose - scope**

- 1.1. This regulation governs the institution and the responsibilities of the academic advisor in the Postgraduate Program of Studies "Strategic Marketing" of the Aristotle University of Thessaloniki. The purpose of the institution is to provide specialized support to the students of the Program, on issues such as their scientific orientation, academic performance, and career goals. At the same time, it ensures that they have access to alternative counselling resources.
- 1.2. These regulations seek to help ensure that academic advisors provide high quality guidance to students and are held accountable for their performance and conduct.
- 1.3. This Regulation does not cover specific advisory services in international exchange programs, such as Erasmus+ and traineeships.

### **Article 2: Assignment of an academic advisor**

Within the first three months an Academic Advisor is appointed for each postgraduate student attending the MSc. 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 3: Responsibilities of the academic advisor**

3.1 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 under their responsibility, and to inform them (via the Registrar's Office) that such absences 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 Program. 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 program of study and in determining the topic of the postgraduate thesis.
- Identifying students who show weakness in certain courses.
- Providing and developing a plan for these students.

3.2 Each Academic Advisor shall ensure that they meet regularly with the graduate students they are responsible for and no less than two (2) times per semester, either in person or through alternative methods (such as videoconferencing).

#### **Article 4: Confidentiality and professional conduct**

4.1 Academic advisors shall abide by the rules of the Aristotle University regarding confidentiality and work ethics, including requirements for maintaining the confidentiality of student information, avoiding conflicts of interest, and adhering to a code of conduct.

#### **Article 5: Entry into force**

5.1 This regulation shall enter into force after its approval by the MSc Coordinating Committee.

5.2 The present regulation shall be obligatorily adapted to any contrary provisions of a corresponding regulation introduced by the Aristotle University of Thessaloniki.