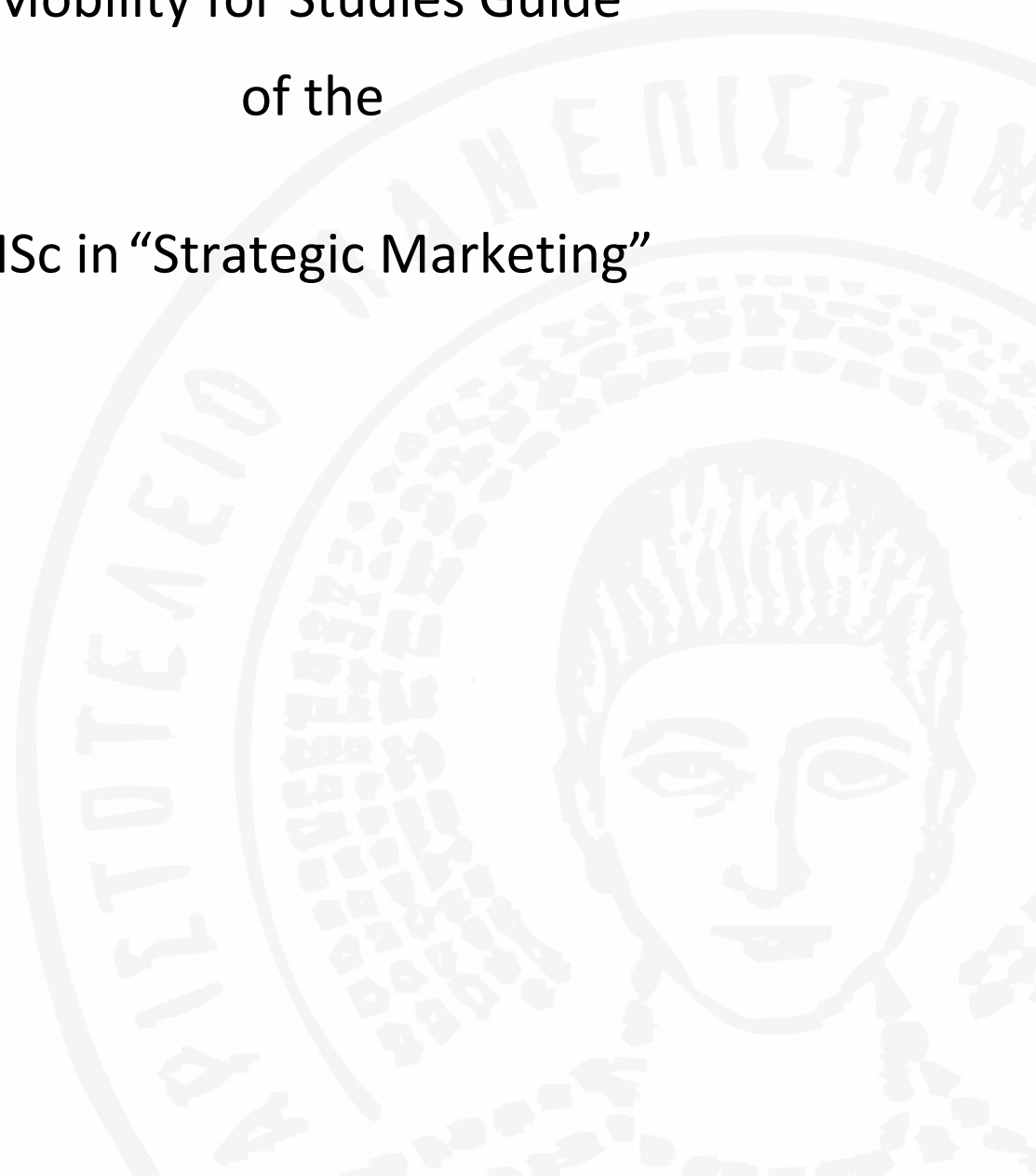




**MSc**  
in Strategic  
Marketing

Mobility for Studies Guide  
of the  
MSc in “Strategic Marketing”





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

## ERASMUS+

Information on the mobility of postgraduate students with the ERASMUS+ program (Mobility for Studies), adopting the good practices for the proper functioning of the program adopted by the Senate of AUTH ([https://qa.auth.gr/documents/regulations/Καλές Erasmus+ practices.pdf](https://qa.auth.gr/documents/regulations/Καλές_Erasmus+_practices.pdf) :link ) is provided by the ERASMUS+ Coordinator at the School of Economics, the website of the School <https://www.econ-auth.gr/foititika/erasmusplus/> as well as by the Department of European Educational Program (DEEP) on <https://eurep.auth.gr/> .

### Mobility for Postgraduate Thesis Research

Through the Erasmus+ program, students of the MSc are given the opportunity to carry out their postgraduate thesis in one of the countries of the European Union or the rest of the world (ERASMUS+International).

### Basic terms and conditions for participation in the ERASMUS+

On the DEEP website: [web link](#) students can find information on the cooperation agreements between the School of Economics and the respective foreign universities.

#### **1 Right to participate in mobility:**

1 Applicants must be nationals of a Member State of the European Union or of another country participating in the program.

2 Applicants must have successfully passed 5 courses in the first semester in order to be able to attend the second semester or 10 courses (first and second semester) to complete the Master's thesis at the Host University during the second year of studies.

3 Students may receive a 6-month mobility grant, irrespective of any participation in mobility as an undergraduate student.

Applicants are not required to pay to the Host University any tuition fees, registration fees and examination fees and national scholarships and loans continue to be paid in full to outgoing students.



## ***2 Student Selection criteria***

Students are selected by the ERASMUS+ Coordinator of the School, based on their preferences of universities and following a procedure, which is described in detail on the Erasmus evaluation website and includes:

(a) ranking based on the level of language proficiency required by the mobility agreement, degree level and participation incentives; (b) ranking of applications and servicing of the top 3 according to the amount of available funding; and (c) evaluation of applications by the Host Universities.

## **3 Announcements of Selection Results**

Applicants will be able to see if they have been selected in the announcements sections on the MSc website within a reasonable time after the deadline for submission of applications. Shortly afterwards their names will also appear on the website of the Department of European Educational Programs (DEEP).

## ***4 Recognition of Courses & Postgraduate Thesis - before departure***

The Erasmus+ program provides and ensures full recognition of the period of studies at the Host University. This process is ensured by the fact that the participation of any School/Faculty of the Aristotle University of Thessaloniki in the program implies its commitment to the recognition of the studies that students undertake abroad as declared before departure in the Learning Agreement for Studies and as amended by the Changes to Learning Agreement form.

The student's Learning Agreement prior to departure for the Host University must be approved by the General Assembly of the School following a recommendation of the Coordination Committee of the MSc prompted by a request from the student.

Any courses to be attended by the students at the Host University should fall within the subjects of the MSc in Strategic Marketing and should be defined through the bilateral agreement between the MSc of the Aristotle University and the MSc(s) of the Host University(s) with which the cooperation has been decided.

The topic of the postgraduate thesis must fall within the subject areas of the MSc, its preparation must correspond to a workload of 27 ECTS and the supervisor at the Host University must be a member of the permanent teaching staff. The Coordinating Committee appoints one faculty member with a relevant subject as co-supervisor and two other lecturers as members of the Three-Member Examination Committee.



### **5 Writing of Postgraduate Diploma Thesis**

The thesis must be written in English, according to the standards mentioned in the Master Thesis Regulation and the paragraphs on Intellectual Property - Plagiarism.

### **6 Recognition of Courses & Postgraduate Thesis - after return**

When students return, they must provide an official document from the Host University stating the grade they received in the examination of the courses or the Master's thesis at the Host University.

The Master's thesis in particular shall be defended before the Three-Member Examination Committee at a date and place determined by the Coordinating Committee. The full text of the thesis shall be submitted to the members of the Three-Member Examination Committee at least 15 days before the date of the examination.

The Three-Member Examination Committee shall approve and assign the grade of the Master's thesis to the grading scale of the MSc. Following its approval by the Committee, the Master's Thesis must be submitted in electronic form (pdf file) to the library of the Aristotle University of Thessaloniki and must be posted on the website of the relevant School.

### **7 Financing**

i The student receives a grant depending on the country of destination.

Detailed information on funding and the procedure for submitting the necessary documents is provided by the DEEP. Initially, students receive 80% of the total amount of funding to which they are entitled and the remaining 20% is paid after their return, provided that they have successfully completed their postgraduate thesis or courses if they have chosen to go for their second semester of studies.

*Please note that the terms 'student', 'students', 'professor', 'professors' refer to all genders.*