

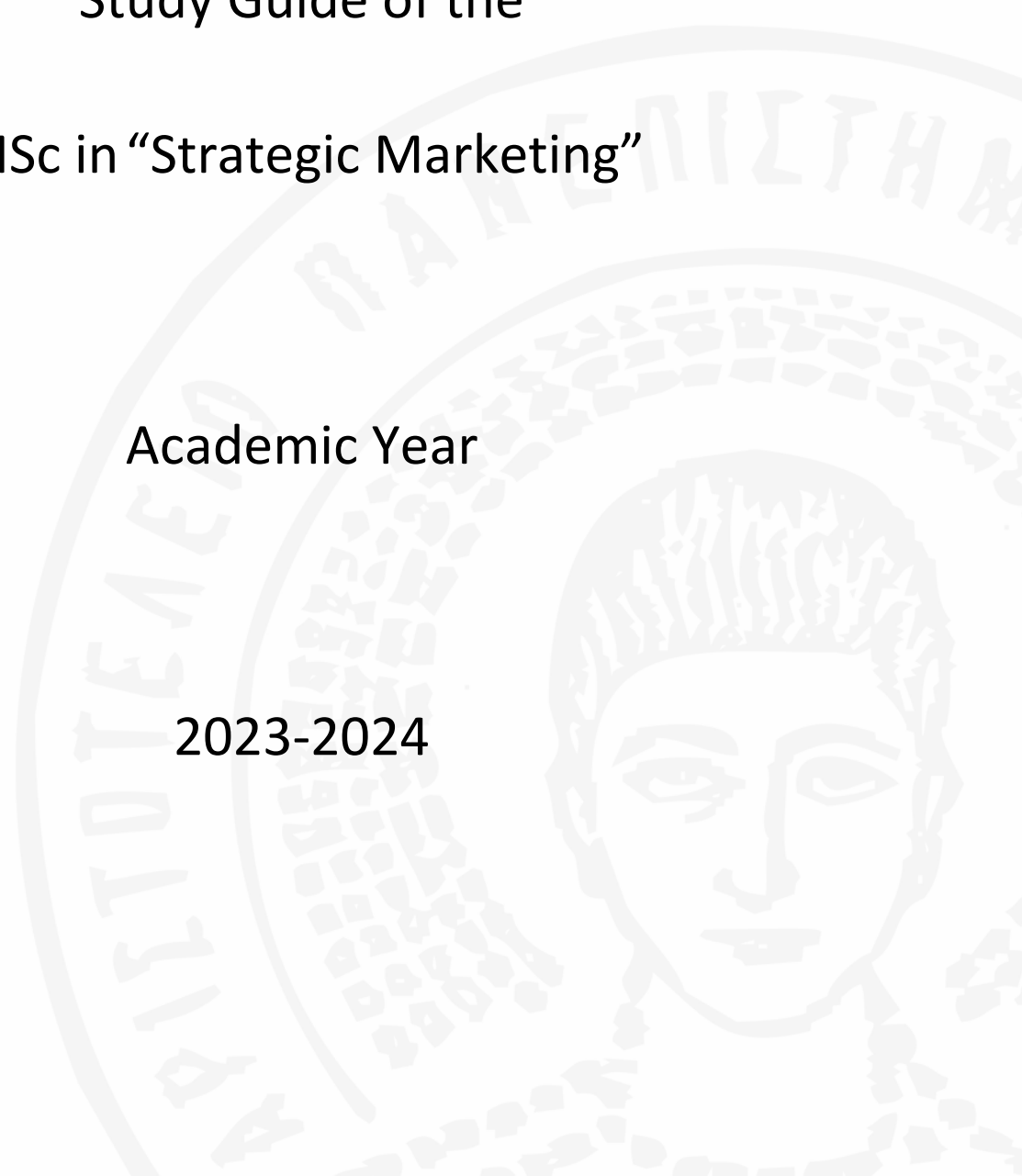


**MSc**  
in Strategic  
Marketing®

Study Guide of the  
MSc in “Strategic Marketing”

Academic Year

2023-2024





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## 1 Introduction

### 1.1 History - Foundation and organization of the Aristotle University of Thessaloniki

The announcement of the establishment of the University of Thessaloniki was made by Alexandros Papanastasiou on March 24, 1924, during his statements to the Fourth Constituent Assembly, while the following year, Law no. 3341/14.06.1925 "on the establishment of the University of Thessaloniki" was published, the organization of which was carried out by the C.L. 1895/1939 "On the Organization of the University of Thessaloniki".

By decision of the then Rector, Marinos Sigalas, and by decision of the Senate, our University was named "Aristotle University of Thessaloniki" (article 7 of Law 3108/1954).

Among the first faculties that was planned in Article 3 of the founding law was the Faculty of Law and Economics, which consisted of two Schools. The School of Law and the School of Political and Economic Sciences. The latter first commenced its operation during the university year 1927-1928 (Presidential Decree of 19-11-1927). The first five full professors of the School of Political Science and Economics who were appointed by the PD of 4 April 1928 were: Periklis Vizoukidis (who became the first Dean of the School), Xenophon Zolotas, Ioannis Spyropoulos, Demosthenis Stephanidis and Thrasyvoulos Charalampidis.

The more detailed organization of studies in the School of Law and Economics took place with the Decree No. 152907/30-11-1971, in the two Schools of Law and Economics, where the scientific fields of teaching were distributed: Science of Law and Political Science in the School of Law (which awarded a degree in Law or Public Law, depending on the course of study) and Economic Science in the School of Economics (which awarded the corresponding degree in Economics).

Later on, by Law 1268/1982 "On the structure and operation of Higher Education Institutions" and its amendments, the School was divided into two independent Schools, the School of Law and the School of Economics. Finally, in 1999, pursuant to the Presidential Decree 203/99, the School of Political Sciences was established, which was added to the already existing Schools.

After the establishment of the new School, the Faculty was renamed the Faculty of Law, Economics and Political Sciences (Presidential Decree 87/2001, Government Gazette 86/20-4-2001).

With the reorganization of the Faculties of the Aristotle University of Thessaloniki in 2013, the School of Economics and Political Sciences was established, which consists of the Schools of Economics, Political Sciences and Journalism and Media.

Aristotle University of Thessaloniki is the largest Greek university. The main campus is located in the city center and covers an area of approximately 430,000 m<sup>2</sup>, while some of its facilities, either educational or administrative, are located outside the campus or in other cities.

In total, it comprises 10 faculties, made up of 40 schools and 1 single-section school.



There are 61 clinics (Medicine, Dentistry, Veterinary Medicine), 295 statutory laboratories and 23 study centers. The Central Library of the Aristotle University of Thessaloniki, one of the largest in the Balkans, together with the 45 regional libraries of the Schools and Departments (17 of which are institutionalized) constitute the library system of the Aristotle University of Thessaloniki.

Aristotle University of Thessaloniki offers 41 undergraduate programs and 68 postgraduate programs in individual departments, as well as interdepartmental, inter-university and international programs. There are also 23 collaborations with foreign institutions for the preparation of doctoral theses of Greek and foreign doctoral candidates with co-supervision.

There are currently 73,930 students attending its Faculties and Schools, of whom 65,026 are studying in undergraduate programs and 8,472 in postgraduate programs (of which 3,952 are doctoral candidates).

The teaching and research academic staff amount to 2,024 people, the laboratory teaching staff (L.E.P.) to 287 and the special teaching staff to 53 people. The educational work is assisted by 134 members of the Special Technical Laboratory Staff, while the administration employs 245 permanent staff and 294 members employed under private law for an indefinite period.

## **1.2 School of Economics and Political Sciences**

### 1.2.1. Administrative bodies of the School

Dean: Professor Gregory Zarotiadis

CHAIRS OF VARIOUS SCHOOLS OF THE FACULTY

School of Economics: Professor Dimitris Kousenidis

School of Political Sciences: Associate Professor Aristotelis Stylianou

School of Journalism and Mass Communication: Professor Christos Fragonikolopoulos

## **1.3 School of Economics**

### 1.3.1. Organization - Sectors

The School of Economics consists of three Departments, with a similar orientation and subject matter:

- 1 The Department of Applied Economics and Policy
- 2 The Department of Economic Theory and Policy
- 3 The Department of Business Administration



### 1.3.2. Management Bodies of the School of Economics

The composition of the administrative bodies of the School of Economics is as follows:

#### ASSEMBLY OF THE DEPARTMENT (full composition)

Chair: Professor Dimitris Kousenidis

Deputy Chair: Professor Panagiotis Fousekis

#### Members

Name	Grade:
Varsakelis Nikolaos	Professor
Papachristou Georgios	Professor
Sidiropoulos Moysis	Professor
Psaltopoulos Dimitrios	Professor
Papadopoulos Konstantinos	Associate Professor
Ntantakas Dimitrios	Assistant Professor
Desli Evangelia	Professor
Katrakylidis Konstantinos	Professor
Palaiologou Souzana-Maria	Professor
Tsaliki Persefoni	Professor
Fousekis Panagiotis	Professor
Zarotiadis Grigoris	Professor
Tsadiras Athanasios	Professor
Kazanas Athanasios	Assistant Professor
Roupakias Stelios	Assistant Professor
Kosmidou Kyriaki	Professor
Kousenidis Dimitrios	Professor
Boutsouki Christina	Professor
Panos Georgios	Professor
Papadopoulos Chrysoleon	Professor



Spathis Charalampos	Professor
Gkorezis Panagiotis	Associate Professor
Diamantidis Alexandros	Associate Professor
Zikopoulos Christos	Associate Professor
Polymenis Vasileios	Associate Professor
Simagka Nikoletta-Theofania	Associate Professor
Tsipouridou Maria	Assistant Professor
Mouza Aikaterini	Representative of the Special Laboratory Teaching Staff
Samartzi Viky	Representative of the Special Laboratory Teaching Staff

## 1.4 The Staff of the Department

### 1.4.1. Teaching and research staff (faculty)

#### DEPARTMENTS

##### A. Department of Applied Economics

Director: Souzana - Maria Palaiologou, Professor

##### Members

Panagiotis Fousekis, Professor

Konstantinos Katrakylidis, Professor

Perseoni Tsaliki, Professor

Evangelia Desli, Professor

Grigoris Zarotiadis, Professor

Athanasios Kazanas, Assist. Professor

Stelios Roupakias, Assist. Professor

##### B. Department of Economic Theory and Policy

Director: Nikolaos Varsakelis, Professor

##### Members

Moysis Sidiropoulos, Professor



Konstantinos Papadopoulos, Associate Professor

Georgios Papachristou, Professor

Dimitrios Ntantakas, Assistant Professor

Aikaterini Mouza, Special Laboratory Teaching Staff

#### C. Department of Business Administration

Director: Charalampos Spathis, Professor

##### Members

Chrysoleon Papadopoulos, Professor

Dimitrios Kousenidis, Professor

Kyriaki Kosmidou, Professor

Christina Boutsouki, Professor

Panos Georgios, Professor

Vasileios Polymenis, Associate Professor

Alexandros Diamantidis, Associate Professor

Christos Zikopoulos, Associate Professor

Panagiotis Gorezis, Associate Professor

Nikoletta Theofania Siamagka, Associate Professor

Maria Tsipouridou, Assistant Professor

#### 1.4.2. Emeritus Professors

Athanasios Argyris

Georgios Zotos

Angelos Tsaklaganos

Evgenia Petridou

#### 1.4.3. Honorary Doctors

Georgios Vasileiou, <https://www.eps.auth.gr/el/econ/faculty/5058>

Prodromos Emfietzoglou, <https://www.eps.auth.gr/el/econ/faculty/5057>



Harry Markowitz, <https://www.eps.auth.gr/el/econ/faculty/5059>

Eric Hobsbawm, <https://www.eps.auth.gr/el/econ/faculty/5061>

Clive Granger, <https://www.eps.auth.gr/el/econ/faculty/5060>

Anwar Shaikh Mir Mohammed, <https://www.eps.auth.gr/el/econ/faculty/5062>

Georgios Konstantinidis, <https://www.eps.auth.gr/el/econ/faculty/5063>

Konstantinos Zopounidis, <https://www.eps.auth.gr/el/econ/faculty/6674>

Jeffrey David Sachs, <https://www.eps.auth.gr/el/econ/faculty/6673>

Geoffrey Wood, <https://www.eps.auth.gr/el/econ/faculty/6904>

#### 1.4.4. Laboratory Teaching Staff

Athina Efthymiadou-Papapolychroniadou, Special Laboratory Teaching Staff, Computer Centre Staff

Aikaterini Tsita, Special Laboratory Teaching Staff, Computer Centre Staff

Andreas Mattas

#### 1.4.5. Administration of the Department

Head of the Administration: Eleni Emmanouil

Administrative Staff

Eleni Gagatsi

Dimitra Minoudi

Christos Barmpas

Ioulia Oikonomou

Iro Papargyri

Eirini Adali

Theodora Riga

#### 1.4.6. Specialised Technical Laboratory Personnel (STTEP)

Kiki Daraviga

Maria Michalitsiou

Viky Samartzi





## 1.5 Independent Postgraduate Programmes of the School of Economics

Other Postgraduate Programmes of the School of Economics

Postgraduate Programme in Economics

Website: <https://maecon.econ.auth.gr/>

Business Administration Program - MBA

Website: <https://www.mba-auth.gr/>

Programme: Logistics and Supply Chain Management (English):

Website: <https://www.logistics-auth.gr/>

Programme: Tourism and Local Development

Website: <https://msc-tourism.econ.auth.gr/>

Interdepartmental Postgraduate Studies Programs

The School of Economics participates in the following Interdepartmental Postgraduate Programs of Studies (IPS):

Programme: Networks and Complexity

Website: <https://cosynet.auth.gr/>

Programme: Governance - Regional Development

Website:

Programme: Management of Mass Migration and Populations on the Move



## 1.6 Doctoral Studies

The School of Economics of the Faculty of Economics and Political Sciences of the Aristotle University of Thessaloniki operates a Doctoral Studies Programme in accordance with the provisions of Law no. 4485/2017. Doctoral Studies are offered free of charge, aim to promote knowledge and original scientific research and lead to the award of a Doctoral Degree.

Following the decision of the School Assembly, twice a year, unpaid PhD candidates are offered positions in subjects covered by the faculty members of the School.

Website: <https://www.econ-auth.gr/studies/doctoral-studies/>

## 2 Subject - Purpose of the MSc

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") entitled "Strategic Marketing".

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

The aim of the postgraduate programme in "Strategic Marketing" is:

The recognition of the MSc among the best postgraduate programmes in Europe in the field of Strategic Marketing and its connection to the European and global network of similar programs.

The promotion of knowledge and research in the field of Marketing, Strategic Planning, Consumer Behavior and Globalized Markets through the preparation of postgraduate dissertations and doctoral theses 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 careers 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.

Studying at the MSc is completed following the attendance of organized postgraduate modules and the preparation of a Master's Dissertation in accordance with international academic standards.

### 3 MSc staff

Director: Boutsouki Christina

Secretary: Emmanouil Eleni

Professors: Boutsouki Christina

Tsadiras Athanasios

Associate Professors: Siamagka Nikoletta-Theofania

Gkorezis Panagiotis

Diamantidis Alexandros

Zikopoulos Christos

External Professors:

Professors: Veloutsou Cleopatra (Glasgow University)

Plakogiannaki Emmanouela-Maria (Vienna University)

Tsiotsou Rodoula (University of Macedonia)

Associate Professors: Boukis Achilleas (Birmingham University)

Chatzithomas Leonidas (University of Macedonia)

Magrizos Solonas (Birmingham University)

Assistant Professors: Tsichla Eirini (American College of Thessaloniki)

Postdocs/Specialists Margariti Kostoula

Vlachopoulou Elli



Administration staff: Nastou Xenia

## 4 General Topics of Postgraduate Studies

1 The academic year begins on 1 September of the current year and ends on 31 August of the following year. The educational work of each academic year shall be structured in two semesters. Each semester includes at least 13 full weeks of educational activities.

2 The autumn semester starts in the last week of September and ends at the beginning of the last ten days of January. This is followed by the examination period of the autumn semester. One week after the end of the examination period, students who have been rejected (due to a failing grade) may be re-examined. The spring semester begins in mid-February and ends at the end of May. This is followed by the spring semester examination period. The exact dates are determined by the Graduate School Coordination Committee and are indicated in the Graduate School's academic calendar.

3 If for any reason the number of weeks of training activities carried out in a module is fewer than thirteen, the module is considered not to have been taught and will not be examined in the final examination period.

4 An extension of the duration of a semester is only allowed in exceptional cases to complete the required minimum number of weeks of educational activities. The extension may not exceed a period of two weeks and is made by the decision of the Dean, following a proposal of the Dean of the Faculty and the relevant recommendation of the School.

5 The student enrolls in the MSc at the beginning of each semester and declares the modules they choose on dates determined by the Postgraduate Program of Studies.

6 The examinations are conducted exclusively after the end of the autumn and spring semesters for the modules taught in those semesters, respectively. In all cases, students may only sit in examinations in the modules registered at the beginning of the two semesters. Special provision is made for the oral examination of students with proven dyslexia prior to their admission to the MSc.

7 Except for the two examination periods, classes are interrupted during official holidays as defined by the academic calendar of the institution. Holidays shall include the periods from Christmas Eve to the day after Epiphany, from the Thursday of the Feast of the Cross (23 February 2023) to the day after Holy Monday (28 February 2023) and from Holy Monday (10 April 2023) to Low Sunday (23 April 2023). There are no classes or exams on weekends and on the following holidays and anniversaries.

- Feast Day of Saint Dimitrios (26 October)
- National Holiday of the 28th of October
- Commemoration Day of the Athens Polytechnic School Uprising (17 November)
- Feast Day of the Three Holy Hierarchs (30 January)
- The Feast of the Annunciation (25 March)



- The 1st of May
- Monday of the Holy Spirit (5 June 2023)

Also, no classes are held on the day of the student elections.

8 The teaching work is divided into semester courses. Teaching work is: (a) the independent teaching of a module; (b) the independent teaching of specialized immersion modules to small groups of students; (c) laboratory exercises and general practical training of students; (d) the supervision of assignments or theses; and (e) the organization of seminars or other similar educational activities aimed at consolidating and developing students' knowledge.

9 The curriculum shall contain the titles of compulsory and elective modules, their content, their weekly teaching hours, which shall include any form of teaching work carried out, and the chronological sequence or interdependence of the modules. In accordance with the National Qualifications Framework for Higher Education, the curriculum aims at the acquisition of learning outcomes and qualifications, acquired through the entire curriculum, as well as through each individual module or educational activity or internship included in it, the credit units, and the level of qualifications acquired, in correspondence with those of the National Qualifications Framework, the European Qualifications Framework for Lifelong Learning and the Qualifications Framework of the European Area.

10 Teaching is supplemented with corresponding texts, i.e. printed or electronic books (including free access electronic books) as well as printed or electronic academic notes, which correspond in a comprehensive manner to the cognitive subject of a module and cover all or most of its material and contents, as specified in the regulations for undergraduate studies.

11 Each professor shall distribute to all students enrolled in the module, during the first week of classes, a detailed study chart that includes the structure of the course material, relevant bibliography, other documentation, and related information.

12 All courses are examined by 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., determined by the instructor. A student who fails to appear for a course examination is considered to have failed the examination.

13 Each semester course contributes ECTS credits that are compatible with the European Credit Transfer System (ECTS). ECTS credits are a numerical value assigned to each course to describe the workload required of the student to complete it. One ECTS credit corresponds to 30 hours of workload. One semester of study corresponds to 30 ECTS, while a full academic year corresponds to 60 ECTS.

14 Students have the right to suspend their studies. The procedure to be followed is described in the Regulation of the Postgraduate Studies Programme (article 6.1.9).

15 At <https://www.econ-auth.gr/>, <https://strategic-marketing.econ.auth.gr/el/> and <https://elearning.auth.gr/> students can obtain information on various topics related to the modules of the curriculum (syllabus, schedule, assignments and workshops, lecture slides, etc.). Announcements and information about the School of Economics can also be obtained from the Facebook page of the School and the MSc (<https://www.facebook.com/econ.auth.gr>, <https://www.facebook.com/strategic.marketing.auth>)



16 Every semester, prior to the beginning of the examination period, students have the right and the obligation to evaluate the modules and lecturers to improve the quality of studies. More information is available on the website of the Quality Assurance Unit (<http://qa.auth.gr>)

17 In case of disciplinary misconduct (such as copying during examinations, use of electronic media, copying while writing assignments, etc.), the School Assembly determines sanctions (from written reprimand to exclusion from participation in examinations for subsequent semesters).

## 5 Regulation of Studies

The MSc in "Strategic Marketing" leading to a Master of Science degree is organized and operates independently from the academic year 2023-24 by the School of Economics of the Aristotle University of Thessaloniki ("AUTH").

The Regulation of Studies of the MSc, determines the operation of the MSc in accordance with the current legislation, and contains the following articles:

Article 1: Subject matter - Objective

Article 2: Awarded Title of the Postgraduate Studies Programme

Article 3 Administration of the Postgraduate Programme

Article 4 Categories of candidates admitted.

Article 5 Admission procedure for postgraduate students

Article 6 Duration and conditions of study

Article 7 Operation of the Programme of Studies

Article 8 Teaching personnel

Article 9 Administration of the postgraduate programme

Article 10 Financial resources of the programme

Article 11 Financial facilities

Article 12 Technical infrastructure

Article 13 Graduation ceremony

Article 14 Type of Postgraduate Diploma awarded.

Article 15 Plagiarism

Article 16 Accreditation - Evaluation of the MSc

Article 17 Study guide

Article 18 Transitional provisions



## 6 Credit transfer system (ECTS)

The ECTS system was developed in the framework of the ERASMUS programme (European Community Action Scheme for the Mobility of University Students) to facilitate the academic recognition of studies abroad by valuing and/or transferring the work of the participating student (transfer of credits) between the cooperating institutions. ECTS is based on the principle of mutual trust between the participating institutions.

ECTS credits reflect the amount of work required for each course in relation to the total amount of work required of the student to complete a full academic year of study at the institution (i.e., attendance of lectures, practical training, seminars, tutorials, workshops, library and home study, examinations, or other assessment activities). According to ECTS, 60 credit points represent the workload of an academic year of study, 30 credit points represent the workload of an academic semester, and 20 credit points represent the workload of a quarter. One ECTS credit corresponds to 30 hours of workload according to Greek legislation.

## 7 Student mobility

### ERASMUS+ Programme

Through the Erasmus+ programme, students of the MSc are given the opportunity to carry out their postgraduate dissertation in one of the countries of the European Union or the rest of the world (ERASMUS+International). More information is contained in the relevant Mobility Regulation.

Website: <https://eurep.auth.gr/el/students/studies>

## 8 Useful Services of the Aristotle University of Thessaloniki for Students

All students of the AUTH can request the aid of special University services, for specific reasons, to assist them with problems they face during their studies or even to become volunteers themselves by offering their services to colleagues / fellow students in need.

Website: <http://www.auth.gr/services>

### 8.1 Social Policy & Health Committee

The Social Policy and Health Committee aims to create conditions that will make the University space accessible to all members of the university community, with particular emphasis on accessibility for people with disabilities, where the difficulty of accessibility to space makes accessibility to knowledge difficult. For this reason, vision impaired students are trained by qualified faculty members in the use of electronic machines in some libraries of the UAS where Braille printers are available. It also takes care - as far as possible - to facilitate the provision of textbooks with voice interpretation for them. It provides a bus for disabled students to provide the best possible service for students with disabilities, to facilitate their mobility during the academic year and during the examination period. In this context it is worth mentioning the Self-Help Promotion Program (cooperation between AUTH and OKANA). (email:





selfhelp@auth.gr, website: <http://www.selfhelp.gr/el/>). Also, the Social Policy and Health Committee has for years established the institution of Voluntary Blood Donation at the Aristotle University of Thessaloniki and the creation of a Blood Bank at AHEPA Hospital, while in May 2007 a Blood Bank was established at the Serres Faculty of Physical Education and Sport Science in cooperation with the Social Policy and Health Committee and the General Hospital of Serres. Voluntary blood donation takes place twice a year, during the months of November and April, in the Ceremony Hall of the Aristotle University of Thessaloniki, with the ultimate - feasible and immediate - goal to cover the blood needs exclusively by Voluntary Blood Donation, which currently covers around 40% of the total needs. Participation in blood donation, which is a safe procedure without complications, is open to everyone over the age of 18 who has no special health problems.

Email: [socialcom@ad.auth.gr](mailto:socialcom@ad.auth.gr)

Website: <http://ekpy.web.auth.gr/>

Tel./Fax: 2310 995386 2310 995360

### **8.2 Centre for Counselling and Psychological Support**

The Counseling and Psychological Support Committee aims to improve the organization and operation of the structures that offer psychological help and counseling support to students at Aristotle University of Thessaloniki through the Center for Counseling and Psychological Support that operates at the University.

The services of the Center for Counseling and Psychological Support are provided not only to the students of the AUTH, but also to the staff of the University. It cooperates closely with other Committees in related fields and organizes workshops for dialogue with students, as well as with the administrative and other staff of the university community. Among the immediate goals of the Center for Counseling and Psychological Support is the possibility of starting an Open Telephone Line at the University, to provide immediate help to people in crisis and to people with personal difficulties, who at first feel more secure to talk about their problems when there is anonymity and no visual contact. The Center for Counseling and Psychological Support. is located on the ground floor of the Lower University Student Club, in the Health Service area, offices 5 & 8.

Website: <http://kesypsy.web.auth.gr/>

Email: [vpapadot@ad.auth.gr](mailto:vpapadot@ad.auth.gr)

Fax: 2310 992607 & 210992621

### **8.3 Volunteer Committee**

The Volunteer Committee's main objective is to promote the idea of volunteering to members of the university community and to cultivate it as a contemporary demand. Based on this goal, the Volunteer Committee, motivated by the improvement of the daily life of all those at the AUTH - students, teaching staff and employees - with small but meaningful actions in areas such as student issues, the environment and social contribution, encourages all members of the university community to take initiatives, submitting ideas and proposals starting from the simple, small and feasible. For this purpose, Volunteer Networks have already started to be created per School/Faculty, initially by one faculty member and one





student, in order to create a body of volunteers in each School/Faculty of the Aristotle University of Thessaloniki through information events.

Email: [vrect-ac-secretary@auth.gr](mailto:vrect-ac-secretary@auth.gr)

Tel.: 2310996713, 996708

Fax: (+30) 2310996729

#### **8.4. Survival Guide**

The Department of Studies of the AUTH (<http://dps.auth.gr/el>) publishes a survival guide mainly addressed to first-year students with useful information about the city of Thessaloniki and the AUTH.

Website: <http://www.dps.auth.gr/el/info/main>

#### **8.5 AUTH Liaison Office**

The AUTH Liaison Office is a hub of information, support, networking and encouragement for students and graduates of the institution in matters of studies and professional careers. The services and actions that it developed and develops daily, in accordance with the spirit of the times, have a single objective: To help students and graduates to approach their professional future, discover their skills and claim a job in the modern, competitive environment or even to establish their own business. The Aristotle University of Thessaloniki Liaison Office provides information on postgraduate studies in Greece and abroad, scholarships and legacies as well as advisory support. It also organizes counselling workshops, entrepreneurship workshops, career events, career days. Furthermore, it announces new jobs and internships.

Website: <http://career.auth.gr>

### **9 Curriculum and teaching staff**

The main points of the curriculum of the MSc are as follows:

- Specializations: There are no specializations, it is a single program.
- Courses are taught in English. The bibliography of each course is in English.
- Credits for each course: 6 ECTS
- Credits for the dissertation: 27 ECTS

Internship or seminar credits 3 ECTS

- Total number of credits of the MSc:  $(10 \times 6) + 27 + 3 = 90$  ECTS

- The workload for each postgraduate student in the MSc during an academic year is valued at sixty (60) credits, and during an academic semester is valued at thirty (30) credits (ECTS).

Please note the following:



- Student passing grades in graduate courses are reported on a scale of 0-10 to the nearest half point. A passing grade of six (6) is considered a passing grade for both the graduate courses and the master's dissertation.
- The graduate student is required to attend and pass ten (10) first and second semester modules, successfully complete a graduate dissertation and the internship or seminar.
- The duration of the course of study leading to the award of the Master's Degree is defined as a minimum of three (3) academic semesters, which includes the time for the preparation and assessment of the postgraduate dissertation.
- The maximum time allowed for the completion of studies is set at five (5) academic semesters.

The courses in the curriculum are listed below, by semester of study. The title of each course is a hyperlink leading to the detailed description of the course on the website of the Quality Assurance Unit (QAU) of the Aristotle University of Thessaloniki.

#### 1st semester

Code	Title	Hours	ECTS	Type	Academic Personnel
MKT – 101	Marketing Theory and Practice	3	6	C	Simagka Nikoletta-Theofania
MKT – 102	Consumer Psychology	3	6	C	Boutsouki Christina
MKT – 103	Brand Strategy	3	6	C	Veloutsou Cleopatra
MKT – 104	Research Methods	3	6	C	Boukis Achilleas-Plakogiannaki Emmanouela
MKT – 105	Marketing Communications in the Digital Era	3	6	C	Margariti Kostoula

#### 2nd Semester

Code	Title	Hours	ECTS	Type	Academic Personnel
MKT – 201	Neuromarketing	3	6	E	Boutsouki Christina
MKT – 202	Social Media Marketing & Content Creation	3	6	E	Vlachopoulou Elli



MKT – 203	Marketing Perspectives in Organizational Behavior and Human Resources Management	3	6	E	Gkorezis Panagiotis
MKT – 204	International Marketing	3	6	E	Simagka Nikoletta-Theofania
MKT – 205	Luxury Marketing	3	6	E	Tsichla Eirini
MKT – 206	Services Marketing	3	6	E	Tsiotsou Rodoula
MKT – 207	Marketing Analytics	3	6	E	Diamantidis Alexandros
MKT – 208	IT Trends for Digital Marketing	3	6	E	Tsadiras Athanasios
MKT – 210	Sustainable Marketing	3	6	E	Magrizos Solonas

### 3rd Semester

Code	Title	Hours	ECTS	Type	Academic Personnel
MKT – 301	Master's Dissertation	-	27	C	Boutsouki Christina
MKT – 302	Internship	-	3	E	Siamagka Nikoletta
MKT – 303	Advanced Research Methods	-	3	E	Voutsas Maria