

Programme Profile

The BBA Marketing Management degree aims to provide students with a comprehensive and holistic understanding of the core marketing principles, concepts, tools, trends and developments in modern marketing theory and practice.

The main educational competency/learning goals of the program are to:

1. Deliver cutting edge content to build competency in a fundamental understanding of marketing content.
2. Develop student skills in applying theoretical concepts to practice by using research and strategic tools of strategic marketing planning.
3. Enable students to identify the critical role of consumers as being central within the marketing process.
4. Enhance critical thinking abilities by considering varied viewpoints, alternative courses of action and their implications, examining ethical issues, and incorporating relevant stakeholders' interests.
5. Provide students with intellectually challenging marketing courses which fulfill the personal development of students whilst founded on scholarship and research.

The BBA Marketing Management degree is accredited by the Cyprus Agency of Quality Assurance and Accreditation in Higher Education, and D.O.A.T.A.P (Greece). The degree is also accredited by the UK Chartered Institute of Marketing (CIM), which is the world's largest professional marketing body with members in over 120 countries and accredited study centres in more than 40 countries. (<https://www.cim.co.uk/membership/>)

The University of Nicosia is listed as one of CIM's University Partners (<https://www.cim.co.uk/qualifications/cim-accredited-degree/#section-5>).

CIM works alongside universities worldwide, mapping their degree content against CIM's most sought after professional marketing qualifications. CIM's qualifications are based on detailed research and ongoing employer feedback, sharing the skills and knowledge required for today's marketers.

The partnership provides our students with exemptions on CIM qualifications in addition to their degree and makes them eligible to complete a CIM professional qualification through a set of reduced modules in addition to their degree. However, to be able to pursue the CIM's qualifications after their graduation students must ensure that during their studies, they take the following courses:

MKTG-291 Marketing, MGT-281 Introduction to Management, and BADM-480 Task-Based Internship or MKTG-499 Marketing Practicum, PLUS 17 other Marketing Courses.

Our students can be listed as studying members with CIM. You can become a CIM studying member whilst studying in the BBA Marketing Management program and gain access to many benefits that will support your university studies and help to develop your career. For more information please visit: <https://www.cim.co.uk/recognition-programme/university-partnerships/>

The BBA Marketing Management is currently the only academic degree in marketing management in Cyprus, which is a CIM accredited degree. Students will be exempt on an APL basis from:

- CIM Certificate in Professional Marketing/Professional Digital Marketing (L4)
- CIM Diploma in Professional Marketing (L6)
- CIM Diploma in Professional Digital Marketing (L6)

With a relevant degree from a CIM Accredited Degree University, you have up to five years from graduating to complete the additional module(s) to gain your full qualification. For more information regarding the exceptions and modules please visit: <https://www.cim.co.uk/qualifications/cim-accredited-degree/#section-5>

CIM Qualifications

To discuss studying membership or CIM qualifications:

Phone: **+44 (0)1628 427120**

Email: qualifications@cim.co.uk

Career Prospects

Marketing is a field which is characterised by continuous changes and challenges. It is among the most rapidly growing areas of business and not-for-profit organisations, both nationally and internationally. Due to the highly competitive nature of the field and its rapidly evolving 'character' there is a requirement for competent graduates. Career opportunities at graduate level range from: customer relations management, advertising, product and brand management, business development, public relations, sales, market research, marketing planning, and distribution.

Graduates can find a job in a variety of sectors such as financial services and banking, professional services (for example, accounting, insurance, legal), manufacturing, non-profit organisations, tertiary education, and in fashion and retail.

Occupational Profiles of Graduates with Examples

- Marketing Specialist
- Sales Manager
- Marketing Manager
- Brand Manager
- Account Manager
- Corporate Communications Manager
- Product Marketing Manager
- Corporate Social Responsibility Manager
- Content Team Leader

Access to Further Studies

Graduates can be accepted into second cycle degrees (Master's Degree).

ΜΑΘΗΜΑΤΑ ΑΝΑ ΕΞΑΜΗΝΟ

Semester 1

Course ID	Course Title	ECTS Credits
ACCT-110	Accounting I	6
MIS-151	Business Software Applications	6
ECON-261	Principles of Microeconomics	6
MATH-108	Finite Maths with Applied Calculus	6
ENGL-101	English Composition	6

Semester 2

Course ID	Course Title	ECTS Credits
ACCT-111	Accounting II	6

Course ID	Course Title	ECTS Credits
<u>MATH-221</u>	Statistics I	6
<u>ECON-262</u>	Principles of Macroeconomics	6
<u>SOC-101</u>	Principles of Sociology	6
<u>COMM-200</u>	Business and Professional Communication	6

Semester 3

Course ID	Course Title	ECTS Credits
<u>MKTG-291</u>	Marketing	6
<u>BADM-230</u>	Business Law	6
<u>BADM-332</u>	Technical Writing and Research	6
<u>PSY-110</u>	General Psychology I	6
<u>FIN-266</u>	Managerial Finance	6

Semester 4

Course ID	Course Title	ECTS Credits
<u>BADM-121</u>	Business Ethics	6
<u>BADM-234</u>	Organizational Behavior	6

Course ID	Course Title	ECTS Credits
<u>MKTG-220</u>	Technologies for the Social Web	6
<u>FIN-215</u>	Personal Finance	6
<u>MGT-281</u>	Introduction to Management	6

Semester 5

Course ID	Course Title	ECTS Credits
<u>MKTG-350</u>	Marketing for New Products	6
<u>MKTG-375</u>	Relationship Marketing and Internal Marketing	6
<u>MKTG-388</u>	Small Firms and B2B Marketing	6
<u>MKTG-256</u>	Web-Based Applications Development	6
<u>MKTG-301</u>	Social Media Marketing	6

Semester 6

Course ID	Course Title	ECTS Credits
<u>BADM-431</u>	Research Methods in Business	6
<u>COMP-150</u>	Microcomputer Applications	6
<u>MKTG-380</u>	Marketing of Services	6

Course ID	Course Title	ECTS Credits
MKTG-370	Omnichannel Retailing	6
MKTG-331	CSR and Sustainable Marketing	6

Semester 7

Course ID	Course Title	ECTS Credits
MKTG-396	Marketing Research and Data Analytics	6
MKTG-397	Integrated Marketing Communications	6
MKTG-405	Media Planning	6
MKTG-400	Brand Management	6
MKTG-496	Consumer Behavior	6

Semester 8

Course ID	Course Title	ECTS Credits
BADM-493	Final Year Project	6
MKTG-415	Neuromarketing and Artificial Intelligence	6
MKTG-390	Digital Marketing	6
MKTG-491	International Marketing	6

Course ID	Course Title	ECTS Credits
MKTG-493	Strategic Marketing	6

NOTES:

The degree is accredited by the UK Chartered Institute of Marketing (CIM). This makes our students eligible to complete a CIM professional qualification through a set of reduced modules.

For students to be able to do that, they ARE REQUIRED TO take MKTG-291 Marketing, MGT-281 Introduction to Management, and BADM-480 Task-Based Internship Or MKTG-499 Marketing Practicum, PLUS 17 other Marketing (MKTG) Courses one of which can be the BADM-493 Final Year Thesis.

MKTG-396 MARKETING RESEARCH AND DATA ANALYTICS IS ALSO A REQUIRED COURSE EVEN THOUGH IT IS NOT INDICATED AS SUCH IN THE PATH, BUT ALL THE STUDENTS HAVE TO TAKE IT. THIS IS ESPECIALLY IMPORTANT IF THEY WANT TO DO THE BADM-493 FINAL YEAR PROJECT, WHICH REQUIRES THE STUDENT'S KNOWLEDGE AND UNDERSTANDING OF MARKET RESEARCH METHODOLOGY.