



TECHNOLOGICAL EDUCATION  
INSTITUTE (T.E.I.) OF ATHENS  
FACULTY OF MANAGEMENT AND  
ECONOMICS  
DEPARTMENT OF MARKETING



## DIPLOMA SUPPLEMENT

*This Diploma Supplement model was developed by the European Commission, Council of Europe and UNESCO/CEPES. The purpose of the supplement is to provide sufficient independent data to improve the international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgments, equivalence statements or suggestions about recognition. Information in all eight sections should be provided. Where information is not provided, an explanation should give the reason why.*

### 1. INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION

- 1.1 Family Name(s):
- 1.2 Given Name(s):
- 1.3 Date of birth (*day/month/year*):
- 1.3.1 Place of birth:
- 1.3.2 Country:
- 1.4 Student identification number :

### 2. INFORMATION IDENTIFYING THE QUALIFICATION

- 2.1 Name of qualification and (*if applicable*) title conferred (*in original language*):  
Ptychio (Degree)
- 2.2 Main field(s) of study for the qualification:  
Marketing
- 2.3 Name and status of awarding institution (*in original language*):  
Technologiko Ekpedeytiko Idrima (T.E.I.) Athens, a state institution of Higher Education
- 2.4 Name and status of institution (*if different from 2.3*) administering studies (*in original language*):  
As above.
- 2.5 Language(s) of instruction/examination:  
Greek

### 3. INFORMATION ON THE LEVEL OF THE QUALIFICATION

#### 3.1 Level of qualification:

Undergraduate (240 ECTS)  
Level 5A (classification on the ISCED / UNESCO system)

#### 3.2 Official length of programme:

Duration in years: 4 years (8 semesters)  
Weeks per semester: 13 (thirteen)  
ECTS Course Credits: 240  
Workload (WL): 7133 hours  
Placement: 6 months at the 8<sup>th</sup> semester of studies

#### 3.3 Access requirement(s):

Certificate of Upper Secondary Education (Lyceum) and (Panhellenic) entrance examinations.

### 4. INFORMATION ON THE CONTENTS AND RESULTS GAINED

#### 4.1 Mode of study:

Full-time

#### 4.2 Programme requirements:

Students receive their degree when:

- (i) they have successfully completed their compulsory courses, mandatory electives, as well as any optional courses of the undergraduate curriculum;
- (ii) their graduation project (dissertation) has been successfully approved completed and examined;
- (iii) they have successfully completed their Industrial Placement (practical training);
- (iv) they have completed four (4) academic years of study, and have accumulated 240 ECTS credits from (i), (ii) and (iii) above.

#### 4.3 Programme details: (e.g. modules or units studied), and the individual grades/marks/credits obtained where (C)=Class Session and (L)=Laboratory Session:

##### **CORE MODULES (C)**

No.	Course ID	Course Title	Semester	ECTS Course Credits	Grades
1	N1-1030	Introduction to Statistics	1 <sup>st</sup>	5	
2	N1-1040	Mathematics for Economists	1 <sup>st</sup>	5	
3	N1-1050	Microeconomic Analysis	1 <sup>st</sup>	5	
4	N1-2010	Financial Accounting	2 <sup>nd</sup>	5	
5	N1-2030	Macroeconomic Analysis	2 <sup>nd</sup>	5	
6	N1-2040	Business Statistics	2 <sup>nd</sup>	5	
7	N1-3040	Money, Bank and Financial Markets	3 <sup>rd</sup>	5	
8	N1-3050	Management Accounting (C)+(L)	3 <sup>rd</sup>	5	
		<b>Total</b>			

### SPECIAL MODULES (S)

No.	Course ID	Course Title	Semester	ECTS Course Credits	Grades
1	N1-1010	Introduction to Marketing	1 <sup>st</sup>	5	
2	N1-1060	Electronic Processing and Databases (C)+(L)	1 <sup>st</sup>	5	
3	N1-2020	Product, Pricing and Distribution Policies	2 <sup>nd</sup>	5	
4	N1-2060	Internet and Multimedia (C)+(L)	2 <sup>nd</sup>	5	
5	N1-3010	Business Communication	3 <sup>rd</sup>	5	
6	N1-4040	Financial Management	4 <sup>th</sup>	5	
		<b>Total</b>			

### SPECIALISATION MODULES (SC)

No.	Course ID	Course Title	Semester	ECTS Course Credits	Grades
1	N1-3030	Consumer Behaviour	3 <sup>rd</sup>	5	
2	N1-3060	Principles of Advertising	3 <sup>rd</sup>	5	
3	N1-4010	Marketing Research (C)+(L)	4 <sup>th</sup>	5	
4	N1-4020	English Terminology in Marketing	4 <sup>th</sup>	5	
5	N1-4030	Public Relations	4 <sup>th</sup>	5	
6	N1-4050	Media Planning (C)+(L)	4 <sup>th</sup>	5	
7	N1-4060	Services Marketing	4 <sup>th</sup>	5	
8	N1-4070	Political Communication	4 <sup>th</sup>	5	
9	N1-5010	Advertising Campaign Design and Management (C)+(L)	5 <sup>th</sup>	5	
10	N1-5020	Sales Techniques (C)+(L)	5 <sup>th</sup>	5	
11	N1-5030	Industrial Marketing	5 <sup>th</sup>	5	
12	N1-5040	Bank Marketing	5 <sup>th</sup>	5	
13	N1-5050	Electronic Commerce (C)+(L)	5 <sup>th</sup>	5	
14	N1-6010	Advertising Applications with Computers (C)+(L)	6 <sup>th</sup>	5	
15	N1-6020	Special Topics in Marketing Law	6 <sup>th</sup>	5	
16	N1-6030	Applied Marketing Research (C)+(L)	6 <sup>th</sup>	5	
17	N1-6040	Marketing Management I	6 <sup>th</sup>	5	
18	N1-6060	International Marketing	6 <sup>th</sup>	5	
19	N1-7010	Marketing Information Systems (C)+(L)	7 <sup>th</sup>	5	
20	N1-7020	Senior Students' Seminar (C)+(L)	7 <sup>th</sup>	5	
21	N1-7030	Sales Management (C)+(L)	7 <sup>th</sup>	5	
22	N1-7040	Marketing Management II	7 <sup>th</sup>	5	
23	N1-7050	Feasibility Studies	7 <sup>th</sup>	5	
24	N1-7060	Specialised English Terminology in Marketing	7 <sup>th</sup>	5	
		<b>Total</b>			

**Modules of ADMINISTRATION, ECONOMICS, LEGISLATION AND HUMANITIES  
(AELH)**

No.	Course ID	Course Title	Semester	ECTS Course Credits	Grades
1	N1-1020	Introduction to Management	1 <sup>st</sup>	5	
2	N1-2050	Introduction to Civil Law	2 <sup>nd</sup>	5	
3	N1-3020	Human Resources Management	3 <sup>rd</sup>	5	
4	N1-5060	Social Psychology	5 <sup>th</sup>	5	
5	N1-5070	European Union Law	5 <sup>th</sup>	5	
6	N1-6050	International Management	6 <sup>th</sup>	5	
		<b>Total</b>			

**TRAINING MODULES**

No.	Course ID	Course Title	Semester	ECTS Course Credits	Grades
1	THESIS	Dissertation(*)	8 <sup>th</sup>	20	
2	PRACT	Practical Training(**)	8 <sup>th</sup>	10	(--)
		<b>Total(According to student electives)</b>		<b>240.00</b>	

(\*) *Dissertation Title: «.....»*

(\*\*) *The Placement (6 months) took place in the enterprise / organisation*

«.....»

**4.4 Grading Scheme and if available, grade distribution guidance:**

The grading scheme is based on the scale of ten as follows:

- 8.50 – 10.00: «Excellent»
- 6.50 – 8.49: «Very Good»
- 5.00 – 6.49: «Good»
- 4.00 – 4.99: «Insufficient»
- 0.00 – 3.99: «Fail»

The minimum pass mark is 5.0 (five). For more information: [www.teiath.marketing.gr](http://www.teiath.marketing.gr)

**4.5 Overall classification of the qualification(in original language):**

“ \_\_\_\_\_ ”

## 5. INFORMATION ON THE FUNCTION OF THE QUALIFICATION

### 5.1 Access to further study:

The degree of the Department gives access to postgraduate studies of MASTER's degree level.

### 5.2 Professional status (*if applicable*):

The Department's graduate academic and professional title is «Marketing- Technological Education graduate». The professional rights of the Marketing Department - Technological Education graduate are stated in the Presidential Decree No. 78 1989 Official Gazette: 36/7.2.89 Vol. A. Upon completion of the programme of study, the graduate of the Department of Marketing has acquired knowledge and practical experience necessary to successfully serve the following fields, either on his own resources or in collaboration with other scientists and technologists:

1. MARKETING
2. SALES MANAGEMENT
3. MANAGEMENT
4. PUBLIC RELATIONS
5. ADVERTISING
6. MARKET RESEARCH

In these fields and in the corresponding sub-fields, the Department's graduate is able to undertake responsibilities as follows:

- i. to comprehend facts and circumstances associated, directly or indirectly, with Marketing operation inside and outside the company or organization and to analyse, synthesise and evaluate them by using the acquired knowledge.
- ii. to be able to program, organise, control and coordinate Marketing plans and activities in order to deal effectively with business problems and challenges and contribute to the achievement of business objectives.
- iii. to embrace the necessity of implementing Marketing science within the boundaries set by society, its stakeholders, the international and national law and to adopt ways and practices consistent with corporate social responsibility.

## 6. ADDITIONAL INFORMATION

### 6.1 Additional information:

### 6.2 Further information sources:

- Website of the Ministry of Education: [www.minedu.gov.gr](http://www.minedu.gov.gr)
- Website of TEI of Athens: [www.teiath.gr](http://www.teiath.gr)
- Website of the Department of Marketing Secretary: [www.ma.teiath.gr](http://www.ma.teiath.gr)
- Website of the Public Relations and Information Office: [career.teiath.gr](http://career.teiath.gr)

### Address

TECHNOLOGICAL EDUCATION INSTITUTE (T.E.I.) OF ATHENS  
AGIOU SPYRIDONOS , GR-122 44, EGALEO – ATHENS, GREECE

## 7. CERTIFICATION OF THE SUPPLEMENT

Date:	
The Secretary of Department	The President of Department
The President of T.E.I. of Athens	

## 8. INFORMATION ON THE NATIONAL HIGHER EDUCATION SYSTEM

### (i) Structure

According to the Framework Law (2007), higher education consists of two parallel sectors: the University sector (Universities, Polytechnics, Fine Arts Schools, the Open University) and the Technological sector (Technological Education Institutions (TEI) and the School of Pedagogic and Technological Education).

The same law regulates issues concerning governance of higher education along the general lines of increased participation, greater transparency, accountability and increased autonomy.

There are also State Non-university Tertiary Institutes offering vocationally oriented courses of shorter duration (2 to 3 years) which operate under the authority of other Ministries.

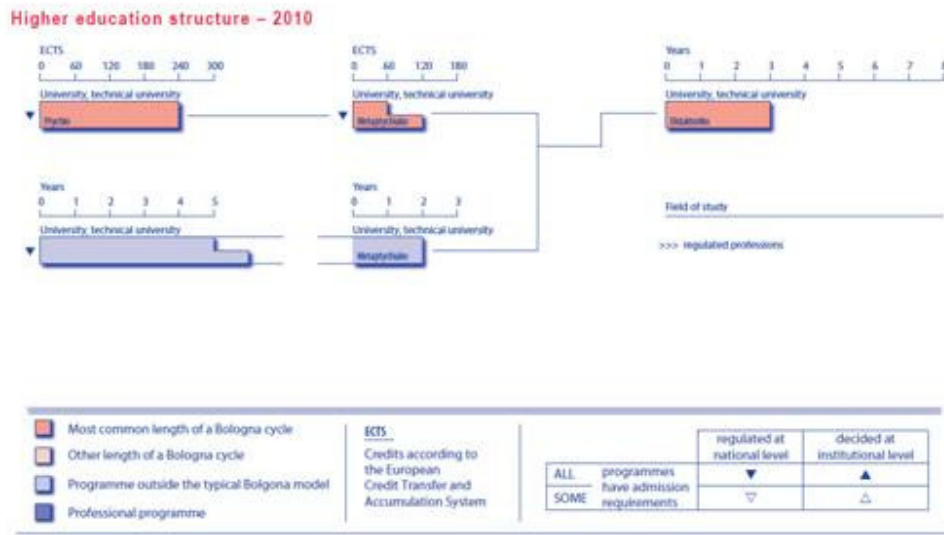
### (ii) Access

Entrance to the various Schools of the **Universities (*Panepistimio*)** and **Technological Education Institutions (*Technologiko Ekpaideftiko Idryma – TEI*)** depends on the general score obtained by Lyceum graduates on the Certificate, as described above (Section 5.iv), on the number of available places (*numerus clausus*) and on the candidates' ranked preferences among schools and sections.

### (iii) Qualifications

Students who successfully complete their studies in universities and TEI are awarded a *Ptychio* (first cycle degree). First cycle programmes last from four years for most fields to five years for engineering and certain other applied science fields and six years for medicine. The *Ptychio* leads to employment or further study at the post-graduate level that includes the one year second cycle leading to the second degree, *Metaptychiako Diploma Eidikefsis* – equivalent to the *Master's* degree – and the third cycle leading to the doctorate degree, *Didaktoriko Diploma*.

Recent legislation on quality assurance in Higher Education, the Credit Transfer System and the Diploma Supplement defines the framework and criteria for evaluation of university departments and for certification of student degrees. These measures aim at promoting student mobility and contributing to the creation of a European Higher Education Area.



<http://www.eurydice.org>

[http://www.eurydice.org/Eurybase/frameset\\_eurybase.html](http://www.eurydice.org/Eurybase/frameset_eurybase.html)