

The American College of Greece



GRADUATE CATALOG

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DEREE-The American College of Greece is accredited by
The New England Association of Schools and Colleges, Inc.

The Graduate School is accredited by The New England Association of Schools and Colleges, Inc.
as a constituent division of ACG.

DEREE-The American College of Greece is a member of the following academic organizations:

AACSB International -The Association to Advance Collegiate
Schools of Business
The American Association of Collegiate Registrars and Admissions Officers
The American Conference of Academic Deans
AMICAL - The American International Consortium of Academic Libraries
ALA - The American Library Association
The American National Academic Advising Association
The Association of American International Colleges and Universities
The Association of Governing Boards of Universities and Colleges
The European Council of International Schools
EFMD -The European Foundation for Management Development
EFQM -The European Foundation for Quality Management
IFLA – International Federation of Library Associations and Institutions
NAACO – North American Association of Commencement Officers
The Near East / South Asia Council of Overseas Schools
Council for Advancement and Support of Education
Council of Independent Colleges
Institute of International Education
UACES - University Association for Contemporary European Studies

The College is an associate member of the following academic organization:

EUCEN - European Universities Continuing Education Network

The College is an affiliate member of

UCEA - University Continuing Education Network

The American College of Greece

Founded in 1875

International in origin and outlook, Deree College of the American College of Greece offers a distinctive academic ethos rooted in American higher education best practices and integrating American, Greek and European cultures. The College is committed to extending educational opportunities to qualified students of diverse backgrounds and to active, mutually supportive interaction with its alumni. Deree faculty, dedicated to teaching, scholarship and service, cultivate a rich intellectual campus environment, serve numerous external constituencies and contribute to their professional disciplines. Through undergraduate and graduate curricula in the liberal arts and sciences, business and selected professions, as well as through its co-curricular programs, the College enables students:

- to define and pursue their educational and professional goals,
- to develop as critical and creative thinkers and socially aware individuals, and
- to prepare for lives of reflection as well as responsible civic engagement in a complex, global world.

College Mission Statement

Approved by the Board of Trustees

June 2009

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DEREE-THE AMERICAN COLLEGE OF GREECE

DEREE-The American College of Greece is the oldest and largest independent, American-sponsored school in Europe. Founded in Smyrna, Asia Minor by American Christian missionaries as a primary and secondary school for girls, DEREЕ expanded into higher education in 1885. Events there forced it to close in 1922, and the College reopened in Athens in 1923 at the invitation of Eleftherios Venizelos, the internationally renowned statesman. In 1936 the school was named Orlinda Childs Pierce College in memory of the wife of a benevolent supporter.

During the 1960s, there were significant changes at the College. Pierce College was incorporated in the State of Colorado in 1961. In 1963, the secondary school division of Pierce College was recognized by the Greek government as the equivalent of a national public high school. In 1965, the College permanently moved to a sixty-acre site in Aghia Paraskevi, a northeastern suburb of Athens. The first baccalaureate degrees were awarded in 1969. The undergraduate division was renamed DEREЕ in 1973 in honor of a generous benefactor from Chicago, William S. Deree (born Derehanis in the village of Ambelionas in the prefecture of Messenia in the Peloponnese).

DEREE is an American-sponsored, independent, coeducational, nonsectarian, and nonprofit educational institution accredited in the United States. Over one hundred and twenty-five years of dedicated service have forged a school larger and more diverse than its founders could have envisioned. Over 33,000 alumni reside in 40 countries and are prominent in business, the arts, and the professions.

DEREE College has two campuses, the Aghia Paraskevi campus and the Downtown campus. The Aghia Paraskevi campus, situated on the western slopes of Mt. Hymettus, some ten kilometers from the center of Athens, offers a magnificent view of the surrounding countryside. The renowned architect Constantine Doxiades designed its original buildings. Housed in a five-story facility (constructed in 1993) in Ambelokipi near the city's business center, the Downtown campus was established in 1971 to broaden the College's educational commitment to both business education and the professional community in Greece.

Established in 2003, the Graduate School is the latest educational division of DEREЕ-The American

DEREE-THE AMERICAN COLLEGE OF GREECE

College of Greece. Located on the Aghia Paraskevi campus, the Graduate School at present offers an MS in Marketing, an MS in Leadership, an MA in Communication and an MS in Applied Psychology. Seven Graduate Diplomas and one Certificate are offered in the areas of Marketing, Leadership, Public Relations and Applied Behavioral Analysis.

The educational system of DERE is based upon that of American institutions of higher learning. The degrees granted by ACG do not correspond to those granted by Greek educational institutions and are not recognized by Greek authorities as the equivalent of Greek public university degrees. Nonetheless, degrees granted by ACG are internationally recognized as the equivalent of corresponding degrees granted by colleges and universities accredited in the United States.

Male students of Greek citizenship are not eligible for military deferment on the basis of their enrollment at ACG.

It should be understood that, since the status of private education in Greece is defined by Greek laws and regulations that may be modified at any time by the competent authorities, DERE-The American College of Greece cannot guarantee that its educational status in Greece will remain unchanged. However, while faithfully observing all relevant Greek laws and regulations, DERE can confidently assert that it will always strive to provide its students with a quality education of a standard equivalent to that of the most prestigious colleges and universities in the United States by virtue of DERE's accreditation by The New England Association of Schools and Colleges.

Non-discrimination policy

DERE-The American College of Greece is an equal opportunity educational institution, whereby qualified individuals are not discriminated against on grounds of age, gender, race, nationality, ethnicity, faith, disability, marital status, or sexual orientation. This non-discrimination policy applies to all educational policies and programs. ACG strives to eliminate unfair bias and stereotyping in the workplace.

GRADUATE SCHOOL CALENDAR

SEPTEMBER SESSION 2011

AUGUST	29 (M)	Advising (continuing students)
AUGUST	29 (M)	Online Registration (all students)
AUGUST	29 (M)	Registration for Students with Petition (on campus)
SEPTEMBER	1 (Th)	First Day of Classes
SEPTEMBER	1 (Th)	Online Late Registration (09:00-18:00)
SEPTEMBER	2 (F)	Change of Courses (on campus)
SEPTEMBER	2 (F)	100% Refund
SEPTEMBER	3 (Sa)	50% Refund
SEPTEMBER	14 (W)	W (Withdrawal)
SEPTEMBER	17 (Sa)	Last Day of Classes
SEPTEMBER	23 (F)	Final Examinations

Students may take up to 3 credits

FALL TERM 2011

SEPTEMBER	12 (M) – SEPTEMBER	15 (Th)	Advising (continuing students)
SEPTEMBER	12 (M) – SEPTEMBER	15 (Th)	Online Registration (all students)
SEPTEMBER	5 (M) – SEPTEMBER	6 (Tu)	Registration for undergraduate courses (on campus)
SEPTEMBER	15 (Th)		Registration for Students with Petition (on campus)
SEPTEMBER	15 (Th)		Orientation
SEPTEMBER	19 (M)		First Day of Classes
SEPTEMBER	19 (M)		Online Late Registration (09:00–18:00)
SEPTEMBER	20 (Tu)		Change of Courses (on campus)
SEPTEMBER	26 (M)		100% Refund
SEPTEMBER	30 (F)		Removal of Spring Term and Summer Session
			Incompletes
OCTOBER	7 (F)		50% Refund
OCTOBER	28 (F)		Greek National Holiday
NOVEMBER	17 (Th)		School Holiday
NOVEMBER	25 (F)		Thanksgiving Holiday
DECEMBER	5 (M) – DECEMBER	16 (F)	Advising for continuing students for Spring Term 2012
DECEMBER	2 (F)		W (Withdrawal)
DECEMBER	9 (F)		Last Day of Classes
DECEMBER	12 (M), 13 (Tu), 14 (W),		Final Examinations
	15 (Th), 16 (F)		

Students may take up to 12 credits

WINTER SESSION 2012

DECEMBER	12 (M) – JANUARY	2 (M)	Advising (continuing students)
DECEMBER	12 (M) – JANUARY	2 (M)	Online Registration (all students)
DECEMBER	12 (M) – JANUARY	2 (M)	Registration for Students with Petition
JANUARY	4 (MW sections)		First Day of Classes
JANUARY	5 (TR sections)		First Day of Classes
JANUARY	4 (W)		Online Late Registration (09:00–18:00)
JANUARY	6 (F)		Holiday
JANUARY	9 (M)		Change of Courses (on campus)
JANUARY	9 (M)		100% Refund
JANUARY	10 (Tu)		50% Refund

GRADUATE SCHOOL CALENDAR

JANUARY	16 (M)	W (Withdrawal)
JANUARY	19 (Th) – JANUARY 21 (Sa)	Workshop (Psychology only)
JANUARY	30 (M)	Holiday
FEBRUARY	13 (MW sections)	Last Day of Classes
FEBRUARY	14 (TR sections)	Last Day of Classes
FEBRUARY	15 (W) – MW sections	Final Examinations Day1
FEBRUARY	16 (Th) – TR sections	Final Examinations Day2

Students may take up to 6 credits

SPRING TERM 2012

FEBRUARY	23 (Th)	Orientation part I
FEBRUARY	25 (Sa)	Orientation part II
FEBRUARY	8 (W) – FEBRUARY 24 (F)	Advising (continuing students)
FEBRUARY	8 (W) – FEBRUARY 24 (F)	Online Registration (all students)
FEBRUARY	8 (W) – FEBRUARY 22 (W)	Registration for undergraduate courses (on campus)
FEBRUARY	8 (W) – FEBRUARY 24 (F)	Registration for Students with Petition (on campus)
FEBRUARY	27 (M)	Lent Monday Holiday
FEBRUARY	28 (Tu)	First Day of Classes
FEBRUARY	28 (Tu)	Online Late Registration (09:00–18:00)
FEBRUARY	29 (W)	Change of Courses (on campus)
MARCH	5 (M)	100% Refund
MARCH	12 (M)	50% Refund
MARCH	16 (F)	Removal of Fall Term & Winter Session Incompletes
APRIL	7 (Sa) – April 22 (Su)	Easter Recess
MAY	1 (Tu)	Holiday
MAY	7 (M) – MAY 25 (F)	Advising for continuing students for Fall Term 2012
MAY	25 (F)	W (Withdrawal)
JUNE	1 (F)	Last Day Of Classes
JUNE	4 (M)	Holy Spirit Holiday
JUNE	5 (Tu), 6 (W), 7 (Th), 8 (F), 11 (M)	Final Examinations
JUNE	30 (Sa)	Commencement

Students may take up to 12 credits

SUMMER SESSION 2012

MAY	9 (W) – MAY 18 (F)	Advising (continuing students)
MAY	9 (W) – MAY 18 (F)	Online Registration (all students)
MAY	9 (W) – MAY 18 (F)	Registration for Students with Petition
JUNE	21 (Th)	First Day of Classes
JUNE	21 (Th)	Online Late Registration (09:00–18:00)
JUNE	22 (F)	Change of Courses (on campus)
JUNE	22 (F)	100% Refund
JUNE	23 (Sa)	50% Refund
JUNE	27 (W)	W (Withdrawal)
JULY	7 (Sa)	Last Day of Classes
JULY	10 (Tu)	Final Examinations

Students may take up to 3 credits

Holidays are subject to modification according to the rules established by the Greek authorities.

ADMISSION TO THE GRADUATE SCHOOL

Application for Admission

All applicants for admission should note the following:

- Applications are accepted throughout the year. However, prospective students can enter their program of choice in one of the two following terms:

Fall Term	September 19, 2011
Spring Term	February 28, 2012

- Candidates may apply for admission to the Graduate School at the Aghia Paraskevi campus. Alternatively, candidates may find all application materials and apply on line at <https://acg-grad.edu.185r.net/application>.

Applications and supporting material for admission are evaluated by the Graduate Program Coordinators.

All applications and supporting materials are retained by the Office of Admissions; once submitted, no materials will be returned to the applicant. All materials are kept on file under conditions of security and strict confidence as provided by the provisions of the data protection legislation, and remain active for one academic year before they are destroyed. Applicants are entitled to the rights provided to them by article 11-14 of Greek law No. 2472/1997, as modified and enforced.

Please note that if any of the documents submitted with the application are not in English or Greek, they must be accompanied by certified English or Greek translations. Be sure that your application contains both the original documents and certified translations, or legally certified copies of such documents.

ADMISSION TO THE GRADUATE SCHOOL

The following are required of all Graduate School applicants:

1. Completed application form (including personal statement)
2. Two recommendation letters (at least one from an academic source and one from an employer)
3. Official college or university transcript of undergraduate degree studies from an accredited institution
4. Official college or university transcript of graduate degree studies from an accredited institution (if applicable)
5. Evidence of proficiency in English
6. A certified copy of an identification card for Greek citizens or of a valid passport for non-Greeks
7. CV (in English or Greek)

Candidates are also required to attend an interview with the respective Graduate Program Coordinator.

The Graduate Program Coordinators will review an application upon submission of all required documentation to the Office of Admissions.

There is no application fee.

Transfer applicants should refer to the section entitled "Transfer Students". Non-degree applicants should refer to the section entitled "Degree and Non-Degree Students".

Evidence of Proficiency in English

All candidates must provide evidence of proficiency in the English language by submitting one of the following:

1. TOEFL
2. Cambridge, Michigan Proficiency Certificate or Michigan State University Certificate
3. GCE
4. International Baccalaureate Certificate or Diploma
5. International English Language Testing System (IELTS)

Note: DERE College graduates and graduates from other accredited English language institutions are not required to submit evidence of Proficiency in the English language.

Applicants presenting a TOEFL score should arrange to have the test results sent directly to the Office of Admissions by the Educational Testing Service (ETS). The College's Institution Code Number is 0925. TOEFL scores are valid for two years.

Letters of Recommendation

Each applicant for admission must submit two letters of recommendation. At least one of the references must be from an academic source. A letter from a family member or a friend is not admissible.

ADMISSION TO THE GRADUATE SCHOOL

Conditional Admission

Applicants who do not meet the minimum criteria may be admitted to the program on conditional status if the Graduate Program Coordinators perceives other strengths in their application (e.g., strong research or relevant work experience, or other outstanding achievements during the applicants' undergraduate experience). In such cases, applicants will be expected to complete the requirements of the conditional admission within a specified period of time. Failure to complete these requirements will result in notification of dismissal by the Dean of the Graduate School. Students who have potential but lack the necessary prerequisites may be offered conditional admission and will be required to successfully complete preparatory courses, prior to being fully admitted.

Interview

Once a complete application package has been submitted, the Office of Admissions will contact the applicant to arrange an on-campus interview with the respective Graduate Program Coordinator.

Student Visas

In accordance with Greek law, citizens of countries that are not members of the European Union or party to the Schengen Agreement, but who wish to study in Greece, must obtain a student visa or residence permit before enrolling at the College. Please note that international applicants will not be able to enroll as students at the Graduate School until they have a valid student visa or residence permit. The Office of Admissions can provide information and paperwork for the issuance of the student visa upon request. Applicants for admission are advised to verify the specific requirements for nationals of their country through the local Greek consular authorities. After obtaining the student visa, applicants must acquire a residence permit in order to reside in Greece. Acquiring the proper documentation to reside in Greece is the responsibility of the applicant.

Transfer Students

Applicants who have started their graduate studies elsewhere and intend to become candidates for a degree at the Graduate School are required to submit the following:

1. Completed application form (including personal statement)
2. Two recommendation letters (at least one from an academic source and one from an employer)
3. Official college or university transcript of undergraduate degree studies from an accredited institution
4. Official college or university transcript of graduate degree studies from an accredited institution
5. Evidence of proficiency in English
Non-native speakers of English who do not have an undergraduate degree from an English-speaking institution must meet the English-language admissions requirement.
6. A certified copy of the identification card for Greek citizens or of a valid passport for non-Greeks
7. CV (in English or Greek)

ADMISSION TO THE GRADUATE SCHOOL

Candidates will also be required to attend an interview with the respective Graduate Program Coordinator. The Graduate Program Coordinators will review an application upon submission of all required documentation to the Office of Admissions.

There is no application fee.

The cumulative index (CI) of the prospective transfer student's grades must be at least 3.00 (or its equivalent).

Transfer students must meet with the respective Graduate Program Coordinator.

Credit may be given for courses taken in the graduate program of an accredited institution with standards acceptable to the Graduate School of DEREETHE American College of Greece, provided the courses correspond to equivalent courses at the Graduate School and have been earned with a grade of 3.00 (or its equivalent) or better.

No grades are assigned to courses accepted for transfer and those courses do not affect the student's cumulative index (CI) at the College.

The College does not accept any courses taken elsewhere after the student's first admission to the Graduate School. Students may petition the Graduate Studies Committee one term in advance for an exception to this policy.

Students may not transfer more than 30% of the credits required for a graduate degree.

Degree and Non-Degree Students

A student's status is determined on the basis of eligibility for, or intention to pursue, a degree at the Graduate School. A degree seeking student is one who is working toward a degree. A non-degree student is one who is not working toward a degree at the Graduate School.

Non-degree students must follow the same admissions procedures as degree students. Should a non-degree student subsequently decide to pursue a degree at the Graduate School, they must petition the Graduate Studies Committee.

Please note that a student may change status from non-degree to degree or vice versa only once. Non-degree students who become degree students must follow the degree programs in effect at the time they become degree students.

Non-degree students must follow all College academic regulations, including prerequisites.

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Registration, Fees and Financial Obligations

Registration

All students are required to register at the beginning of each term/session. The days on which students may register will be announced by the Registrar's Office.

Students who fail to register on the appointed registration dates will be charged a late registration fee.

Only those who have registered shall have the rights, privileges and access to services of students and members of DEREЕ – The American College of Greece.

At the time of registration students are required to provide full and accurate information concerning all required personal and academic details in accordance with procedures prescribed by the Academic Registrar.

Students must comply with all subsequent requests from College staff for proof of any changes to required personal details. Students failing to do this or who can be shown to have provided false or misleading information as part of an application or subsequent registration will be dealt with under the Hearing and Disciplinary Procedures for Students.

Fees

Fees are specified and announced at the beginning of each academic year. Tuition is charged for all courses, whether taken for credit or non-credit. The College reserves the right to adjust tuition and other fees as the need arises. No such changes will apply to a term in progress, and every effort will be made to maintain the same fees throughout any given academic year.

Payment Procedure

Tuition payment for each term is payable in two or three installments. The first payment (deposit) has to be made at least five working days before the registration dates. The balance should be settled in one (short terms) or two (long terms) installments, in accordance with the instructions given for each registration period.

Academic Consequences of Unpaid Fees

No Degree, Certificate or other academic award will be granted to any student with an unpaid balance, unless the Graduate Studies Committee considers that there are exceptional circumstances which justify such grant.

Students with an unpaid balance at the close of a term will normally not be issued official records of any kind and will not be permitted to register again until their account is settled.

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Refund Policy

Fees are refundable to students who officially withdraw from courses for whatever reason on the following prorated schedule:

For Semesters (Fall and Spring)

Withdrawal within the first week of classes results in 100% refund of tuition.

Withdrawal during the second and third week of classes results in 50% refund of tuition.

Withdrawal thereafter results in no refund.

For Sessions (September, Winter and Summer)

Withdrawal within the first day of classes results in 100% refund of tuition.

Withdrawal during the second or third day of classes results in 50% refund of tuition.

Withdrawal thereafter results in no refund.

GRADUATE STUDENT SERVICES AND FACILITIES

The Libraries

The DEREЕ Libraries are at the heart of the academic community and offer exceptional support to students and faculty. John S. Bailey Library in Aghia Paraskevi, provides a state-of-the-art facility with ample space for studying, computer research stations, individual study carrels, comfortable seating and viewing and listening stations. Students have easy access to thousands of books, periodicals, and newspapers.

An electronic library accessible through the internal network offers access to full text as well as indexing and abstracting databases, financial and statistical data, business reports, company and industry profiles, market analyses, balance sheets, along with electronic reference works. Through these online services users have access to over 19,000 full-text electronic journals providing full support to programs offered in the Graduate School. Remote access to most electronic resources is also available 24/7 through the College website.

The extensive collections of print resources at John S. Bailey Library, along with those at the Downtown Campus library are accessible through a web-based library catalog available on the Internet. An intra-library loan service allows students to request books and copies of periodical articles from either library. Full document delivery services are available through the National Documentation Center as well as other document providers and publishers.

The Library Media Center houses the library's audio-visual and multimedia collections and offers an array of media services assisting students in integrating the latest audiovisual and computer technologies to their research.

Office of Career Services

The Office of Career Services (OCS) offers support to students and alumni of The American College of Greece who are in the process of developing fulfilling and rewarding careers. Its primary goal

GRADUATE STUDENT SERVICES AND FACILITIES

is to enable students to apply their acquired skills and knowledge toward their future career path. Through counseling sessions with staff, special computerized programs, and an extensive library of resource materials, the Office of Career Services assists students and alumni with career decision making and planning. For graduate students, OCS offers targeted career planning workshops and events to assist young professionals in making sound career management choices.

For students and alumni seeking employment opportunities, OCS offers the following services:

Career Advising:	Tailored guidance and material specific to the needs of each academic area of study.
Resources:	Audiovisual counseling, use of the extensive library of resource material and access to computerized career-planning programs for career exploration.
Preparation:	Resume writing/Cover letter writing/Interview skills. Identifying and following up job opportunities.
Placement Services Program:	Listing of full-time entry level, middle-management, executive, part-time or internship positions and coordination of interviews and placement of graduating students and alumni with employers.
Workshops:	Specialized Career Exploration and Networking workshops targeted to provide updated information and advice on the job market and its demands.

School of Continuing and Professional Studies

DEREE – The American College of Greece established the School of Continuing and Professional Studies (SCPS) in order to serve the needs of the community by extending the College's resources to meet the lifelong learning and professional needs of individuals and organizations. The School of Continuing and Professional Studies offers high quality, accessible, and relevant training programs, making a significant contribution to the intellectual, professional, social, and cultural development of the community at large. Participants are adults who wish to enhance their knowledge in various subjects for personal satisfaction and self enrichment. Others, usually professionals, decide to re-engage in learning in order to advance their careers by acquiring new skills, or to keep abreast of the latest developments in their fields.

Open Enrollment Seminars and Workshops

Lifelong learning seminars and workshops are non-credit and open to the general public. They are organized in an adult-friendly environment, mostly at the Aghia Paraskevi campus, where there is free parking. Seminars are taught by leading experts from academia (from both Greece and abroad) and by top business executives. Their duration varies from day-long seminars to semester-long workshops. Most seminars are scheduled during evening hours to accommodate the schedules of working people. Upon completion of the seminars, participants receive Certificate of Attendance. Companies are eligible to cover seminar costs through the LAEK 0.45%educational contributions made to OAED.

GRADUATE STUDENT SERVICES AND FACILITIES

Certificates of Professional Study (CPS)

Certificates of Professional Study build upon or extend previous experience and education. Their modules enable participants to increase their effectiveness in their present employment, enhance their promotion prospects, update their current skills or provide additional skills and knowledge that can equip them for career changes. Currently offered CPS include:

- Real Estate
- Forensic Psychiatry & Law
- ORACLE Training
- Legal Terminology
- Business English
- Executive Assistant Training

Professional Qualifications (PQ)

The School of Continuing and Professional Studies of DERE – The American College of Greece announces the launch of a comprehensive series of training programs leading to internationally recognized professional titles/ certifications including:

- ACCA (Association of Chartered Certified Accountants UK)
- CFA (Chartered Financial Analysts USA)
- CIA (Certified Internal Auditors Program USA)
- CISA (Certified Information Systems Auditor USA) and the
- PMP (Project Management Professional)
- DiplFR (Diploma in International Financial Reporting – ACCA)

More information regarding the program of the School of Continuing and Professional Studies can be obtained from: www.acg.edu/scps or scps@acg.edu

Tel: 210 608 5789 or 210 600 9800 ext. 1207

Fax: 210 608 1710

The Office of Alumni Relations & College Events

The Office of Alumni Relations & College Events is the communication link between the College and the 33,500 graduates of both DERE and PIERCE. The office plays a key role in strengthening the bonds between the College and its alumni and the bonds between alumni themselves, in Greece and around the world. Its goal is to engage alumni in the institution's life, mission and growth and to establish a strong ACG alumni social and professional network.

Each year, upon their graduation, all undergraduate and graduate students are automatically listed in the ACG alumni database managed by the Office of Alumni Relations & College Events (<https://acg-alumni.edu.185r.net/survey/index.php?id=101>). All alumni are entitled to a select number of privileges and services without a fee, for life.

DEREE alumni working today in more than 1700 companies and organizations in Greece and abroad are an enormous source of pride and inspiration. Hundreds of them are in top positions and regarded as opinion leaders in their respective fields. Dynamic professionals who have distinguished themselves in a variety of business sectors, the arts, the sciences or politics are the true measure of the institution's success. They constitute an important reference point for all current and prospective students.

GRADUATE STUDENT SERVICES AND FACILITIES

The Office of Alumni Relations & College Events coordinates all alumni activity and to this end:

- Manages a comprehensive database of alumni contact information.
- Organizes or coordinates a number of targeted alumni events throughout the year -from reunions, lectures, gala dinners and sports homecomings, to exhibitions, book presentations, networking gatherings and many more- both in Greece and abroad.
- Co-produces the DEREЕ Alumni Magazine and distributes it twice a year to all DEREЕ alumni for free. The magazine features articles on ACG events, programs and activities as well as articles and updates on alumni's personal news and professional achievements.
- Keeps alumni updated on major ACG developments and activities on a systematic basis via the ACG website, mass e-mails as well as through the official alumni pages on Facebook and LinkedIn.
- Invites prominent alumni to campus to meet and share their valuable professional experience with ACG students.
- Helps alumni locate former professors or classmates.
- Assists alumni with any queries relating to The American College of Greece.
- Works closely with the ACG Alumni Association in promoting the alumni spirit and enhancing alumni engagement and support.

Office of Alumni Relations & College Events, www.acg.edu/alumni

Tel: 210-6009800, ext. 1107, 1109

Information Technology Services

Modern academic institutions are discovering that one of their primary challenges today is how to integrate new information, communications, and multimedia technologies into the curriculum. And because information technology is increasingly considered the cornerstone of a modern education, over the past decades DEREЕ-The American College of Greece has allocated a growing portion of its resources to the technological support of its facilities and programs, to the cultivation of a technology-literate student body, and to expanding access to the College's programs and resources through the Internet.

DEREE-The American College of Greece, traditionally a leader in the introduction of effective learning approaches, is committed to ensuring the use of modern technology in teaching and to making available to its faculty and students tools and strategies that may be used to enhance learning. Graduate students will be taught in high-tech "smart classrooms" equipped with advanced audio-visual equipment, Internet access, and video-conferencing facilities. The College through the use of the Blackboard course management system (CMS) provides a system that allows instructors to post learning materials and increase communication with students via the Internet. Students will be able to log on to their course to view class materials, such as notes, assignments, and additional reading, and to receive messages from their instructors.

In order to facilitate communication the College provides e-mail accounts to faculty, staff, and students.

GRADUATE STUDENT SERVICES AND FACILITIES

Graduate students may use any of the College's computer facilities. These facilities include state-of-the-art computer labs in the Communication Building, the main Deree College building and the Arts Building. Classes for the master's programs are held in "smart classrooms" or a specially equipped auditorium located in the new Center for the Arts building.

Intellectual and Cultural Life

DEREE students are exposed to a rigorous intellectual environment not only through their programs of study, but also through opportunities for a variety of high caliber academic and cultural events on campus. The student educational experience and the College's role as an institution of higher learning are enhanced through a series of scholarly and artistic endeavors: numerous activities involving leading academics, authors, business professionals, politicians and artists are organized by the College and are open to all internal as well as to external constituents. In addition to events planned by academic departments, student academic societies, the Office of Student Affairs, and the Office of Alumni and College Events, the intellectual and cultural life of the community is enriched by:

Arts at DERE, which sponsors a diverse program of performances, exhibitions, lectures and colloquia free of charge, in an effort to support the arts and foster communication between DERE - The American College of Greece and the wider Greek community. Arts at DERE aims to promote the exploration of different historical perspectives a spirit of multiculturalism and contribute to the College community's pursuit of knowledge, creativity and innovation.

The Eleftherios Venizelos Chair of Modern Greek Studies, which was established in 2003 and, focuses on the most important developments in Modern Greek history. The Chair is a yearly appointment and sponsors lectures and a one-day conference, the proceedings of which are published by the College in the DERE Series.

The Kimon Friar Visiting Lectureship in Modern Greek Arts and Letters, which was inaugurated in 1992 in honor of the poet and first major translator of Modern Greek poetry. Kimon Friar bequeathed part of his personal library and manuscripts to the College. The annual lectureship is granted to distinguished scholars and writers whose presentations are published by the College.

The Institute of Diplomacy and Global Affairs, which analyzes international affairs in terms of their historical contexts and current significance. The IDGA, a center for scholarship in public and international affairs, organizes conferences and meetings of policy makers, diplomats and visiting dignitaries for the purpose of enhancing the understanding of complex issues and facilitating sincere communication and open dialogue.

Art exhibitions organized in the ACG Art Gallery, which often feature works from the College's extensive art collection. Smaller exhibitions, including those of student works, take place in the smaller exhibition space located in the Center for the Arts building.

In the context of a learner-centered institutional focus and emphasis on the classroom experience, the Center for Teaching and Learning organizes a number of presentations, workshops and other events on pedagogy and innovative approaches to student learning.

GRADUATE STUDENT SERVICES AND FACILITIES

Finally, since excellence in teaching is also conditioned by professional development and engagement in the global academic community, the College regularly schedules Faculty Research Seminars, a forum for its faculty members to present their research to the ACG community; it also holds an annual Faculty Research Exhibition.

Student Success Center

The Student Success Center supports students by offering comprehensive, integrated services in the areas of registration, student records, and payments in a one-stop area. The SSC is committed to providing students with consistent, high-quality service, both in person and through technology.

Students may visit the SSC to pay a bill, request a certificate, obtain a form, drop a course, submit graduation forms, arrange to bring a visitor on campus, obtain a transcript, view housing listings, place an ad, obtain or replace their student ID, assist students to activate their acg.edu and Blackboard account.

The SSC Web page has been set up to reflect the one-stop concept of the Center and includes information from different departments. It may be accessed from the “Quick Links” section of the ACG homepage (www.acg.edu) and it allows students to print forms or view the academic calendar, academic policies, and graduation instructions. From the SSC web page, students can log on to the Campus Web, where they can print their personal course schedule and their unofficial transcript, Acgmail, and Blackboard.

The SSC also provides information and instructions about the Seminars of the School of Continuing and Professional Studies, their dates and classes.

The Athletic Complex

DEREE-The American College of Greece has an athletic complex of international scope and quality. The two-level gymnasium has 3,100 square meters of floor space. This multi-purposed facility includes two cross-courts and a game court, two dance/exercise studios, a fully equipped Fitness Center with advanced exercise aerobic machines and over 1800 kilos of free weights, one climbing wall, and a sports lounge. An Olympic size outdoor heated swimming pool has an air supported dome covering for the winter months. Adjacent to the pool is a 400-meter synthetic track and an Edel Grass surfaced soccer field. Four lighted tennis courts complete our athletic facility set-up.

Cafeteria Centers

Food & Beverage units within the Aghia Paraskevi campus are located in three different locations.

- At the corridor of the main Deree building.
- At the 1st floor of the Arts building with indoor seating and outdoor deck.
- Automated vending machines with snacks and beverages are also available at the entrance level of the Communications building.

GRADUATE STUDENT SERVICES AND FACILITIES

Parking

Free parking on campus main parking lot, is provided for graduate students only after 16:00 while they are attending classes.

Books

DEREE students will find the required course textbook list on the College website in advance of each semester/session, effective immediately. This practice aims to make the book acquisition process more efficient and less expensive for students. All students are expected to acquire their textbooks prior to the start of classes.

Students are free to choose how they will acquire their textbooks. The College recommends Eleftheroudakis bookstores, where students must preorder their books, as well as other on-line textbook providers like amazon.co.uk. Please be advised that you should place your order a minimum of 21 days in advance.

GRADUATE STUDENT SERVICES AND FACILITIES

ACADEMIC REGULATIONS

Academic Standing

In order to be awarded a graduate degree a student must:

- complete all requirements of the program.
- complete all requirements within the timeframe specified by each individual program.
- earn a minimum cumulative index (CI) of "B" (3.00).

Prerequisites

Courses at the 6000 level may have prerequisites that provide the basis for more advanced subject matter. Students are not permitted to register for courses for which they do not have the prerequisites.

Dropping Courses

Students may withdraw from any or all of their courses up until a week before the end of classes by filling out the appropriate form in the Student Success Center. A student will receive the grade "W" (Withdrawal) for courses dropped.

Withdrawal from the College

To withdraw completely from the College, students must apply to the Student Success Center; otherwise, they will receive the grade "F" in all courses they have registered for in the specific term.

Maintenance of Matriculation

Students in good academic standing who plan to withdraw from the Graduate School for one or two terms may apply at the Student Success Center for maintenance of matriculation for a period

of up to one academic year. If their request is granted, students need not apply for readmission when they enroll again.

Students who have requested and been granted maintenance of matriculation must follow the degree program in effect at the time of their return. Students enrolled in the MS in Marketing, MS in Leadership, and MA in Communication are required to complete the program in three academic years maximum. Students enrolled in the MS in Applied Psychology are required to complete the program in four academic years maximum.

Readmission

Students who withdraw without having been granted maintenance of matriculation, or who are absent for more than two terms, must apply for readmission to the Office of Admissions. Students must follow the application procedure outlined for their specific graduate program. The Graduate Studies Committee will examine their application along with those of new students. Readmitted students must follow the degree programs in effect at the time of their readmission.

Attendance

The educational framework of DEREЕ-The American College of Greece depends upon the full cooperation of students and instructors. Because the framework of that cooperation is built for the most part upon lectures and class discussions, regular attendance and active participation in class are essential to the academic process. No excuse for absence will exempt a student from the completion of all work for each course. Graduate students are not allowed to have more than three absences (9 class hours) per term.

Programs may set a stricter attendance policy, which they will announce to their students at the beginning of each term.

Grade Scale

Grades are reported at the end of each semester, term, or session. The following scale of letter grades and numerical (quality-point) equivalent is used:

Exceptional	4.00	A
Excellent	3.70	A
Very Good	3.30	B+
Good	3.00	B
Acceptable	2.70	B-
Low Pass	2.00	C
Fail	0	F
Pass/Fail	P/F	
Incomplete	IN	
Non-Report	NR	
Withdrawal	W	
Repeat	R	
Satisfactory*	S	
Unsatisfactory*	U	

*Only for foundation and non-credit courses

ACADEMIC REGULATIONS

Course Repeat for Grade Replacement

Graduate students may repeat a course for grade replacement by submitting a written request to the Graduate Studies Committee. After repeating a course, the repeat grade will replace the original one. The original grade, accompanied by the letter R, and the replacement grade will both appear on the student's transcript, but only the replacement grade will be counted in computing the cumulative index. **Students may retake up to two courses for grade replacement.**

F (Failure)

The grade "F" is computed in the grade-point average (GPA) and in the cumulative index (CI) with a value of 0 (zero). No credit is given for a course in which the final grade is "F".

Probation

Any fully admitted student whose overall CI falls below a "B" average during any semester will be placed on probation for the next nine credit hours of course work. If, after completion of the ninth hour of credit, the student's overall CI is still below 3.0, the student will receive notification of dismissal from the Graduate School.

Dismissal

Individuals who do not attain the required minimum CI of 3.0 during the probationary period will be notified in writing by the Graduate School of their dismissal. The student will be precluded from all registration and enrollment privileges at that time. Should the student's circumstances be so unusual as to warrant special consideration, the dismissal letter will include directions and provisions for engaging in the appeals process.

A student may also be dismissed from the Graduate School as a result of a serious breach of academic integrity (see "Academic Integrity").

IN (Incomplete)

Requests for Incompletes will be considered only if they are submitted by a student who can demonstrate extenuating circumstances (that is, genuine emergencies beyond the student's control). Such requests must be submitted immediately, in person or via e-mail, to the instructor of the course for which the Incomplete is being sought. Requests must be accompanied by verifiable documentation. The Incomplete is given at the discretion of the instructor.

- To be granted an Incomplete, a student must be within the limits of absences allowed by their individual graduate programs and be passing the course for which an Incomplete is requested.
- If a student has completed the coursework and exams but has a pending issue of academic dishonesty or some other breach of policy, the student will receive an Incomplete until the issue is resolved.
- Individual programs establish deadlines for Incompletes within the first three weeks of the following term. If a course with a recorded Incomplete is not completed within the specified period, the Registrar's Office automatically changes the Incomplete to an "F".

A student cannot register for a course for which a pending Incomplete is a prerequisite. It is the student's responsibility to make the necessary arrangements with the instructor(s) to have the required work completed or the examination taken by the required deadline.

NR (Non-Report)

A mark of "NR" is automatically recorded if the instructor fails to submit a final grade within 72 hours of the last day of examinations. The "NR" is automatically removed as soon as the grade is submitted.

W (Withdrawal)

A "W" grade indicates that a student withdrew from a course by the date specified in the College calendar. No credit is granted.

Averaging Grades

A cumulative index (CI) is determined for each student at the end of each term. The CI is the average of all grades of all semesters of study. It is computed by multiplying the number of credit hours for each course by the quality-point equivalent of the letter grade. The quality points earned for each course are then added and the sum is divided by the total number of credit hours.

Transferred course credits are excluded from compilation of the CI by the Graduate School. Grades reported as "W", "IN", "NR", "S", and "U" are not computed in the CI. When the "IN" or "NR" is removed, the new grade is then averaged into the term in which the course was taken.

Changing Grades

A grade may be changed only at the instructor's request and with the approval of the Dean of the Graduate School. No such request may be based on the student's performance subsequent to the completion of the course.

Requests for a change of grade are accepted only if submitted during the term following the one in which the incorrect grade was recorded.

Permanent Records

Transcripts

At any time during the course of their studies at DEREЕ-The American College of Greece or after withdrawal or graduation, students, active or not, may request transcripts of their records from the Student Success Center. Each transcript is a copy of the student's complete record and requests for partial records will be denied.

When the transcript is given directly to the student or, at the student's request, to another person, it is labeled "Unofficial". An "Official Transcript of Record" is sent directly to schools or other authorities only at the student's request and is not issued to the student.

Confidentiality

No information or document referring to the student's academic or personal life (such as the student's address, student college e-mail, report card, or transcript of record) is released to anyone outside the College without the written permission of the student. Should a student, former student, or graduate want information from their dossier to be released to persons outside the College, the student must submit a signed request in writing.

Grade reports are mailed directly to the student.

ACADEMIC REGULATIONS

Academic Rights

The Right to Know

Detailed information regarding all course offerings is available to students in the course syllabi.

The Right to Petition for Exception

Students have the right to petition the Graduate Studies Committee for exceptional academic treatment or for deviation from certain academic policies, provided they submit adequate documentation justifying the request.

The Right to Appeal

Students have the right to appeal any decision made by College officials or committees that is contrary to their expectations. An appeal is ordinarily addressed first to the Graduate Studies Committee and, if no further action can be taken at that level, may move upward to the Dean.

Graduation

General Graduation Requirements

In order to graduate, students must

- satisfactorily complete the requirements and the total number of course credits set forth in the program pursued.
- attain a minimum cumulative index of 3.00.
- have settled the balance of their student account and have paid the Graduation Fee.

Applying for Graduation

When students reach their last term of studies at DERE- The American College of Greece, they must apply for graduation at the Student Success Center. Deadlines for the submission of applications for graduation are announced in advance.

A student who fails to submit an application for graduation by the deadline announced will be moved to the next graduation date.

Approval for Graduation

The Dean of The Graduate School or the Dean's designee evaluates each prospective graduate's record and confirms the completion of graduation requirements. After the end of the semester or term, an official list of prospective graduates is presented to the Graduate Studies Committee for a vote.

Although degrees and diplomas are granted only once a year, a student who has been approved by the Graduate Studies Committee for graduation can obtain a certified letter signed by the Dean confirming completion of graduation requirements.

Trustees' Approval and President's Conferral

The President of DERE- The American College of Greece presents the recommendation for graduation to the College's Board of Trustees for approval. The Trustees' approval of the recommendation for graduation gives the President the authority to confer the degrees.

Graduation with Distinction

The Graduate School Award is given to the Graduate student who has achieved the highest cumulative index upon graduation.

Graduate Diploma/Certificate Completion

General Completion Requirements:

In order to receive the Graduate Diploma/Certificate students must:

- satisfactorily complete the requirements and the total number of course credits set forth in the graduate Diploma/Certificate pursued;
- attain a minimum cumulative index of 3.00;
- have settled the balance of their student account and paid the Graduate Diploma/Certificate Completion Fee.

Graduate Diplomas/Certificates are issued twice per year, in January and June. When students reach their last term of studies, they must complete the "Declaring Diploma/Certificate Completion" form available at the Student Success Center, or downloadable at: www.acg.edu/forms. Deadlines for the submission of applications are announced in advance.

A Graduate Program Coordinator will evaluate each prospective Diploma/Certificate candidate's record and confirm the completion of the graduate Diploma/Certificate requirements.

Students who have completed and are awaiting their Diploma/Certificate, may request a verification letter of Diploma/Certificate completion.

CODE OF CONDUCT

Academic Integrity

DEREE-The American College of Greece is an academic community whose fundamental purpose is the pursuit of knowledge. Essential to the success of this educational mission is a commitment to the principles of academic integrity. Academic honesty is an integral part of the learning process and a core value of the College. All members of the ACG community—students, faculty, and staff—are responsible for upholding the highest standards of honesty at all times. Activities that have the effect or intention of interfering with education, pursuit of knowledge, or fair evaluation of a student’s performance are not tolerated. Ignorance of the College’s policy on academic integrity is not an acceptable defense against any charge of academic dishonesty.

Responsibility of Students

For students, a valuable and enriching academic experience begins with personal integrity and the commitment to taking examinations, writing papers, and carrying out all other required assignments based on independent thinking and without improper or unauthorized assistance.

The fair and accurate evaluation of a student’s performance is possible only if the work is truly that of the student. When a grade is assigned, instructors are, in effect, attesting that, to the best of their knowledge, the grade is a true indication of the student’s achievement. Offenses against academic integrity include not only misrepresenting one’s own work but also aiding fellow students in doing the same.

Description of Academic Integrity

The various ways in which academic honesty can be violated are listed below. However, the list of examples is not intended to be exhaustive. A description of the main violations of the College’s academic integrity policy is presented in Appendix I.

- a. Plagiarism
- b. Cheating
- c. Unauthorized collaboration

- d. Unauthorized possession of academic materials
- e. Falsification and fabrication of documents and records
- f. Multiple submissions
- g. Facilitating academic dishonesty

Violations of Academic Integrity

If a member of faculty suspects that an examination or assessment violation has been committed in connection with academic integrity, s/he is required to immediately inform the Graduate Program Coordinator (GPC) responsible for that program. The GPC will then invite the student(s) to comment on their suspicions.

The Graduate School has issued a procedure which will be followed by the GPC– minor cases can be dealt with by the Graduate Examinations Committee, major cases will require an Inquiry Hearing.

The procedures are as follows:

1. The GPC will investigate the matter and determine whether a violation has occurred, collating evidence of the extent of the offence where appropriate. The GPC will also discuss the allegation with the student. Where s/he concludes there is no case to answer, s/he will notify the student that the case is closed.
2. If the violation is considered to be minor, the GPC may issue an informal warning to the student and inform the Assistant Dean. A note of the warning must be placed in the student's file.
3. If the GPC feels that the violation merits more formal action s/he will arrange an investigation. As part of this, the GPC will write to the student including a written statement of the allegation and will give the student the opportunity to respond to it within two weeks.
4. Where the investigation reveals evidence of an offence, the Graduate Examinations Committee will meet to assess the seriousness of the offence and decide further action and any penalties. The Assistant Dean will then issue a formal written warning to the student and the case shall be recorded in the student's file. The following penalties may also be applied:
 - Issue a formal reprimand.
 - Reduce the mark for the item of work according to the seriousness of the violation.
 - Assign the minimum pass mark for the item of work.
 - Assign a mark of zero for the item of work.
 - Require the student to resubmit the item of work.
5. The Graduate Program Coordinator will communicate the outcome to the student in writing and will include details of the appeals procedures open to the student. The outcome will be recorded in the student's file and will be submitted to the Graduate Studies Committee.
6. The student may appeal to the Graduate Studies Committee for a review of the decision. This request must be submitted within fourteen days of receipt of the written notification of the outcome of the investigation. The criteria for appeal are as follows:
 - That the proceedings of the investigation were not carried out in accordance with the procedures.

CODE OF CONDUCT

- That fresh evidence can be presented which was not or could not reasonably have been made available to the investigation;
- That the finding of the investigation was against the weight of the evidence.

7. Alternatively, if the severity of the offence warrants it, or in the case of a second violation, the Graduate Examinations Committee may refer the case to an Inquiry Hearing. The Hearing will be undertaken by a Sub-Committee, which will report to the Graduate Studies Committee. The membership of the Inquiry Sub-Committee will normally include three members:

- The Assistant Dean of the Graduate School (Chair)
- One member of the Graduate Studies Committee
- One member of academic staff appointed by the Dean of the Graduate School

All members of the Inquiry Sub-Committee will have equal voting rights. No member, other than the Chair, should have had a previous involvement in the case. The Inquiry Sub-Committee will, as appropriate, invite witnesses to give evidence. These witnesses will not have voting rights. The Inquiry Sub-Committee may recommend to the Graduate Studies Committee one or more of the following penalties according to the seriousness of the case:

- Issue a formal reprimand
- Reduce the mark according to the seriousness of the violation
- Assign the minimum pass mark for the item of work or for the course
- Assign a mark of zero for the item of work or for the course
- Require the student to retake a course(s) or examination(s)

The Inquiry Sub-Committee may recommend to the Graduate Studies Committee a more severe penalty for a second or subsequent violation or for a student, the further the student has progressed through their studies. Such penalties may include:

- Downgrade the degree classification
- Termination of the program with no award.

The student may apply to the Vice President of Academic Affairs for a review of the Inquiry Hearing decision. This request must be submitted within fourteen days of receipt of the written notification of the outcome of the Hearing. The criteria for appeal are as follows:

- That the proceedings of the hearing were not carried out in accordance with the procedures;
- That fresh evidence can be presented which was not or could not reasonably have been made available to the hearing;
- That the finding of the hearing was against the weight of the evidence.

Hearing and Disciplinary Action

Instructors are required to report all violations to the Graduate Studies Committee (GSC). When the GSC receives a report, it reviews the student's file. For a first offense, the instructor sets the penalty and informs the GSC and the student in writing; this letter becomes part of the student's dossier. Repeated offenses will result in a hearing before the GSC, at which time the student is given an opportunity for defense. Depending on the seriousness of the offense, punitive action may range from a failing grade to suspension or expulsion from the College.

Responsibility of Instructors

Instructors are responsible for ensuring that the College's rules and regulations are enforced. When academic honesty is breached, instructors are obliged to report the violation. Laxity on the part of instructors includes having tests or test items exposed where they can be seen by students; returning tests and then using the same test again; reading, correcting papers, leaving the room, or conversing or giving help to students during an examination; and ignoring student attempts to cheat.

Laxity or negligence in monitoring exams, preventing plagiarism or guarding against other violations of academic integrity may result in disciplinary action.

Failure to report cases of academic dishonesty to the Graduate Studies Committee will be considered evidence of negligence and may result in disciplinary action.

To initiate a charge against an instructor, a signed statement must be submitted to the Graduate Studies Committee. After assessing the seriousness of the charge, the Graduate Studies Committee may issue an informal warning (not part of the record) or a reprimand (to be included in the instructor's dossier). In more serious cases, or in the case of repeated charges, the President or the President's designee may appoint a committee of Graduate School faculty members and administrators to hear the charges and the defense and to make recommendations to the President.

Personal Integrity

All members of the ACG community are expected to be ethical and truthful. Violations of personal integrity will not be tolerated.

Personal Integrity

Violations include, but are not limited to:

- disruption of academic, administrative, sporting, social or other activities of the College;
- obstruction of, or improper interference with, the functions, duties or activities of any Student, member of the faculty or staff or other employee(s) of the College;
- violent, indecent, disorderly, threatening or offensive behaviour or language whilst on College premises or engaged in any College activities;
- fraud, deceit, deception or dishonesty in relation to the College or its faculty or staff;
- action likely to cause injury or impair health or safety on campus;
- harassment, of any student, member of the faculty, staff or other employee(s) of the College;
- damage to College property or the property of other members of the College community;
- misuse or unauthorized use of College premises or items of property, including computer misuse.

A description of the main violations of the College's personal integrity policy is presented in Appendix II.

Violations of Personal Integrity

Charges against a student for violation of personal integrity may originate from any source: a faculty member, a staff member, an administrator, a fellow student, or the community at large. The plaintiff brings the charge(s) to the attention of the Graduate Studies Committee in writing.

The chair of the Graduate Studies Committee, within three days of receiving the written charge, will call a meeting of the committee. The chair informs, in writing, the members of the Graduate Studies Committee of the charge(s) made and of the time and place of the hearing. The chair also informs the student, in writing, of the charges and invites the student to be present during the hearing, reminding the student of the right to come to the hearing alone or with another person (a faculty member, a fellow student, or a representative spokesperson); to answer questions, present evidence, and introduce any witness(es) for defense against the charge(s); and to cross-examine any witness(es). The defendant also has the right to remain silent. The defendant's presence at the hearing is mandatory.

The chair also notifies the plaintiff, in writing, of the time and place of the hearing and of the plaintiff's obligation to be present, to introduce witnesses and to cross-examine the defendant and witnesses. Since the burden of proof rests with the person(s) bringing the charge(s), the plaintiff must be present at the meeting; otherwise, the charge(s) will be dropped.

During the hearing the chair of the Graduate Studies Committee reads the written charge(s), as submitted by the plaintiff, and then invites the plaintiff to provide additional information and/or witnesses, if the plaintiff so wishes. The defendant or the defendant's counsel may cross-examine the plaintiff and the witness(es).

The chair invites the defendant to speak in defense against the charge(s). If the student has come with counsel, the counsel is also invited to speak for the defendant. The plaintiff or the plaintiff's counsel may cross-examine the defendant and the defendant's witness(es).

The members of the Graduate Studies Committee are then given the opportunity by the chair to question the defendant and the plaintiff.

When the hearing is completed, the chair addresses the plaintiff, the defendant, the counsel, the witness(es), and any other person who may have been invited to attend the hearing. After the members are given an opportunity to deliberate upon the findings of the hearing, they will be asked (1) to render judgment and to vote on whether the defendant is guilty of the charge (or of some lesser charge), and (2) if the defendant is found guilty, to recommend disciplinary action.

The following are the types of penalties that may be imposed for violating any of the codes of academic or personal integrity.

Verbal Warning: The student will be warned verbally concerning his or her behavior by the chair of the Graduate Studies Committee.

Letter of Warning: The student will be warned in writing that his or her behavior has been found to be unacceptable and that a recurrence of the offending behavior will result in more serious action. The warning will be placed in the student's file.

Suspension: For serious offenses, the student's relationship with the College will be discontinued for a specified period of time. Such a penalty becomes part of the student's permanent record at the College.

Dismissal: For the most serious offenses, the student's relationship with the College will be terminated completely. The student will be denied the right to apply for readmission. The dismissal becomes part of the student's permanent record.

A copy of the Graduate Studies Committee's recommendation is sent to the student. The recommendation is recorded in the student's file.

The Right to Appeal

Within three working days of receipt of the decision on disciplinary action, both the plaintiff and the defendant have the right to appeal the decision to the Dean of the Graduate School. If no appeal is received within three working days, the College will hold that the individual concerned accepts the penalty imposed.

THE
MS IN MARKETING
PROGRAM

THE MS IN MARKETING PROGRAM

Mission

The MS in Marketing is designed to enable students to master advanced knowledge of contemporary topics in the area of marketing, to develop strong applicable skills in marketing analysis and decision making and to deepen their insights in the theory and practice of specialist areas of marketing.

Designed to provide a broad academic qualification and combining a theoretical framework with a practical orientation, this program aims to offer students:

- A solid theoretical foundation of marketing concepts with an applied emphasis and the potential for specialization.
- A learning environment that fosters the development of critical analysis and evaluation of marketing issues.
- The ability to apply relevant bodies of marketing knowledge to specific problems.
- The opportunity to develop practical skills that can be readily transferred to professional marketing positions.

The distinctive feature of the program is a strong emphasis on the integration of marketing theory with practice via the application of cutting-edge marketing concepts, tools and techniques in real-world business settings. This is achieved through a variety of teaching approaches including lectures, case studies, simulations, contemporary software applications, guest lectures and projects, as well as through the use of consultancy projects as a vehicle for learning and as a tool of developing professional skills for careers in marketing.

Objectives

Designed to provide a broad academic qualification and combining a theoretical framework with a practical orientation, the MS in Marketing provides students the opportunity to:

- Develop a thorough understanding of contemporary marketing theory and practice.
- Specialize in specific areas of marketing: brand management, marketing analytics, customer and sales marketing and marketing communications.

- Understand current themes in the field of marketing and apply them to practical business situations through the use of case studies, simulations and software applications.
- Design and undertake marketing research including the ability to collect, analyze and interpret data.
- Undertake project team work to systematically explore marketing topics in real company setting.

Curriculum

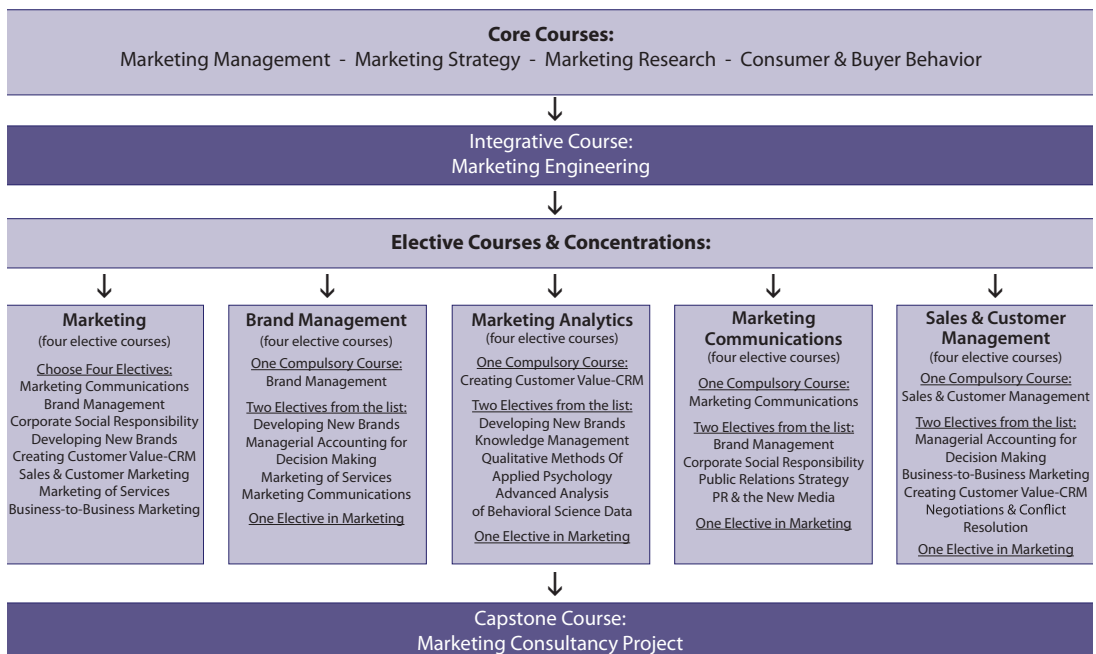
To be awarded the MS in Marketing, students must complete 10 courses (30 credits) including:

- Four required Core Courses (12 credits)
- Two required Integrative/Capstone Courses (6 credits)
- Four Elective Courses (12 credits)

Depending on the choice of elective courses, students have the option to specialize in one of four concentration areas as specified in the diagram below.

Each course is scheduled for a minimum of 36 hours of direct classroom teaching and 3 hours of final assessment. All classes are held weekday evenings from 18:00-21:00 to permit students to advance their education, while continuing to work.

Students can take up to 4 courses per semester, 2 courses in the Winter session and 1 course in each of the Summer and September sessions.



LIST OF COURSES

Core Courses4 courses required:

- MK 6011 Marketing Management
- MK 6030 Marketing Strategy
- MK 6031 Marketing Research
- MK 6014 Consumer and Buyer Behavior

Integrative/Capstone Courses2 courses required:

- MK 6232 Marketing Engineering (prerequisites: MK 6011, MK 6031)
- MK 6333 Marketing Consultancy Project (prerequisites: MK6011, MK 6030, MK 6031)

Elective Courses:4 courses required:

1. General: Marketing (4 elective courses from the following list)

- MK 6040 Brand Management
- MK 6112 Creating Customer Value (CRM) (prerequisite: MK6011)
- MK 6060 Sales & Customer Management
- MK 6121 Marketing of Services (prerequisite: MK6011)
- MK 6118 Developing New Brands (prerequisite: MK6011)
- MK 6065 Marketing Communications
- MK 6017 Corporate Social Responsibility
- MK 6119 Business-to-Business Marketing (prerequisite: MK 6011)

2. Concentration: Brand Management

- *Compulsory Course: MK 6040 Brand Management*
- *2 Electives from the following list:*
 - MK 6118 Developing New Brands
 - MK 6065 Marketing Communications
 - FN 6025 Managerial Accounting for Decision Making
 - MK 6121 Marketing of Services
- *One more elective in Marketing*

3. Concentration: Marketing Analytics

- *Compulsory Course: MK 6112 Creating Customer Value (CRM)*
- *2 Electives from the following list:*
 - MK 6118 Developing New Brands
 - MG 6060 Knowledge Management
 - AP 6023 Qualitative Methods in Applied Psychology
 - AP 6043 Advanced Analysis and Interpretation of Behavioral Science Data
- *Any one more elective in Marketing*

4. Concentration: Marketing Communications

- *Compulsory Course:MK 6065 Marketing Communications*
- *2 Electives from the following list:*
 - MK 6040 Brand Management
 - MK 6017 Corporate Social Responsibility
 - CN 6001 Public Relations Strategy
 - CN 6017 PR & The New Media
- *Any one more elective in Marketing*

5. Concentration: Sales & Trade Marketing

- *Compulsory Course:MK6060 Sales & Customer Management*
- *2 Electives from the following list:*
 - FN 6025 Managerial Accounting for Decision Making
 - MK 6112 Creating Customer Value (CRM) (prerequisite: MK6011)
 - MK 6119 Business-to-Business Marketing (prerequisite: MK6011)
 - CN 6005 Negotiations & Conflict Resolution
- *Any one more elective in Marketing*

THE
MS IN LEADERSHIP
PROGRAM

THE MS IN LEADERSHIP PROGRAM

Mission

The MS in Leadership is designed to educate and develop business leaders through a combination of solid theoretical knowledge, behavior modeling and hands-on experiential methods and equipping them with the competences and skills necessary for contemporary business leaders. The program aims to:

- Provide current and aspiring leaders with the knowledge, skills and competencies that are critical for performing their leadership role effectively in today's competitive and rapidly changing environment.
- Develop current and aspiring leaders' ethical sensitivity by increasing their awareness of ethical issues and moral principles.
- Provide current and aspiring leaders with opportunities to critically reflect on their leadership competence and develop 'real-life' leadership competencies and skills.

Reflecting the latest developments in the Leadership field, the program focuses not merely on providing theoretical knowledge, but also on developing leadership competences through "learning by doing", which will enhance the participants' self-reliance, self-esteem and will help them develop real competences through "unique challenges". Furthermore, experiential learning is emphasized in the program through a variety of teaching approaches including, simulations and business games, invited speakers, seminars and workshops, individual/group action research projects, personal coaching and mentoring, self awareness and personal re-engineering.

Objectives

The program aims to:

- Provide outstanding graduate education in leadership that is scientific in origin, international in perspective and professional in orientation.

- Equip current and aspiring leaders with the knowledge, skills and competencies that are critical for performing their leadership role effectively in today's competitive and rapidly changing environment
- Develop current and aspiring leaders' ethical sensitivity by increasing their awareness of ethical issues and moral principles
- Provide current and aspiring leaders with opportunities to critically reflect on their leadership competence and develop "real-life" leadership competencies and skills

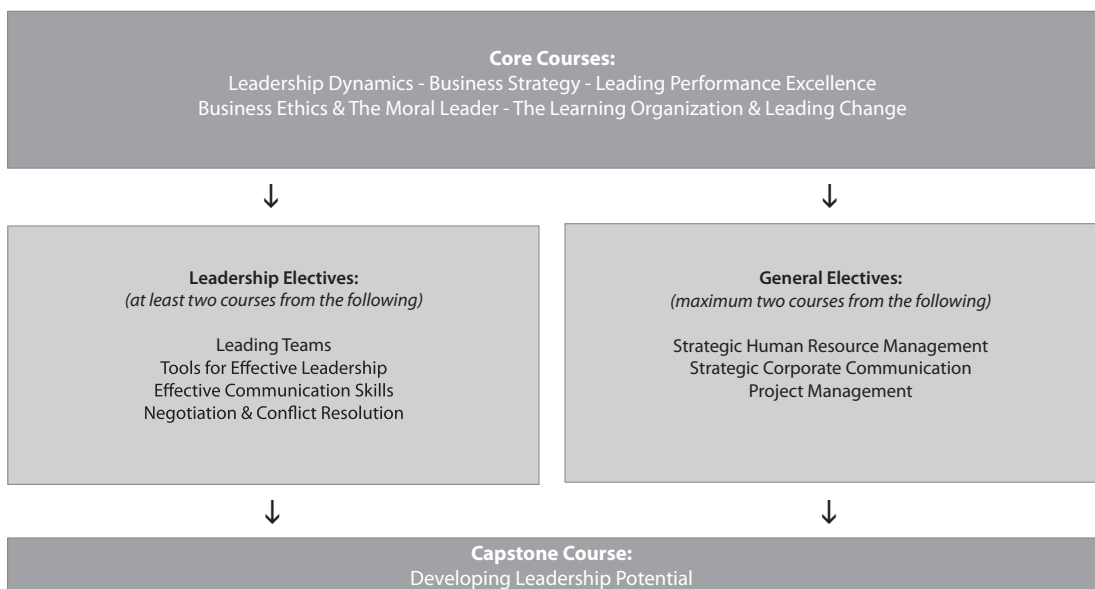
Curriculum

To be awarded the MS in Leadership, students must complete 10 courses (30 credits) including:

- Five required Core Courses (15 credits)
- One required Capstone Course (3 credits)
- Four Elective Courses (12 credits)

Each course is scheduled for a minimum of 36 hours of direct classroom teaching and 3 hours of final assessment. All classes are held weekday evenings from 18:00-21:00 to permit students to advance their education, while continuing to work.

Students can take up to 4 courses per semester, 2 courses in the Winter session and 1 course in each of the Summer and September sessions.



LIST OF COURSES

Core Courses:5 courses required:

- LD 6000 Leadership Dynamics
- LD 6001 The Learning Organization & Leading Change
- LD 6002 Leading Performance Excellence
- LD 6003 Business Ethics & The Moral Leader
- MG 6013 Business Strategy

Capstone Course:1 course required:

- LD 6204 Developing Leadership Potential

Elective Courses:4 courses required:

Leadership & Communication Skills (select at least two):

- LD 6060 Leading Teams
- LD 6061 Tools for Effective Leadership
- CN 6020 Effective Communication Skills
- CN 6005 Negotiation and Conflict Resolution

General (select a maximum of two courses):

- HR 6061 Strategic Human Resource Management
- MG 6054 Project Management
- CN 6007 Strategic Corporate Communication

THE
MA IN COMMUNICATION
PROGRAM

THE MA IN COMMUNICATION PROGRAM

Mission

The MA in Communication offered by DERE- The American College of Greece is a professional degree program designed to prepare both aspiring and practicing communication specialists to plan, implement, and assess communication strategies in private, public, and non-profit settings.

The aim of this program is to create a new generation of competent communication professionals by integrating theory and practice, and thus meet local and global demands for communication knowledge.

Objectives

Designed to provide a broad academic qualification and combining a theoretical framework with a practical orientation, the program:

- Offers coursework as part of a core curriculum and special areas, preparing students for a variety of positions in media, public relations, and other communication-related professions.
- Trains students in writing, presentation skills, and media techniques and enhances personal strengths in strategic and critical thinking. Enables students to develop effective communication skills for target audiences and conduct research and interpret research findings relevant to their field of study.
- Aids students in developing research techniques and complete communication projects for a specific industry or organization, which provides them hands-on experience and allows them to build a portfolio that will help them secure future employment or promotion.
- Fosters critical awareness of communication choices and technologies, and emphasizes ethical and creative perspectives in both teaching and research.

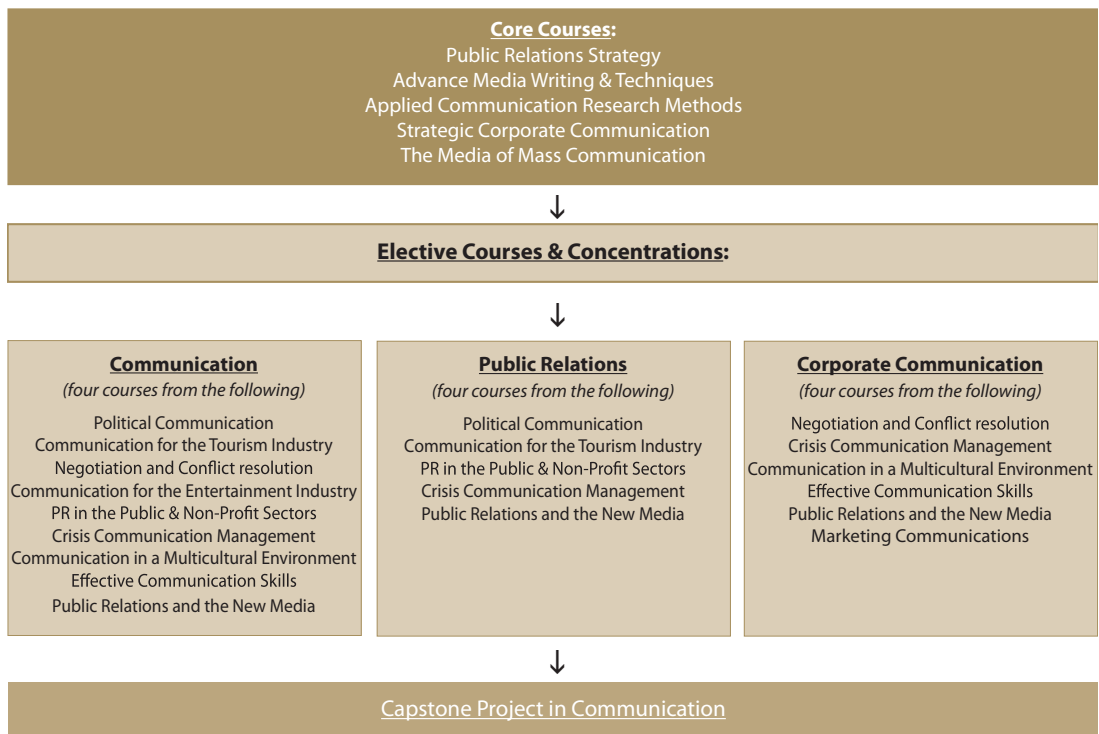
Curriculum

To be awarded the MA in Communication, students must complete 10 courses (30 credits), including:

- Five required Core Courses (15 credits)
- Four Elective Courses in Communication (12 credits)
- A Capstone Project in Communication (3 credits)

Each course is scheduled for a minimum of 36 hours of direct classroom teaching and 3 hours of final assessment. All classes are held weekday evenings from 18:00-21:00 to permit students to advance their education, while continuing to work.

Students can take up to 4 courses per semester, 2 courses in the Winter session and 1 course in each of the Summer and September sessions.



LIST OF COURSES

Core Courses:5 courses required:

- CN 6001 Public Relations Strategy
- CN 6002 Advanced Media Writing and Techniques
- CN 6006 Applied Communication Research Methods
- CN 6007 Strategic Corporate Communication
- CN 6010 The Media of Mass Communication

Capstone Course:1 course required:

- CN 6012 Capstone Project

Elective Courses:4 courses required:

1. General Communication

4 electives from the following list:

- CN 6003 Political Communication
- CN 6004 Communication for the Tourism Industry
- CN 6005 Negotiation and Conflict Resolution
- CN 6008 Communication for the Entertainment Industry
- CN 6009 PR in the Public and Non-Profit Sectors
- CN 6011 Crisis Communication Management
- CN 6015 Communication in a Multicultural Environment
- CN 6020 Effective Communication Skills
- CN 6017 PR and the New Media

2. Concentration: Public Relations

4 electives from the following list:

- CN 6003 Political Communication
- CN 6004 Communication for the Tourism Industry
- CN 6009 PR in the Public and Non-Profit Sectors
- CN 6011 Crisis Communication Management
- CN 6017 PR and the New Media

3. Concentration: Corporate Communication

4 electives from the following list:

- CN 6005 Negotiation and Conflict Resolution
- CN 6011 Crisis Communication Management
- CN 6020 Effective Communication Skills
- CN 6015 Communication in a Multicultural Environment
- MK 6065 Marketing Communications

THE
MS IN APPLIED PSYCHOLOGY
PROGRAM

THE MS IN APPLIED PSYCHOLOGY

Mission

The mission of the MS in Applied Psychology program is to prepare students to become academically knowledgeable, competent, and ethically responsible mental health professionals. The program aims to cultivate students' capacity for critical thinking and their ability to work with a diverse clientele in a variety of applied settings related to their specialization. Toward this end, the program:

- Provides coursework as part of a common core curriculum, and specialization areas essential to developing the required academic knowledge based on the theory and applications of psychological principles appropriate to each specialization area
- Trains students in conducting research and interpreting research findings appropriate to their field of study, providing them with supervision by qualified scholarly professionals
- Fosters the development of appropriate skills for implementing assessment and intervention techniques
- Emphasizes the importance of understanding, appreciating, and adhering to the ethical responsibilities of the profession. Students are expected to act according to the dictates of professional ethics, recognizing their professional limitations and making referrals in any areas that are considered outside the boundaries of their professional capabilities
- Cultivates, through the Practicum Seminars, and the practicum experience the student's ability to respond maturely in areas of interpersonal sensitivity, while giving them the opportunity to integrate theory and practice and apply knowledge gained during coursework.
- Emphasizes the importance of critical thinking skills needed in psychology professional self-reflection, and the need to remain abreast of developments, scientific knowledge and professional skills
- Requires students to demonstrate critical judgment skills in all areas of their thesis and its oral defense, where theoretical, empirical, social, ethical, cultural, diagnostic, and intervention issues are examined and integrated.

- Cultivates awareness, empathy, and respect for diversity among both professional and clients, and encourages students' reflective and appropriate use of assessment and intervention strategies, as well as other professional behaviors

Curriculum

Prerequisite Courses

All applicants, regardless of intended specialization, should have completed at least:

- Two Introductory Courses in Psychology
- One Course in Statistics
- One Course in Research Methods in Psychology
- One Course in Developmental Psychology
- One Course in Theories of Personality
- One Course in Psychopathology

Those wishing to follow the specialization in Applied Developmental Psychology should have also completed 1 additional course in:

- Developmental Psychology

Program Overview

The program is based on the scientist/practitioner model and the belief that a competent practitioner must have both a broad knowledge of the scientific and theoretical principles and the ability to apply that knowledge to specific situations with sensitivity to diversity issues.

Courses are designed so that they progress sequentially from knowledge base, to skill development, to application. Students are given the opportunity to explore the most current research in a chosen area of study, which provides excellent preparation for those wishing to continue their studies and pursue a doctoral degree. Additionally, the scientific emphasis of the program prepares students to critically examine the practice of psychology.

The curriculum is based on the standards for applied psychology master's programs as outlined by the Council of Applied Master's Programs in Psychology (CAMPP), and on the standards of the Council for Accreditation of Counseling and Related Educational Programs (CACREP).

The College expects that all students will be knowledgeable of, and adhere to, the APA Ethical Principles and Code of conduct as published by the American Psychological Association, the ACA Code of Ethics as published by the American Counseling Association, and the Code of Ethics as published by the Greek Psychologists' Association (ΣΕΨ).

Program Description

The MS program in Applied Psychology is a two-year program designed for students who wish to explore links and establish bridges among theory, research and practice related to counseling and developmental psychology applications.

The program emphasizes evidence-based practice (including the development of applied

THE MS IN APPLIED PSYCHOLOGY

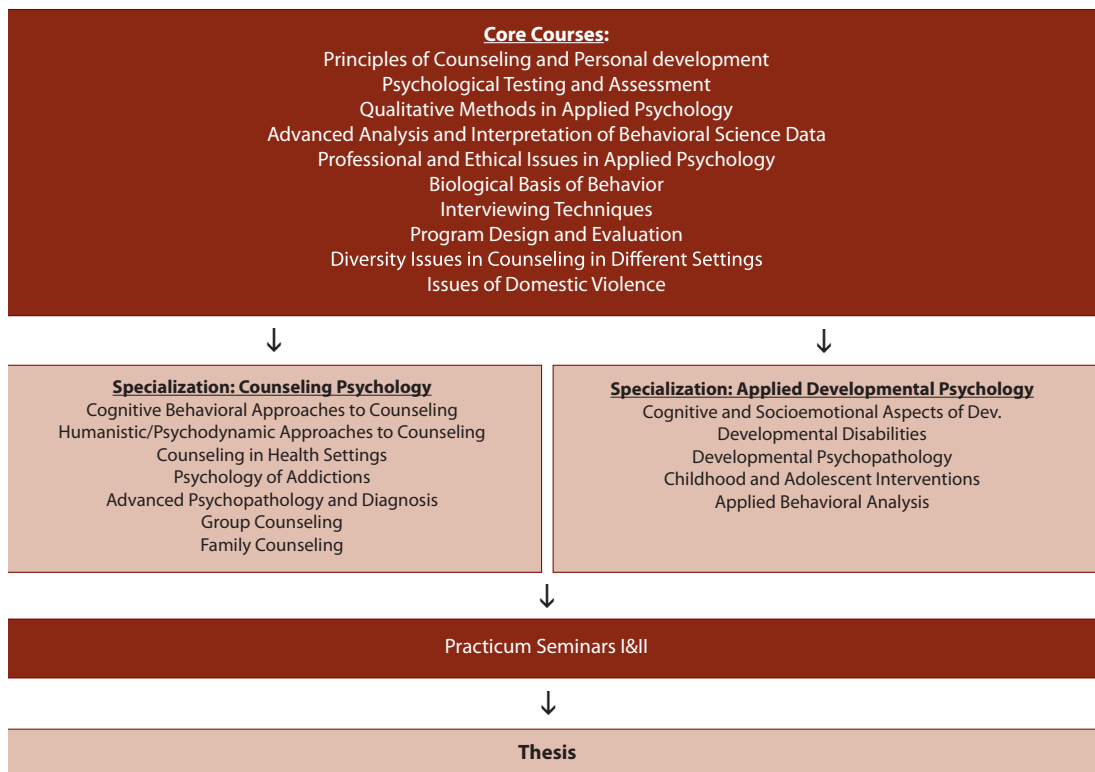
counseling skills and behavioral analytic techniques), the use of quantitative and qualitative methods and program evaluation. Students are trained to conduct assessment of clients and program needs, design and implement interventions that integrate therapeutic, preventive and developmental requirements.

It consists of a set of core courses and two specializations of Applied Psychology: Counseling Psychology and Applied Developmental Psychology. **Integrative in orientation**, the MS in Applied Psychology provides an introduction to major theoretical approaches to counseling and psychotherapy. The counseling and applied developmental tracks allow a specialization in adult and child/adolescent populations respectively. Students who wish so are allowed to follow or register for courses from both specializations, while the program offers a freedom of choice with respect to the experience students gain through the different practica placements.

It is a two-year program and students must complete successfully a minimum of 50 credits, which includes a research thesis and practicum experience.

Courses are offered in the afternoon hours and are supplemented by experiential workshops and a colloquia series.

All students are expected to complete 40 hours of personal therapy with a qualified professional, while enrolled in the MS in Applied Psychology program, regardless of previous personal therapy experience



LIST OF COURSES

Core Courses:10 courses required:

- AP 6010 Program Design and Evaluation (2 credits)
- AP 6020 Biological Basis of Behavior (2 credits)
- AP 6021 Professional and Ethical Issues in Applied Psychology (2 credits)
- AP 6022 Diversity Issues in Counseling in Different Settings (3-day workshop, 2 credits)
- AP 6023 Qualitative Methods in Applied Psychology (3 credits)
- AP 6024 Interviewing Techniques (2 credits)
- AP 6039 Principles of Counseling and Personal Development (4 credits)
- AP 6041 Issues of Domestic Violence (3-day workshop, 2 credits)
- AP 6043 Advanced Analysis and Interpretation of Behavioral Science Data (3 credits)
- AP 6053 Psychological Testing and Assessment (4 credits)

Practicum Seminars:2 courses required:

By successfully completing the Practicum (4 credits), students accumulate a total of at least 400 hours of supervised experience in training sites. Students are expected to devote at least 8 hours per week to fieldwork while enrolled in AP 6001 Practicum I, and at least 24 hours per week while enrolled in AP6002 Practicum II

Practicum training sites are assessed and evaluated carefully and on a regular basis, to ensure that they provide the appropriate and necessary conditions to meet the program's training goals. Grades (P/F) for the practica are based on the student's evaluation by the site supervisor, the student's performance in practica seminar courses, and the completion of the requisite practicum hours.

Transfer credit for the practicum seminar is not accepted and the practicum requirements cannot be waived.

- AP 6001 Practicum Seminar I (1 credit)
- AP 6002 Practicum Seminar II (3 credits)

Thesis:

Theses are undertaken by students working individually and in consultation with a selected instructor who acts as their thesis advisor. Students are expected to develop their ideas and design a study based on their appreciation of the relevant literature. Students are required to present a research thesis proposal protocol to a three-member thesis committee and gain approval before registering for AP6091 Thesis. Research protocols involving the participation of human subject are also submitted to the Human Research Ethics Committee for approval.

Students work closely with their thesis advisor on the completion of the thesis, which is evaluated by three additional readers. An oral defense of the thesis is scheduled after its submission.

The thesis should demonstrate in-depth knowledge of the topic, evidenced by a thorough literature review and display of critical thinking skills, and by the demonstration of basic competencies in research design, data analysis, and interpretation.

- AP 6091 Thesis (3 credits)

LIST OF COURSES

Areas of Specialization:

1. Counseling Psychology

Counseling psychology is a specialty focusing on the counseling process and its outcomes, prevention, personal and career development. It is oriented toward people experiencing and expressing a wide range of pathology and aims at helping them to alleviate distress and maladjustment, resolve crises, and increase their ability to function better in their lives. It encompasses all age groups, with sensitivity to cultural differences and an emphasis on the strengths and adaptive strategies of an individual across the life span.

An effective counselor must have a deep understanding of the theoretical and scientific bases of professional concepts and techniques. For this reason, the Counseling Psychology specialization integrates behavioral science theories with practitioner skills. Within this specialization, students explore counseling theories, counseling skills, methods of assessment, family dynamics, community and crisis intervention, and advanced quantitative and qualitative research methods.

Students receive training to assume professional responsibilities and provide counseling services in various settings.

Required courses:

In addition to common core courses:

- AP 6025 Advanced Psychopathology and Diagnosis (3 credits)
- AP 6031 Family Counseling (2 credits)
- AP 6034 Group Counseling (3 credits)
- AP 6042 Humanistic/Psychodynamic Approaches to Counseling (2 credits)
- AP 6044 Counseling in Health Settings (2 credits)
- AP 6046 The Psychology of Addiction (3 credits)
- AP 6049 Cognitive – Behavioral Approaches to Counseling (2 credits)

2. Applied Developmental Psychology

Applied Developmental Psychology reflects the trend in psychology, which increasingly recognizes the importance of a developmental approach to understanding both normal and a typical human behavior. The program focuses on applications of knowledge and research regarding human development. Developmental theory and research are used to generate interventions that can enhance the functioning of, and promote positive developmental outcomes in, children, adolescents, families, and communities. The program cultivates the development of skills necessary for implementing and evaluating effective intervention programs for children, youth, and families. Emphasis is also placed on the importance of preventive intervention early in the developmental trajectory.

Course work includes the study of professional issues; approaches to assessment; psychodiagnosis and intervention; risk and protective factors that influence the progression of atypical development and response to treatment; counseling skills; and advanced quantitative and qualitative research methods. Students are trained to assume professional responsibilities and provide services in various educational and therapeutic settings, including, but not limited to, early childcare and education, early intervention, school settings and parenting groups.

LIST OF COURSES

Required courses:

In addition to common core courses:

- AP 6026 Cognitive and Socioemotional Aspects of Development (4 credits)
- AP 6035 Applied Behavioral Analysis (3credits)
- AP 6040 Childhood and Adolescent Interventions (4 credits)
- AP 6047 Developmental Disabilities (3credits)
- AP 6052 Developmental Psychopathology (3 credits)

Those students wishing to pursue both specializations may be exempted from the following courses:

- AP 6046 The Psychology of Addiction and
- AP 6035 Applied Behavioral Analysis

Those students will graduate with a (minimum) total of 61 credits (33 credits from common core courses and 14 credits from each specialization).

Graduate Diplomas and Certificate Programs

Graduate Diploma in Marketing

Graduate Diploma in Brand Management

Graduate Diploma in Marketing Analytics

Graduate Diploma in Marketing Communications

Graduate Diploma in Sales & Customer Management

Graduate Diploma in Public Relations

Graduate Diploma in Corporate Communication

Graduate Certificate in Applied Behavioral Analysis

GRADUATE DIPLOMA IN MARKETING

1. PROGRAM OVERVIEW

The Graduate Diploma (GD) in Marketing aims to help develop contemporary marketing skills, stay in touch with the latest theories and techniques in marketing management, while providing a forum to learn and network with marketing academics and other professionals. It is designed for business professionals interested in changing careers, upgrading their knowledge levels and skills and remaining marketable in a dynamic business environment.

2. ADMISSION

It is not necessary to be admitted to the MS in Marketing program in order to complete the GD in Marketing. Since, however, the diploma carries full academic credit and the non-degree students may later use these courses towards the completion of the MS in Marketing, the admission standards for the diploma will be the same with the graduate program, with the exception of the reference letters.

3. ARTICULATION AND CREDIT

For those students who decide to complete the requirements for an MS in Marketing after the completion of the GD, the diploma fully articulates with the MS in Marketing degree and credit is given for the five courses successfully completed in the GD.

4. PROGRAM STRUCTURE

Successful applicants for the GD in Marketing must complete three core courses and two elective courses selected from the following list:

Core Courses:

- MK 6011 Marketing Management
- MK 6030 Marketing Strategy
- MK 6031 Marketing Research

Two elective courses selected from the following:

- MK 6040 Brand Management
- MK 6112 Creating Customer Value (CRM)
- MK 6060 Sales & Customer Management
- MK 6065 Marketing Communications

GRADUATE DIPLOMA IN BRAND MANAGEMENT

1. PROGRAM OVERVIEW

The Graduate Diploma (GD) in Brand Management aims to help develop contemporary branding skills, stay in touch with the latest theories and techniques in branding, while providing a forum to learn and network with marketing academics and other professionals. It is designed for business professionals interested in changing careers, upgrading their knowledge levels and skills and remaining marketable in a dynamic business environment.

2. ADMISSION

It is not necessary to be admitted to the MS in Brand Management program in order to complete the GD in Marketing. Since, however, the diploma carries full academic credit and the non-degree students may later use these courses towards the completion of the MS in Marketing, the admission standards for the diploma will be the same with the graduate program, with the exception of the reference letters.

3. ARTICULATION AND CREDIT

For those students who decide to complete the requirements for an MS in Marketing after the completion of the GD, the diploma fully articulates with the MS in Marketing degree and credit is given for the five courses successfully completed in the GD.

4. PROGRAM STRUCTURE

Successful applicants for the GD in Brand Management must complete three core courses and two elective courses selected from the following list:

Core Courses:

- MK 6011 Marketing Management
- MK 6040 Brand Management
- MK 6014 Consumer and Buyer Behavior

Two elective courses selected from the following:

- MK 6031 Marketing Research
- MK 6065 Marketing Communications
- MK 6017 Corporate Social Responsibility
- MK 6118 Developing New Brands (prerequisite: MK6011)

GRADUATE DIPLOMA IN MARKETING ANALYTICS

1. PROGRAM OVERVIEW

The Graduate Diploma (GD) in Marketing Analytics aims to help develop contemporary marketing research skills, stay in touch with the latest trends and techniques in market analysis, while providing a forum to learn and network with marketing academics and other professionals. It is designed for business professionals interested in changing careers, upgrading their knowledge levels and skills and remaining marketable in a dynamic business environment.

2. ADMISSION

It is not necessary to be admitted to the MS in Marketing program in order to complete the GD in Marketing Analytics. Since, however, the diploma carries full academic credit and the non-degree students may later use these courses towards the completion of the MS in Marketing, the admission standards for the diploma will be the same with the graduate program, with the exception of the reference letters.

3. ARTICULATION AND CREDIT

For those students who decide to complete the requirements for an MS in Marketing after the completion of the GD, the diploma fully articulates with the MS in Marketing degree and credit is given for the five courses successfully completed in the GD.

4. PROGRAM STRUCTURE

Successful applicants for the GD in Marketing Analytics must complete three core courses and two elective courses selected from the following list:

Core Courses:

- MK 6011 Marketing Management
- MK 6031 Marketing Research
- MK 6014 Consumer and Buyer Behavior

Two elective courses selected from the following:

- MK 6112 Creating Customer Value (CRM) (prerequisite: MK6011)
- MG 6060 Knowledge Management
- AP 6023 Qualitative Methods in Applied Psychology
- AP 6043 Advanced Analysis and Interpretation of Behavioral Science Data

GRADUATE DIPLOMA IN MARKETING COMMUNICATIONS

1. PROGRAM OVERVIEW

The Graduate Diploma (GD) in Marketing Communications aims to help develop contemporary marketing promotions skills, stay in touch with the latest trends and techniques in marketing communications, while providing a forum to learn and network with marketing academics and other professionals. It is designed for business professionals interested in changing careers, upgrading their knowledge levels and skills and remaining marketable in a dynamic business environment.

2. ADMISSION

It is not necessary to be admitted to the MS in Marketing program in order to complete the GD in Marketing Communications. Since, however, the diploma carries full academic credit and the non-degree students may later use these courses towards the completion of the MS in Marketing, the admission standards for the diploma will be the same with the graduate program, with the exception of the reference letters.

3. ARTICULATION AND CREDIT

For those students who decide to complete the requirements for an MS in Marketing after the completion of the GD, the diploma fully articulates with the MS in Marketing degree and credit is given for the five courses successfully completed in the GD.

4. PROGRAM STRUCTURE

Successful applicants for the GD in Marketing Communications must complete three core courses and two elective courses selected from the following list:

Core Courses:

- MK 6011 Marketing Management
- MK 6065 Marketing Communications
- MK 6014 Consumer and Buyer Behavior

Two elective courses selected from the following:

- MK 6040 Brand Management
- MK 6017 Corporate Social Responsibility
- CN 6010 Public Relations Strategy
- CN 6011 Crisis Communication Management

GRADUATE DIPLOMA IN SALES & CUSTOMER MANAGEMENT

1. PROGRAM OVERVIEW

The Graduate Diploma (GD) in Sales & Customer Management aims to help develop contemporary sales and customer management skills, stay in touch with the latest trends and techniques in sales, while providing a forum to learn and network with marketing academics and other professionals. It is designed for business professionals interested in changing careers, upgrading their knowledge levels and skills and remaining marketable in a dynamic business environment.

2. ADMISSION

It is not necessary to be admitted to the MS in Marketing program in order to complete the GD in Sales & Customer Management. Since, however, the diploma carries full academic credit and the non-degree students may later use these courses towards the completion of the MS in Marketing, the admission standards for the diploma will be the same with the graduate program, with the exception of the reference letters.

3. ARTICULATION AND CREDIT

For those students who decide to complete the requirements for an MS in Marketing after the completion of the GD, the diploma fully articulates with the MS in Marketing degree and credit is given for the five courses successfully completed in the GD.

4. PROGRAM STRUCTURE

Successful applicants for the GD in Sales & Customer Management must complete three core courses and two elective courses selected from the following list:

Core Courses:

- MK 6011 Marketing Management
- MK 6060 Sales & Customer Management
- MK 6119 Business-to-Business Marketing (prerequisite: MK6011)

Two elective courses selected from the following:

- MK 6112 Creating Customer Value (CRM) (prerequisite: MK6011)
- MK 6014 Consumer and Buyer Behavior
- MK 6121 Marketing of Services (prerequisite: MK6011)
- CN 6005 Negotiations & Conflict Resolution

GRADUATE DIPLOMA IN PUBLIC RELATIONS

1. PROGRAM OVERVIEW

The Graduate Diploma (GD) in Public Relations offers working professionals an opportunity to gain knowledge in fundamental and special areas of public relations to enhance their communication skills, compliment their work experience or advance their career. It is also designed to equip graduates of disciplines other than public relations with the skills necessary for career opportunities in this expanding and exciting field.

2. ADMISSION

It is not necessary to be admitted to the MA in Communication program in order to complete the GD in Public Relations. Since, however, the certificate carries full academic credit and the non-degree students may later use these courses towards the completion of an MA in Communication degree requirements, the admission standards for the certificate will be the same with the graduate program, with the exception of the reference letters.

3. ARTICULATION AND CREDIT

For those students who decide to complete the requirements for an MA in Communication after the completion of the GD, the certificate fully articulates with the MA in Communication degree and credit is given for the five courses successfully completed in the GD.

4. PROGRAM STRUCTURE

Successful applicants for the GD in Public Relations must complete three core courses and two elective courses selected from the following list:

Core Courses:

- CN 6001 Public Relations Strategy
- CN 6002 Advanced Media Writing and Techniques
- CN 6010 The Media of Mass Communication

Two elective courses selected from the following:

- CN 6003 Political Communication
- CN 6004 Communication for the Tourism Industry
- CN 6008 Communication for the Entertainment Industry
- CN 6009 PR in the Public and Non Profit Sectors

GRADUATE DIPLOMA IN CORPORATE COMMUNICATION

1. PROGRAM OVERVIEW

The Graduate Diploma (GD) in Corporate Communication is designed for graduates of any discipline and working professionals who wish to enhance their career prospects by gaining an advanced qualification in the field of corporate communication. This program will equip students with the knowledge and practical skills needed to communicate effectively and compete successfully in a rapidly changing business environment.

2. ADMISSION

It is not necessary to be admitted to the MA in Communication program in order to complete the GD in Corporate Communication. Since, however, the certificate carries full academic credit and the non-degree students may later use these courses towards the completion of an MA in Communication degree requirements, the admission standards for the certificate will be the same with the graduate program, with the exception of the reference letters.

3. ARTICULATION AND CREDIT

For those students who decide to complete the requirements for an MA in Communication after the completion of the GD, the certificate fully articulates with the MA in Communication degree and credit is given for the five courses successfully completed in the GD.

4. PROGRAM STRUCTURE

Successful applicants for the GD in Corporate Communication must complete three core courses and two elective courses selected from the following list:

Core Courses:

- CN 6001 Public Relations Strategy
- CN 6007 Strategic Corporate Communication
- CN 6010 The Media of Mass Communication

Two elective courses selected from the following:

- CN 6005 Negotiation and Conflict Resolution
- CN 6011 Crisis Communication Management
- CN 6015 Communication in a Multicultural Environment
- MK 6017 Marketing Communications

GRADUATE CERTIFICATE IN APPLIED BEHAVIOR ANALYSIS (ABA)

1. PROGRAM OVERVIEW

The Graduate Certificate (GC) in ABA is designed for psychology graduates mental health, education, special education, early intervention, speech and language, and occupational therapy professionals who are at various stages in their professional development.

The GC is designed so that it meets approval from the Behavior Analyst Certification Board (BACB). This permits those who complete the sequence to sit for the international examinations, which will award them a certification to practice as behavior analysts.

Person's with an undergraduate degree, who complete the GC will be eligible to sit for certification as Board Certified Associate Behavior Analysts (BCaBA), while persons with a graduate degree will be eligible to sit for certification as Board Certified Behavior Analysts (BCBA).

2. ADMISSION

The Graduate Certificate (GC) in ABA is designed for psychology graduates mental health, education, special education, early intervention, speech and language, and occupational therapy professionals who are at various stages in their professional development.

The GC is designed so that it meets approval from the Behavior Analyst Certification Board (BACB). This permits those who complete the sequence to sit for the international examinations, which will award them a certification to practice as behavior analysts.

Person's with an undergraduate degree, who complete the GC will be eligible to sit for certification as Board Certified Associate Behavior Analysts (BCaBA), while persons with a graduate degree will be eligible to sit for certification as Board Certified Behavior Analysts (BCBA).

3. ARTICULATION AND CREDIT

The GC in ABA fully articulates with the MS in Applied Psychology, Applied Developmental specialty, and credit will be given for the entire course sequence. Thus, those students who decide to enroll in the master's program in Applied Psychology after completion of the GC will experience neither credit loss nor loss of time.

4. PROGRAM STRUCTURE

Approved applicants for the GC in ABA must complete a total of 17 credit hours (14 credits of course work hours and 3 credits in practicum experience). The GC is designed so that it can be completed within an academic year.

GRADUATE CERTIFICATE IN APPLIED BEHAVIOR ANALYSIS (ABA)

Course Sequence:

Fall:

- AP 6021 Ethics (2 credits)
- AP 6047 Developmental Disabilities (3 credits)
- AP 6035 ABA (3 credits)

Spring:

- AP 6010 Program Design and Evaluation (3 credit)
- AP 6043 Advanced ABA (3 credits)
- Practicum (3 credits)

Course Descriptions

COURSE DESCRIPTIONS

AP 6001 PRACTICUM SEMINAR I 1 CREDIT

AP 6002 PRACTICUM SEMINAR II 3 CREDITS

Prerequisites: AP 6001 Successful completion of core courses. Approval of practicum site by program coordinator.
AP 6002 Successful completion of specialty courses. Successful completion of AP 6001. Permission of practicum placement by program coordinator.

The practicum seminars are designed to provide supervision and consultation for the practicum experience along with discussion of professional development issues and responsibilities as a counseling psychologist. Topics examined through the consultation process include: case conceptualization, professional development, peer supervision, quality assurance, legal and ethical considerations, institutional dynamics.

AP 6010 PROGRAM DESIGN AND EVALUATION 3 CREDITS

Prerequisites: AP 6035 Applied Behavioral Analysis

This course covers briefly research based program design and proposal writing and provides an overview of the basic theoretical concepts and applied behavioral procedures used in the systematic determination of merit, worth, or significance of a particular therapeutic, educational, or other program, project or organization.

AP 6020 BIOLOGICAL BASIS OF BEHAVIOR 2 CREDITS

This course provides an advanced level, review of the relationship of human physiology to behavior. The course begins with establishing an understanding of the micro & macro structure and functions of the central nervous system and their relationship to psychopharmacology, and then uses this foundation to explore specific topics, including emotion, anxiety, and related disorders, memory, learning, impulsivity, violence, and substance abuse.

**AP 6021 PROFESSIONAL AND ETHICAL ISSUES
IN APPLIED PSYCHOLOGY 2 CREDITS**

The course cultivates professional awareness and introduces issues related to reflective practice. It covers such areas as professionalism, legal issues, statutes, administrative rules, and standards for practitioners in counseling and applied developmental psychology. It stresses the importance of recognizing one's professional limitations, making referrals in any area(s) considered outside the boundaries of one's professional capabilities.

COURSE DESCRIPTIONS

**AP 6022 DIVERSITY ISSUES IN COUNSELING
IN DIFFERENT SETTINGS 2 CREDITS**

This workshop aims at increasing self-awareness regarding diversity issues while preparing students to work competently with various groups representing diversity with respect to ethnicity, gender, socioeconomic status, disability, and sexual orientation in both therapeutic and preventive contexts.

**AP 6023 QUALITATIVE METHODS
IN APPLIED PSYCHOLOGY 3 CREDITS**

A critical presentation of theory, method, and practice of qualitative research with an emphasis on its naturalistic and interpretive approach to the social world and human experience. A variety of research methods for data collection (case studies, interview, participant observation, life story) and analysis (phenomenological method, discourse analysis, grounded theory) are covered and linked to major theoretical paradigms ([post]positivism, hermeneutics, [post]constructivism, critical theory, and cultural studies methods).

AP 6024 INTERVIEWING TECHNIQUES 2 CREDITS

This course exposes the students to several interviewing techniques in the field of counseling and applied psychology and aims at developing students' attending and listening skills, and the ability to respond therapeutically in a decision-making framework.

**AP 6026 COGNITIVE AND SOCIO EMOTIONAL ASPECTS
OF DEVELOPMENT 4 CREDITS**

A critical presentation of stages, processes and milestones of normal cognitive, emotional and social development of children, with particular attention to the dynamic interplay between biological, psychological, and socio-cultural forces. Special emphasis is placed on the interdependence of developmental changes in the cognitive, emotional and social domains and on empirical research to integrate theoretical and applied perspectives.

AP 6025 ADVANCED PSYCHOPATHOLOGY 3 CREDITS

The purpose of this course is to review and comprehensively examine the scientific evidence related to issues of description, classification and academic study of human mental distress. The course explores various theoretical approaches and evidence-based information about the cause and course of the various disorders.

AP 6040 CHILD AND ADOLESCENT INTERVENTIONS 3 CREDITS

The purpose of the course is to provide a conceptual framework for interventions with children, adolescents and their families. The course reviews research and intervention skills/techniques stemming from the major theoretical approaches to child and adolescent counseling and psychotherapy.

AP 6041 WORKSHOP ON ISSUES OF DOMESTIC VIOLENCE 2 CREDITS

The workshop aims at increasing awareness of issues of domestic violence while preparing students to work competently with various groups representing domestic violence victims and offenders in both therapeutic and preventive contexts. Topics covered include but, are not limited to, child sexual, physical, and emotional abuse, child neglect, child witness of marital violence, marital/couples violence. The workshop will also touches on issues of assessment, prevention and treatment of victims and perpetrators of domestic violence and familiarizes with the available service providers and legal agencies dealing with domestic violence.

AP 6042 HUMANISTIC PSYCHODYNAMIC APPROACHES TO COUNSELING 2 CREDITS

The focus of this course is on introducing students to the principles, theory, and practice of humanistic and psychodynamic approaches to counseling individuals. It reviews the basic concepts and techniques related to these approaches and aims at helping students develop a good theoretical understanding of these two major schools of thought in psychotherapy.

AP 6043 ADVANCED ANALYSIS AND INTERPRETATION OF BEHAVIORAL SCIENCE DATA 3 CREDITS

An extension of basic concepts in statistics, this course is organized around advanced statistical topics such as analysis of variance (ANOVA), including single-factor independent measures and repeated measures designs, factorial ANOVA, multiple comparison procedures, the general linear model, linear and multiple regression, and some non-parametric tests. Emphasis is on the process of selecting an appropriate analysis for research data, performing it using statistical analysis software, interpreting output, and using APA style to write conclusions. Computer-based analysis is implemented using the Windows version of the Statistical Package for the Social Sciences (SPSS).

COURSE DESCRIPTIONS

AP 6044 COUNSELING IN HEALTH SETTINGS 3 CREDITS

This course is an introduction to the study of psychological factors in health and illness, and the role of the counselor in health settings. It examines the major models, research methods, interventions, and issues in health psychology and behavioral medicine. Topics include stress-illness, compliance, psychoimmunology, bereavement counseling, social support, and coping with disorders such as cardiovascular disease, pain, cancer, gastrointestinal disorders, diabetes, and obesity.

AP 6046 THE PSYCHOLOGY OF ADDICTION 3 CREDITS

This course introduces students to theories, techniques, and relevant research associated with the Psychology of Addiction. It surveys various aspects of addiction, namely substance abuse, eating disorders, gambling, self-injury, "love" addictions, and the Internet addiction encompassing both didactic and experiential approaches to addiction. It reviews DSM-IV diagnosis, assessment measures, treatment planning, and the application of empirically validated techniques to clinical situations focusing on addiction.

AP 6047 DEVELOPMENTAL DISABILITIES 3 CREDITS

The course examines the nature of developmental disabilities (DDs), mental retardation, autism, learning disabilities, and related conditions from a biopsychosocial perspective. It explores the nature of the DDs service system and common issues in families of persons with DDs. Students explore specific processes necessary for effective work with persons with DDs and specific issues that need to be addressed in such counselling relationships.

AP 6049 COGNITIVE BEHAVIORAL APPROACHES TO COUNSELING 2 CREDITS

The focus of this course is to introduce students to the principles, theory and practice of Cognitive Behavior Therapy (CBT) to counseling individuals. It reviews the basic concepts, principles, techniques and new developments related to CBT. The course aims at helping the students develop a good theoretical understanding of this major school of thought in psychotherapy. It covers such areas as: Development and principles of CBT, CBT for Depression, CBT for Anxiety Disorders (in particular Panic Disorder), the role of therapeutic relationship in CBT, and schema-focused therapy.

AP 6052 DEVELOPMENTAL PSYCHOPATHOLOGY 3 CREDITS

The course reviews major clinical syndromes of childhood and adolescence viewed within the context of normal development and explores current theoretical, diagnostic, etiological, and therapeutic viewpoints. The ideas of disability, pathology, and dysfunction and the contrasting ideas of ability, health, and functionality are considered in relation to each other.

AP 6053 PSYCHOLOGICAL TESTING AND ASSESSMENT 4 CREDITS

This course has two parts: Part A provides students with the theoretical and practical basis for choosing and using the wide range of test and measurement data available to applied researchers. Particular emphasis is placed upon the criteria used to evaluate the adequacy of tests and assessments. Topics include reliability, validity, test construction and test adaptation for cross-cultural assessment. Part B is designed to cover the theory and practice of intellectual and personality assessment with an emphasis on the Wechsler scales, and the MMPI. Students administer, score, and interpret tests under supervision and are trained to write reports.

CN 6001 PUBLIC RELATIONS STRATEGY 3 CREDITS

Effective and creative planning is at the heart of all public relations and communication activity. This course promotes understanding of the practice of public relations from both theoretical and practical perspectives, discussing key concepts of public relations as a communication management function. Topics explored include social and organizational contexts of public relations management and strategies for planning, implementing, and evaluating public relations campaigns.

CN 6002 ADVANCED MEDIA WRITING AND TECHNIQUES 3 CREDITS

This course guides students from the research, planning, and design stages of public relations public relations writing, to the production of effective public relations materials. It explores the methods involved in selecting media and evaluating the success of communication campaigns. It emphasizes the importance of tailoring messages to specific audience needs and of behaving ethically towards publics.

CN 6003 POLITICAL COMMUNICATION 3 CREDITS

This course enables the student to assess the role and function of communication in the public sphere, providing a general overview of key theories and research in the field. The course adopts a cross-national perspective and focuses on exploring the relationship between political institutions and the media, and on the role of new media in politics, popular culture and the construction of public opinion. A special emphasis is given to the analysis of cases and examples from Greece.

COURSE DESCRIPTIONS

CN 6004 COMMUNICATION FOR THE TOURISM INDUSTRY 3 CREDITS

This course focuses on communication strategies and public relations tools for the travel and tourism industry. It examines communication practices and techniques that are of special importance to the industry's major sectors: hotels, restaurants, tourist attractions/destinations, and transportation services. Topics of discussion include the role of information technology in the hospitality industry, an analysis of destination branding and case studies drawn from recent practice in several countries.

CN 6005 NEGOTIATION AND CONFLICT RESOLUTION 3 CREDITS

This course provides the theoretical framework, the concepts and the tools that are critical to the establishment, development and implementation of effective conflict resolution and negotiation strategies and tactics, applying them to interpersonal, organizational, and intercultural contextual frameworks. Using role-play, students apply negotiation strategies to practical settings, including third-party conflict resolution and other conflict management efforts

CN 6006 APPLIED COMMUNICATION RESEARCH METHODS 3 CREDITS

This course enables students to develop the research skills that will allow them to complete successful research projects in their future careers. The theory and techniques of both quantitative and qualitative communication research methods are presented in this course. Using numerous examples of research in the field, the course demonstrates how communication studies are designed and applied to specific cases.

CN 6007 STRATEGIC CORPORATE COMMUNICATION 3 CREDITS

Corporate communication lies at the heart of effective strategic management. This course examines important corporate communication areas such as internal communication, advertising, public relations, integrated communications strategies, and new communication technologies and focuses on how these areas work together to achieve organizational objectives.

CN 6008 COMMUNICATION FOR THE ENTERTAINMENT INDUSTRY 3 CREDITS

The entertainment industry is one of the largest and fastest growing industries in the world. This course explores various sectors of the entertainment industry and their communication strategies. The discussion will include new media, gaming, theme entertainment, live performances, music, television, and film with a special focus on public relations for sport organizations. Topics examine the "celebrity industries" and the PR structures that manufacture celebrity, drawing examples from the full range of contemporary media.

CN 6009 PUBLIC RELATIONS IN THE PUBLIC AND NON-PROFIT SECTORS 3 CREDITS

This course is designed to provide a broad-based understanding of communication strategies and their applicability to public and non-profit organizations. It is intended to enable public and non-profit marketers and communication specialists to manage their communication and publicity efforts strategically. It develops a special knowledge of public communication campaigns that addresses a variety of social issues related to the environment, culture, education, public health, and many other social programs and services.

CN 6010 THE MEDIA OF MASS COMMUNICATION 3 CREDITS

This course explores the structure, function, and performance of the mass media and their dynamic relationship to society. It provides students with knowledge of the ways in which American, European, and Greek media organizations operate, focusing on media production, media content, media effects and audience analysis.

CN 6011 CRISIS COMMUNICATION MANAGEMENT 3 CREDITS

This course focuses on crisis communication practices in organizations of all types, with an emphasis on planning, emergency communication, image restoration, and organizational learning. Strategies discussed include pre-crisis planning, crisis response, and post-crisis recovery.

CN 6012 CAPSTONE PROJECT IN COMMUNICATION 3 CREDITS

Prerequisites: *5 Core Courses*
 CN 6001 PUBLIC RELATIONS STRATEGY
 CN 6002 ADVANCED MEDIA WRITING AND TECHNIQUES
 CN 6006 APPLIED COMMUNICATION RESEARCH METHODS
 CN 6007 STRATEGIC CORPORATE COMMUNICATION
 CN 6010 THE MEDIA OF MASS COMMUNICATION
 4 Elective courses

The Capstone project is the MA candidates' final academic project, and marks the culmination of their Master's degree program. The Capstone project requires students to integrate and apply the knowledge and skills acquired in their course work. Projects are selected by students with faculty approval and conducted under the guidance of a faculty member. Projects can focus on: designing a professional communication strategic plan to meet the objectives of an organization; devising a complete professional campaign to promote a company, product, service, or public figure; or researching a communication topic relevant to one of the special areas examined in the elective courses.

COURSE DESCRIPTIONS

CN 6020 EFFECTIVE COMMUNICATION SKILLS 3 CREDITS

This course offers an opportunity to learn and apply, in daily life, practical principles of effective communication. Emphasis is placed on psychological, social, cultural, and linguistic factors, which affect person-to-person interaction. This course is designed to help students improve their communication in both personal and professional contexts. Attention is given to human perceptions, interpersonal dynamics, patterns of inference, listening, and verbal and visual symbols.

LD 6000 LEADERSHIP DYNAMICS 3 CREDITS

The course provides a roadmap to achieving excellence in Leadership. It outlines the theoretical foundations of the concept of Leadership through a thorough review of leadership theories and provides students with the opportunity to understand what it takes to influence and empower others. The course takes students on a fascinating journey through history, business and science by studying great Leaders from all times and unveiling their secrets. The course presents behavioral models, tools and personality benchmarks that students may immediately implement into their own career path. The course requires personal intellectual curiosity and commitment, and, in addition to laying the theoretical foundations of leadership, will be experiential and practical in nature.

LD 6001 THE LEARNING ORGANIZATION & LEADING CHANGE 3 CREDITS

Long-term organizational survival and effectiveness relies on the organization's capacity to shape its own future. A Leader's mission is to thrive in developing and leading a learning organization, which is able to shape and adapt to its external environment. This course outlines the theoretical foundations of a Learning Organization and the dynamics of change and illustrates tools that can assist leaders in creating learning organizations and leading them to change. The course reviews core theories and models on individual learning, presents the theory of „systems thinking“, identifies the characteristics of a learning organization, illustrate the dynamics of change and change resistance as well as the systemic view of organizational change. The course is theoretical, yet it will also be experiential and practical in its nature.

LD 6002 LEADING PERFORMANCE EXCELLENCE 3 CREDITS

People are the most important single factor to competitive advantage. One of Leader's most important functions is to stimulate top performance from their people. This course presents the theories of motivation and performance management and provides students with the practical skills and tools in order to be effective in maximizing the potential of the human capital. The course offers a fine balance between key theoretical concepts and practical elements and will provide opportunities to develop real life Leadership Skills and Competences.

LD 6003 BUSINESS ETHICS & THE MORAL LEADER 3 CREDITS

Business executives, at all levels, are faced with a formidable number of issues ranging from routine decisions to first time encountered situations. The common ground for the majority of these decisions is ethics: executives are required to find the right balance between high business performance and ethically acceptable ways for accomplishing corporate goals. This course aims at presenting students with various mental tools and moral philosophies for framing and analyzing ethical issues within the realm of company/market activity. It presents the various ethical perspectives that will allow students to decide on what is ethical and what is not. Furthermore, it will provide students with tools for capturing the corporate values and norms and aligning them with their own personal values. Finally, it will pay special attention to the moral issues facing modern business, and the ways in which successful business leaders master ethical decision making.

LD 6060 LEADING TEAMS 3 CREDITS

As work is increasingly organized and carried out by teams, a key determinant of leadership effectiveness is the leader's capacity to form and lead effective teams. The course draws on a wide range of empirical research and reviews theories on team dynamics, including stages of team development, team design elements and team elements. It draws attention on constraints of team decision-making (e.g. groupthink) and identifies ways in which to remedy these constraints. The course reviews models of team effectiveness and students are equipped with practical tools and techniques to lead their teams to high performance. The course draws from the latest research evidence but also taps knowledge and know how from other fields of activity, especially sports, to develop practical skills about team work.

LD 6061 TOOLS FOR EFFECTIVE LEADERSHIP 3 CREDITS

The purpose of this course is to impart students with key competences, tools and techniques related to stress management, emotional intelligence, managing cultural diversity, and facilitating their own as well as others' creativity. The course offers a fine balance between key theoretical concepts and practical elements and provides opportunities to develop real life Leadership Skills and Competences. The latter will be attempted through workshops and other experiential learning exercises.

COURSE DESCRIPTIONS

LD 6204 CAPSTONE: DEVELOPING LEADERSHIP POTENTIAL 3 CREDITS

Prerequisites: LD 6000 Leadership Dynamics
 LD 6001 The Learning Organization and Leading Change

The Capstone Project, which will be completed in teams of 3-4 students each, requires students to apply the theoretical knowledge, methods, and skills gained from their coursework. The first part of the course will provide students with the conceptual framework, methodology, and tools and techniques necessary to “reengineer” and develop their inner-selves and become the kind of leaders others will want to follow. Building on the work from the first part each team-member will prepare their own personal development plan. This plan will describe in detail the pathway from the current situation, in terms of Leadership qualities, to the “ideal” (for the student) situation. This pathway will detail the personal competences and essence qualities that the student has to master in order to reach the state of the ideal type of Leader s/he aspires to be.

MK 6011 MARKETING MANAGEMENT 3 CREDITS

People often define marketing as advertising - a highly visible activity by which organizations try to “persuade” consumers to purchase their products and services. Marketing is more than simply advertising, it involves identifying customers needs and wants and satisfying these with the right product, at the right price, available through the right distribution channels and promoted in ways that motivate and maximize purchases. These decisions constitute the “marketing mix”. Together with an analysis of the external context, customers and competitors, these compose the main activities of marketing management and are the focus of this course.

MK 6014 CONSUMER AND BUYER BEHAVIOR 3 CREDITS

The effectiveness of marketing strategies and tactics is closely related to the full understanding of consumer behavior. Marketing managers need to examine and analyze why consumers behave as they do in the marketplace in order to develop, evaluate and implement appropriate marketing actions. This course is designed to introduce and familiarize students with the basic concepts and procedures for investigating consumers and industrial users buying habits, pre-purchase decision processes, and post-purchase evaluation processes.

MK 6017 CORPORATE SOCIAL RESPONSIBILITY 3 CREDITS

The effectiveness of contemporary organizations is not only evaluated on the basis of their ability to produce profits, but also in terms of their capacity to meet stakeholders’ expectations. This course provides the bulk of Corporate Social Responsibility theory and addresses key ethical issues affecting contemporary organizations.

MK 6030 MARKETING STRATEGY 3 CREDITS

Marketing Strategy concerns the development and application of value-enhancing marketing strategies, utilized and executed in dynamic competitive environments. The focal point of this course is strategic marketing analysis and marketing planning. Students will learn the components and construction of a strategic marketing plan, and they will gain considerable experience in the analysis of complex marketing decisions. In addition, students will be exposed to discussions on specific marketing problems, in a variety of situations involving both national and international contexts. Finally, students will compete in a computer-based marketing strategy simulation and submit an industry and a business-level marketing plan.

MK 6031 MARKETING RESEARCH 3 CREDITS

This course is designed to provide students with a fundamental understanding of the field of marketing research. Marketing research concerns the use of scientific methods to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve our understanding of marketing as a process. It concerns the collection and analysis of information in order to reduce uncertainty and provide insights into buying behavior, customer satisfaction, customer preferences, market segmentation, advertising evaluation, product testing, new product development etc. Students will study the central concepts of marketing research, as well as the tools and techniques used in this field to support good marketing decisions.

MK 6040 BRAND MANAGEMENT 3 CREDITS

Brand management concerns the process of planning and controlling the firm's brands and their meaning so that they are aligned with consumer needs and meet corporate goals. This course examines both paradigms in brand management: the classical marketing paradigm that emphasizes the importance of developing strategies that enhance brand equity and endure through time as well as the hit marketing paradigm that emphasizes a short-term perspective in managing brands.

MK 6060 SALES & CUSTOMER MANAGEMENT 3 CREDITS

This course is focused on sales management and professional, business-to-business (B2B) sales issues. The purpose is to examine the elements of an effective sales force as a key component of the organization's total marketing effort. The course will extend student's understanding of the sales process, the relationship between sales and marketing, sales force structure, sales strategy in different contexts and customer relationship management.

COURSE DESCRIPTIONS

MK 6065 MARKETING COMMUNICATIONS 3 CREDITS

Marketing communications is a dynamic area that relates to creativity, media, message creation and influencing consumer mindsets. Even the best products, priced well and distributed superbly, need to be promoted. The development of a marketing communications program requires an understanding of how companies plan, organize, control and evaluate the communication platforms available to them. The emphasis of this course is on the role of the main communication vehicles within the integrated marketing communications program of an organization.

MK 6112 CREATING CUSTOMER VALUE (CRM) 3 CREDITS

Prerequisites: MK 6011 Marketing Management

Relationship development is becoming the single most important strategic goal for organizations. This course is designed to provide students with an in-depth understanding of the importance of creating customer value and developing long-lasting customer relationships, and to provide them with the tools to would enable them to retain their customers and maximize customer value effectively. This course analyzes the ways through which organizations can achieve customer loyalty. The various concepts, theories, and processes pertaining to relationship development and management are approached from a theoretical, as well as a practical perspective utilizing appropriate software.

MK 6118 DEVELOPING NEW BRANDS 3 CREDITS

Prerequisites: MK 6011 Marketing Management

The development of new products and services is one of the most significant and risky activities within an organization. This course examines the strategies, processes and methods used by successful companies and the cutting-edge tools and techniques used for new-product development. The first part of the course focuses on the main strategic decisions involved in the development of products that vary in their degree of 'newness'. The second part considers techniques and processes for managing different stages of product development, from idea generation to market testing and launch.

MK 6119 BUSINESS-TO-BUSINESS MARKETING 3 CREDITS

Prerequisites: MK 6011 Marketing Management

Business-to-Business (B2B) Marketing encompasses those management activities that enable a supplier firm to understand, create, and deliver value to other businesses, governments, and/or institutional customers. This course provides a comprehensive study of the nature and scope of industrial or business-to-business markets: product management, pricing, promotion, and distribution.

MK 6121 MARKETING OF SERVICES 3 CREDITS

Prerequisites: MK 6011 Marketing Management

There is an increasing academic and industry interest in the service sector, where the manufacturing-based models of business and marketing practice are not always useful, relevant and appropriate. This course is designed to provide students with an in-depth understanding of service organizations and their different characteristics from manufacturing businesses. The course will explore a number of interesting challenges that managers face, arising from the nature of services, and the distinctive approaches they utilize in developing marketing strategies for service organizations.

MK 6232 MARKETING ENGINEERING 3 CREDITS

Prerequisites: MK 6011 Marketing Management
 MK 6031 Marketing Research

While many view traditional marketing as art and some view it as science, the new marketing increasingly looks like engineering i.e., a combination of art and science to solve problems. Marketing engineering is about putting together important marketing concepts, data, analyses, and spreadsheet decision models to learn about customers and competitors and to design effective marketing plans. The course is concerned with providing students with the necessary concepts and tools that can help them arrive at more effective marketing decisions.

MK 6333 MARKETING CONSULTANCY PROJECT 3 CREDITS

Prerequisites: MK 6011 Marketing Management
 MK 6030 Marketing Strategy
 MK 6031 Marketing Research

This is an applied course that gives students the opportunity to systematically explore marketing topics from the program in a real company setting. The course focuses on the development of practical managerial skills through: (1) in-class training and (2) the implementation of a group-based marketing consultancy project with an organization. The taught part of the course involves elaborating theory on: the nature of consulting, conducting research, project management, negotiating with clients, managing risk and managing client relationships. Concurrently, students are expected to work in groups on a consultancy project that will address specific marketing issues and problems that are of practical relevance to an individual company and explicitly elaborate on theoretical topics from the core courses (and electives).

Graduate Faculty

GRADUATE FACULTY

Applied Psychology

Dr. Fotini-Sonia Apergi

MS Applied Psychology and Certificate in Applied Behavioral Analysis Program Coordinator

Dr. Fotini-Sonia Apergi earned her Psy.D. in clinical psychology from Long Island University in New York, with a specialty in family violence and developmental disabilities. She also received an MS in applied psychology from the same university and an MA in general psychology from New York University. After working as a clinician in several U.S. mental health and school settings, Dr. Apergi returned to Greece and joined the undergraduate faculty in 2004 and the Graduate School in 2005. In addition to teaching courses in her specialty, she coordinates the practicum training and teaches the Practicum seminars. Dr. Apergi is also in private practice and contributes as a consultant in school settings. Her research interests lie in the area of domestic and relationship violence and child abuse.

Dr. Mari Janikian

Dr. Mari Janikian earned her Ph.D. in school and counseling psychology from Northeastern University in Boston, Massachusetts. Dr. Janikian completed a post-doctoral fellowship in clinical psychology at Harvard Medical School with a specialty in child and adolescent psychology. She has gained clinical experience at hospitals, mental health clinics and schools in Boston. She returned to Greece in September 2008 and joined the faculty at the Graduate School. Additionally, she collaborates with the Adolescent Health Unit at P. and A. Kyriakou- Children's Hospital. Current research interests include mental health issues of immigrant children as well as assessing the characteristics and predictors of excessive Internet use among Greek adolescents.

Dr. Chrysoula Karakitsou

Dr. Chrysoula Karakitsou received her Ph.D. in developmental psychology and her MSc in health psychology, both from Stirling University. She has been actively involved in teaching and research on socio-cognitive development in childhood, both in Scotland during her doctoral training and in Greece upon her return in 2000. Her research and academic interests are in the area of childhood development and education with emphasis on socio-emotional competencies and use of non-verbal and drawing instruments in the psycho-educational assessment of young children, and in evaluation research of special education programs aimed at inclusion and vocational rehabilitation. Currently, she teaches both undergraduate and graduate courses in areas of her speciality and works at a mental health setting, where she is involved in the assessment and psychosocial rehabilitation of children with developmental delays.

Dr. Lillian Pelios

Dr. Lillian Pelios received her MA in psychology from Queens College. She earned her Ph.D. at Temple University's College of Education Program of Psychological Studies in Special Education. She has several years of experience in teaching at the undergraduate and graduate levels, and in teaching professionals in preparation for certification examinations in the area of applied behavior analysis (ABA). She has taught courses in ABA; mainstreaming and inclusion; curriculum, instruction and technology; developmental disabilities; and adapting the teaching environment. Her research and professional interests address populations such as individuals with autism and developmental disabilities; they focus on issues such as self-monitoring and independence via use of picture activity schedules, reducing self-injurious and stereotypic behavior via functional analysis, teaching young children with autism language, communication and social skills, play and all skills necessary to achieve mainstreaming. Dr. Pelios is a member of the Association for

ABA in the U.S. and the Greek Association for Research in Behavior. She is currently also serving as the Clinical Director at Dynamai, an early intensive behavioral intervention program for children with autism, and the Executive Director of "Anoxi" a non-profit organization for intensive behavioral intervention for youth with autism.

Olympia Sklidi

Olympia Sklidi graduated from the University of Athens Law School while studying Sociology at DERE. Having worked at the Juvenile Court, she became interested in the psychological dimension of young offenders' behavior, which led her to complete a BA in psychology at DERE College and an MS in clinical psychology at Surrey University in the U.K. Following her academic studies, she completed specialist clinical training in group analytic psychotherapy and family therapy in Greece and psychoanalytic psychotherapy for children and adolescents in London. She has extensive clinical experience with couples; and with children, adolescents, and their families. She has a long-standing involvement in teaching, training, and supervision of students, trainees, and professionals in the areas of psychology, medicine, nursing, social work, and psychoanalytic psychotherapy, in Greece and the U.K. Her clinical work has triggered a keen interest in neuroscience research and its implications for attachment theory and psychoanalysis.

Dr. Nikolaos Takis

Dr. Nikolaos Takis obtained his Ph.D. in clinical psychology from the National University of Athens, with a specialty in the psychosocial adjustment of immigrant adolescents and their families. He also received an M.S. in clinical psychology and a B.A. in psychology from the same university. After working for several years in the field of prevention of mental health of the community in the municipalities of Filothei and Imittos, he joined the Detoxification Unit (18 ANO) of the Psychiatric Hospital of Attica. Dr. Takis has taught graduate and undergraduate courses in his specialty in the University of Athens. He is in private practice since 2000 and a certified trainer in Psychodrama. His research interests include issues of adaptation of immigrant adolescents, juvenile delinquency and addictions. He is a member of the Greek Psychological Society and a founding member of the Greek Psychodrama Society.

Dr. Ion N. Beratis

Dr. Beratis obtained his Ph.D. in Medical Sciences from the National University of Athens, with a specialty in psycho physiological and psychometrical approach of cerebral lateralization. He also received a BA in Psychology from the same university and an MSc in Human Cognitive Neuropsychology from the University of Edinburgh, UK. Dr. Beratis has worked and consults in the field of neuropsychology in a variety of clinical and research settings. His current research interests are in the areas of electrophysiology of human cognition and school bullying.

Dr. Katingo Hadjipateras-Giannoulis

Dr. Hadjipateras-Giannoulis earned her Ph.D. in Psychology from the Royal Holloway and Bedford New Colleges of the University of London. She also has an MSc in Clinical Psychology from the University of Surrey and a BA in Psychology from the American College of Greece. Dr. Hadjipateras-Giannoulis worked as a consultant clinical psychologist servicing adults, children, adolescents and families in the UK, specializing in intervention services for individuals and groups with autistic spectrum disorders and ADHD. She also worked as a supervisor and instructor for staff in residential settings servicing adults with learning and developmental disabilities. Upon her return to Greece in 2010 she joined the graduate faculty of the American College of Greece and is currently also in private practice. She is a Chartered Clinical Psychologist & Affiliate Fellow of the British Psychological Society.

GRADUATE FACULTY

Business

Dr. Christos Koritos

MS Leadership Program Coordinator

Dr. Christos Koritos holds a BSc in Business Administration from the Athens University of Economics and Business (AUEB), an MSc in Marketing from Stirling University, and a Ph.D. in Marketing from AUEB. He has served as an adjunct lecturer at the Athens University of Economics and Business, the Greek Open University, and DEREΕ - the American College of Greece. His research and teaching interests are in the areas of consumer behavior in information intensive contexts, e-commerce, and the service industries. His research findings have been published in the Journal of Business Research, the European Journal of Marketing, the International Journal of Bank Marketing, the Journal of Financial Services Marketing, and other academic journals and conference proceedings. He has conducted executive seminars at Greek and foreign multinational companies and consulted on a large number of commissioned projects.

Dr. Areti Krepapa

MS in Marketing and Certificate in Marketing Program Coordinator

Dr. Areti Krepapa holds a Ph.D. from the School of Management, University of Bath, an MBA from Cardiff Business School, University of Wales, U.K., and a BSc in business administration from The American College of Greece. She has had a varied career involving marketing, research and teaching. She has worked in product management for Delta Dairy SA and in market research for MRC. After completing her Ph.D. in 2000, she became a Lecturer of Marketing for the School of Management University of Bath and a Director of Studies for the Executive Bath MBA (Athens). In September 2009 she joined the Graduate School of The American College of Greece as a full-time faculty member. Her research and teaching interests lie in the area of information processing and interpretation, innovation, decision-making and organizational learning.

Dr. Konstantinos Samiotis

Dr. Konstantinos Samiotis is managing consultant in the Research and Innovation Unit of Planet SA. He was previously Lecturer of Information Systems and Knowledge Management at Aston Business School, at Aston University in the U.K. He stepped down from that appointment in 2007, but his academic career continues: he conducts research, teaches at The American College of Greece, and conducts executive seminars. He currently teaches executive, graduate and undergraduate courses in the field of management information systems and knowledge management. He earned his Ph.D. in management science and technology from Athens University of Economics and Business in 2005. He also holds a BS in informatics and an MS in information systems from Athens University of Economics and Business. He is currently conducting research in the field of knowledge management and information systems; his research interests focus on the innovation aspects of information systems adoption and the sense-making process in organizations. His research has been published in the Journal of Knowledge and Process Management, the Journal of Computer Information Systems, and the proceedings of several IS conferences (ECIS, IFIP 8.2). Dr. Samiotis has extensive experience in the management of European R&D projects (Sake, Laboranova, Domino, Model). His professional background includes experience in executive teaching, consulting for policy making in e-Business, and working for large Greek IT companies.

Dr. Magdalini Soureli

Dr. Magdalini Soureli is deputy head of the Marketing Department in the Retail Banking Division at ATEbank. She holds a BS in marketing from Athens University of Economics and Business, an MS in Marketing from UMIST in the U.K., and a Ph.D. in management studies from the University of Manchester, also in the U.K. She has published a number of articles in the Journal of Consumer Behavior, the Journal of Financial Services Marketing, and Managing Service Quality and she has been an active presenter at several conferences. Her teaching and research interests focus on marketing in service sector industries. She has particular expertise in issues relating to customer relationship management and consumer behavior.

Dr. Konstantinos Tasoulis

Dr. Konstantinos Tasoulis holds a Ph.D. from the School of Management, University of Bath, sponsored by the Alexander S. Onassis Public Benefit Foundation. He also holds an M.Sc. in Management and HRM from the University of Bath and a B.A. in Economics from the University of the West of England. He has worked as a Research and Teaching Associate at the University of Bath. In 2007 he joined PricewaterhouseCoopers in Greece as a Senior Consultant, Human Resource Services. In 2010 he joined the Graduate School of Deree as a faculty member. His teaching and research interests lie in the areas of strategic HRM, performance management, organizational culture and values, trust and psychological contract, organizational learning and employee development. He specializes in the aviation and retail sectors and is also experienced in the banking, sports, toll road management and entertainment industries.

Dr. Pavlos A. Vlachos

Dr. Pavlos Vlachos holds a Ph.D from the Department of Management Science & Technology, Athens University of Economics and Business, and an M.B.A., from the National Technical University of Athens. He has taught a variety of Marketing seminars and courses for the Athens University of Economics and Business, DERE- The American College of Greece and the Greek Open University. He joined the Graduate School of DERE in 2010. His research lies in the area of corporate social performance, relationship marketing and evaluation of technology-based services. His work has appeared in Industrial Marketing Management, Journal of the Academy of Marketing Science, European Journal of Marketing, and European Journal of Information Systems among others. He has been awarded a PricewaterhouseCoopers scholarship for academic excellence and the best paper award of the 16th European Conference of Information Systems. Before joining the academia he has worked as marketing and sales assistant for IMAKO Media Net Group

Dr. Constantine Kiritsis

Executive Director of Professional Qualifications, ACG

Dr. Constantine Kiritsis received his Bachelor of Arts from the University of Connecticut in the USA and his Masters and PhD from the University of Surrey in the UK. He has been teaching Strategy, Entrepreneurship, Corporate Governance and HR related courses for close to 20 years at academic and professional level (ACCA, CIA, CIPR). He is partly responsible for the launch of professional qualifications in Greece having set up Globaltraining and serving as Director, Partner and Member of the Board in the late 1990's and also serving as Head of PricewaterhouseCoopers' Academy for close to 3 years.. Since 2010 he is the Executive Director of Professional Qualifications and Professor of Entrepreneurship & Business Planning for DERE's MBA. In addition, he also works as a freelance Consultant & Professional Trainer for PwC (PricewaterhouseCoopers) CEE Academy in Serbia, Czech Republic, Slovakia, Russia, Slovenia, Bulgaria and Romania and for QS

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LtD. He is also the founder and Managing Director of StudySmart®, a company offering information on education, training, educational systems on a global scale, certifications, qualifications and other related info via the web (StudySmart.gr). He is the author of the only educational guide offered in Greece since 2004, now in its 7th edition, has published over 15 titles and is the founder of the non for profit organization “Teachers without Borders Greece” and VP of the “Young Leaders” association. He has been an active speaker on educational and business development issues in over 100 events in the past decade. He has taught for the University of Surrey (UK), University of Strathclyde (UK), Henley Management School (currently University of Reading UK), University of Nicosia (CY) and PwC (through its Academies) in Europe.

Dr. Yorgos Mandes

Dr Yorgos Mandes, Graduated as a Mechanical Engineer from the National Technical University of Athens. He holds a DESS, a DEA and a PhD degrees from the Institut D’ Administration des Enterprises of the University of Grenoble in France. He has practical experience as production Manager for Warner and Lambert and as Industrial Marketing manager for Legrand Elliniki-electrical accessories company. He has served for several years as Training programs Director for the Greek Management Association.

Dr Mandes has been a Lecturer in the Athens University of Business and Commerce in the department of Management and Business Administration. He was also Assistant Professor of the Athens Technical University of Athens,

He has worked as management consultant and trainer for more than 25 years. He currently is the Founder and Managing Partner of Team Management consultants one of the major Training and Development companies in Greece.

Dr Mandes has consulted some of the most important local and international Corporations in Greece and several other neighboring countries.

He is one of the pioneers in the fields of Leadership and Management training and Development, in Greece. He runs seminars in Cyprus, Egypt, Saudi Arabia and other Balkan countries. During his career Dr Mandes has trained more than 30,000 people in 6 different countries and in three different languages. He is the one who introduced the methodology of experiential training in Greece and the first to have run Leadership Development programs.

His fields of expertise include Leadership, Strategic alignment, Change management, Team Building, the Learning Organization, Coaching, Creativity and Whole Brain Development.

Dr Mandes is an authorized consultant for the Herrmann Whole Brain Technology, a licensee for P. Senge’s organizational learning technology, and an associate with Project Adventures in experiential and adventure training. He is a certified trainer for Wilson Learning Corp. and The American Management Association.

Dr Mandes has published 4 books and several scientific articles in international journals and reviews.

Dr. Evy Sakellariou

Dr. Evy Sakellariou holds a DBA from the School of Management, University of Surrey, UK, an MBA from the Graduate School of Business, Loyola University of Chicago, USA and a Bachelor’s degree in Business Administration (Valedictorian of class) from the Department of Business Administration, University of Piraeus, Greece. She currently combines teaching with research and consultancy in the areas of marketing and new product development.

Previously, she served as a member of the Leadership Team of Unilever Greece and held senior marketing and innovation positions across home care, personal care, frozen foods and ice-cream in the Unilever UK and Greece. She managed a portfolio of brands worth of 100 Million Euros, led

numerous regional and domestic innovation projects and launched successfully more than 50 new products in domestic (UK, Greece and Cyprus) and regional markets (W. Europe). Her marketing initiatives were presented in several Unilever international marketing conferences as best practices and she was awarded by the Greek retailers for the Best Product Launch in the Greek market.

She is a member of the Organizing and the Evaluation Committee of the Hellenic Marketing Excellence awards; the Hellenic Institute of Marketing; and, the Women's Association of Managers and Entrepreneurs.

Dr. Rania Pilidou

Dr. Rania Pilidou received her Ph.D. from the Athens University of Economics and Business in 2007. She also holds an M.A. in Advertising and Marketing from Leeds University Business School and a degree in Operational Research and Marketing from the Athens University of Economics and Business. She has worked as a Research Associate at the Athens Laboratory of Research in Marketing (A.L.A.R.M). She joined the Marketing Department of the American College of Greece in 2008, and she teaches undergraduate and graduate courses in the areas of business to business marketing, marketing communications and international marketing. She has also engaged in business consulting, market research, business training and participated in E.U.-funded projects.

Dr. Andreas Robotis

Dr. Andreas Robotis holds a Ph.D. in management from INSEAD with specialization in sustainable supply chains for technology products. In addition, he holds bachelor and master degrees in mechanical and electrical engineering from National Technical University of Athens, USC and UCLA respectively. He has taught at McGill University in Canada, HEC in France and ISB in India. His research papers focus on remanufacturing and reverse logistics, installed base management (the bundling of products and maintenance services), and humanitarian logistics. He is also interested in operations strategy and its relation to executive compensation in firms.

Communication

Dr. Grigorios N Karimalis

Dr. Grigorios N. Karimalis received his Ph.D. in organizational communication from Wayne State University in Detroit, Michigan. He also holds an MA in communication from the University of Akron, in Akron, Ohio, and a BS in political science with a specialization in political communication from the National and Kapodistrian University of Athens, Greece. While in the States he worked as an adjunct faculty member at WSU with a research focus in the Bureau of Business Research (BBR) of the School of Business Administration and with teaching assignments in the Department of Communication. Also, he held several corporate positions in the marketing, public relations and human resources departments of many private corporations. He is currently adjunct professor in the Department of Communication of The American College of Greece and special public relations advisor in the electronic communications and postal sectors. His current research interests include topics relating to organizational culture, decision-making procedures, issue advertising, relationship marketing, international public relations, and management of international organizations and corporations, and he has written and presented a number of articles in the above areas.

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Dr. Argyro Kefala

MA Communication and Certificate in Public Relations Program Coordinator

Dr. Argyro Kefala received her Ph.D. from New York University. She is a professor and head of the Communication Department at DEREЕ College. Her areas of interest and expertise include strategic planning and political communication, communication theory, mass media and culture, public affairs, and communication in the non-profit sector.

Prior to joining the faculty at DEREЕ, Dr. Kefala had a successful professional and academic career. While in the USA, she taught for a decade at New York University, Temple University and Marymount Manhattan College, and worked as a journalist. She also brings to the classroom more than nine years of field experience in strategic communication in the Greek public sector, having served as communication advisor in the Office of the Prime Minister and the Office of the Minister of Education, and to political parties and organizations such as the Center for Political Research and the Research Academic Computer Technology Institute.

Dr. Kefala has published numerous articles. She is the author of the novel *To Anipopto Galazio tis Nnimis* (Indiktos, 1999) and a collection of short stories entitled *Ta Phonienta tis Siopis* (Estia, 1990).

Dr. Simon Leader

Dr. Simon Leader joined DEREЕ in September 2003. He has been adjunct professor since 2005. He teaches Newsgathering, Communication Theories and Research Methods for Communication, a course which he introduced for the first time in the fall semester of 2004. Simon has a BA (Hons) from Nottingham Trent University (1991), an MA in mass communications from the University of Leicester (1992) and a Ph.D. from the University of Leicester. He began his career at the Centre for Mass Communication Research at the University of Leicester teaching on the Centre's BSc Communications, Media & Society degree (1992-94) and then as a Research Assistant on a variety of the CMCR's research projects including Children and Television (1992), Drugs and the Media (1995) and Science and the Media (1995). Simon was a research associate on the British Government funded project Television and Food Choice (1995-8). He has been an associate tutor for the MA in Mass Communications by Distance Learning of the University of Leicester since 1995. In 1999 he was awarded the Stanley Burton Scholarship from the Centre for Holocaust Studies at the University of Leicester where, in 2003, he completed his Ph.D. on *The Holocaust and the British Regional Press 1939-1945*.

Daniel McCormac

Daniel McCormac brings to the classroom two decades of experience as a print and broadcast journalist, public relations writer, and industrial film producer. He has worked as a journalist for Antenna Television and NBC News Channel and as media training consultant for executive clients of V+O Communication, one of Greece's premier public relations firms. Mr. McCormac earned his BA in political science from Occidental College in Los Angeles and his MA in journalism from the University of Missouri, Columbia. His academic and professional interests include the study of how media present risks related to modern life; how the use of language and presentation styles can impede or aid successful communication of media messages; and how successful messaging strategies vary through time and across cultures.

Dr. Elias E. Hristodoulakis

Dr. Elias E. Hristodoulakis received his Ph.D. in Marketing and Communication from the University of Iowa in Iowa City, Iowa, USA. He also holds an MA in Developmental Communication from the University of Iowa, in Iowa City, Iowa, and a BS in Political Science and Public Administration with a specialization in International Affairs from the National and Kapodistrian University of Athens, Greece. While in the States he worked as a Teaching and Research Assistance at the UofI with a research focus in Public Relations, Health Communication and Development Support Communication. For a number of years he worked as an assistant of Prof. Joseph Ascroft in a number of UN projects. Also, he held several corporate positions in the marketing, public relations and human resources departments of many profit and non-profit organizations. He has taught a number of professional seminars in both Greek as well as Multinational corporations. He is currently adjunct professor in the Department of Communication of The American College of Greece and senior partner in the Alternative Communication Ltd. - specializing in hotel and tourism communication and marketing. He has written and presented a number of articles in areas related to Public Relations, Health Communication, Marketing and Development. Currently he is involved in the following research areas: The impact of tobacco advertisements on young adults; the role of Intercultural communication in Health campaigns; the effects of TV coverage of the economic recession on Children; and the application of e-CRM in the Greek hotel Industry.

Finance**Dr. Panagiotis Avramidis**

Dr. Panagiotis Avramidis, a graduate in mathematics from the University of Athens, earned an MS and a Ph.D. in statistics from the London School of Economics. He taught statistics and quantitative techniques at the London School of Economics before joining The American College of Greece. As a visiting professor at the Graduate School, he teaches business statistics and credit risk management. His research interests are in the banking and finance area, particularly in the use of quantitative techniques in credit risk management. He has written several papers and part of his research work has been published in well-recognized journals, including *Statistica Sinica* and *LSE Technical Report*. Dr. Avramidis has worked for Fitch Ratings, a leading credit rating house. He currently holds a senior management position in the ICAP Group's Credit Risk Management Department, working closely with several banking institutions to provide them with ways of meeting their regulatory capital requirements.

Dr. Dimitris Doulos

MS Finance and Certificate in Finance Program Coordinator

Dr. Dimitris Doulos received his Ph.D. degree from Wayne State University in Detroit in 1995. He taught economics and finance at the undergraduate and graduate level at Wayne State University from 1990 until 1996. He joined the Economics Department of the American College of Greece in 1996, and he teaches undergraduate and graduate courses in the areas of macroeconomics, international economics and international finance. He has also engaged in business consulting and participated in E.U.-funded projects. His current research focuses on the area of international economics and finance. Dr. Doulos has presented papers on various international conferences on the assessment of the determinants of foreign direct investment inflows as well as on the inflation dynamics in the European Union. He has been the head of the Department of Economics and Social Studies since September 2008.

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Dr. Anna Giannopoulou -Merika

Dr. Anna Giannopoulou-Merika studied econometrics and mathematical economics at the London School of Economics, from which she graduated in 1985. She received her doctorate degree in economic development and econometrics from the University of Salford in the U.K. in 1990. She holds the rank of Professor III at DERE, where she has been teaching in the Department of Economics since 1990. She teaches principles of economics and microeconomic theory to all majors, econometrics and mathematical economics to final-year economics majors, and modeling financial decisions to graduate students in finance. Her research interests lie in the fields of finance, behavioral finance, and macroeconomics. She has published over 18 papers in well-respected refereed journals of business and finance, including the Journal of Entrepreneurship: Theory and Practice, and the Journal of Applied Business Research, and has made numerous presentations at reputable international refereed conferences, such as those organized by EFMA, EFA, and EEF, and at workshops. In 2006, she published a book, Financial Econometrics (Papazis Publishers). She is a qualified derivatives trader in the ADEX and has held positions as head of financial analysis in brokerage houses and delivered seminars organized by major institutions such as Alpha Bank, ΕΛΚΕΠΑ, ΕΕΔΕ, and IONIKI BANK.

Lila Mordochae

Lila Mordochae is Senior Associate Dean of the Business School and professor of finance at DERE. She received her BS from Pierce College and MS from the University of Massachusetts, Amherst. A chartered financial analyst with a CPA from the State of Florida, she has worked as group financial advisor at Marinopoulos and chief financial officer at H. Benrubi Group. She has done consulting and audit work for Deloitte & Touche, and served as a board member at Elmek SA. She is an active member of the Hellenic CFA Society and has an active CPA license from the State of Florida. Professor Mordochae is involved with the academic administration of the Business School and teaches undergraduate and graduate courses in finance.

Dr. Annie Triantafillou

Dr. Annie Triantafillou received her Ph.D. from the University of Manchester in the U.K. in 1992. She has been teaching in the Economics Department of The American College of Greece since 1993. She is the Assistant Dean of Arts & Sciences School and teaches both undergraduate and graduate courses in the areas of macroeconomics in general and financial economics in particular, including macroeconomic theory, monetary theory and policy, money and banking, risk management, and portfolio theory and management. Her current research projects include the effects of macroeconomic announcements on sovereign bond markets and herd behavior in stock markets. Dr. Triantafillou has been a weekly columnist for the financial newspaper Kerdos since 1999. She was head of the Department of Economics and Social Studies during 2005-08 and has held the post of assistant dean of the School of Arts and Sciences since December 2007.

APPENDIX I

Violations of Academic Integrity

Plagiarism

A form of academic theft, plagiarism is the act of using another's words, ideas, or organizational patterns without crediting or acknowledging the source. It includes any paraphrasing or summarizing of another's work without acknowledgment, as well as the failure to acknowledge the quotation of paragraphs, sentences, or even phrases written or spoken by someone else. Any use of published sources (books, magazines, newspapers, websites, photos, textbooks, etc.) or unpublished sources (class lectures or notes, handouts, speeches, other students' papers, or material from a research service) without acknowledgment is plagiarism. Moreover, the use of charts, pictures, graphs, diagrams, data, Websites, or other communication or recording media without acknowledgment constitutes plagiarism. The submission of research, completed papers or projects prepared by someone else also constitutes plagiarism, as does the unacknowledged use of research sources gathered by someone else. Students are responsible for understanding the legitimate use of sources, the appropriate ways of crediting sources (both print and electronic) through documentation, and the consequences of violating this responsibility.

Cheating

Cheating is defined as the use (or the attempted use) of unauthorized or inappropriate assistance, material, or study aids in examinations or other academic work. The use of books, notes, and calculators, and conversation with others is forbidden in certain academic exercises and work; their use in these cases constitutes cheating. Similarly, students must not request others to conduct research for them or prepare any work for them; this includes, but is not limited to, the services of commercial term paper companies. Cheating also involves giving or receiving unauthorized help before, during, or after an examination. Examples of cheating include, but are not limited to, the use of prepared notes, "crib sheets", or electronic aids during an examination (unless specifically approved by the instructor); attempting to look at another student's paper or giving or receiving oral or visual information; intentionally allowing another student to view one's own examination; copying the work of another student during an examination or other academic exercise or permitting another student to copy one's work; taking an examination for another student or allowing another student to take one's examination.

Taking an exam by proxy for someone else is an infraction of academic integrity on the part of both the student enrolled in the course and the proxy or substitute (see section on Facilitating Academic Dishonesty). Cheating also includes the writing of a take-home exam for another student.

Unauthorized Collaboration

Students may not collaborate on course work that will be graded unless they have faculty authorization. Unauthorized collaboration means working with others without the specific permission of the instructor on assignments that will be submitted for a grade. This rule applies to in-class or take-home tests, papers, or homework assignments. Examples of unauthorized collaboration can include, but are not limited to, jointly calculating homework problems, checking homework answers with other students, having another person help one rewrite a paper, and sharing sources for a take-home examination. Submission for academic credit of work represented as one's own effort but which has been developed with substantial assistance from another person is a violation of academic honesty. It is also a violation of academic honesty to provide such assistance. Unauthorized collaboration can even occur within the context of group

projects when the degree or type of collaboration exceeds the parameters of what an instructor has expressly authorized. The purpose of a particular assignment and the acceptable method of completing it are determined by the instructor, not the student.

Unauthorized Possession of Academic Materials

Unauthorized possession of academic materials includes the selling or purchasing of examinations, papers, reports, or other academic work; taking another student's academic work without permission; and possessing examinations, papers, reports, or other assignments not released by the instructor. Unauthorized removal of an examination or quiz from a classroom, faculty office, or other facility also constitutes a violation of academic integrity.

Falsification and Fabrication

Misrepresenting material or fabricating information in an assignment is a breach of academic integrity. Examples include, but are not limited to, false citations of sources, use of invented information, or falsification of data. Fabrication includes submitting false documents for the purpose of being excused from a scheduled examination or other academic assignment. Altering the answers given on an exam or changing the letter or numerical grade after the instructor has graded the examination and has distributed it to students for review constitutes falsification. Committing or attempting to commit forgery or alteration of College or personal documents or records, and furnishing false information to the College or its instructors are considered violations of academic integrity and must be reported to the Graduate Studies Committee for disciplinary action.

Multiple Submissions

It is a violation of academic integrity to submit the same work or substantial portions of it for academic credit more than once or by more than one student without the prior approval or authorization of the instructor. In cases in which there is a natural development of research or knowledge in a sequence of courses, use of prior work may be desirable, or even required; however, the student is responsible for indicating in writing that the current work submitted for academic credit is cumulative in nature.

Facilitating Academic Dishonesty

Knowingly helping or attempting to help another person violate any provision of the academic integrity code is a breach of that code. Students who knowingly or negligently allow their work to be used by other students or who otherwise aid others in academic dishonesty are violating the College's code of academic integrity. Such students are as guilty of intellectual dishonesty as the student who receives the material, even though they may not themselves benefit academically from that dishonesty.

APPENDIX II

Violations of Personal Integrity

Lying

Lying consists of, but is not limited to, communicating untruths to gain an unfair academic or employment advantage. This includes requesting classmates to sign attendance registers on your behalf or giving a false reason to a faculty member when requesting a change in an examination date or an extension on a paper or project.

Discrimination and Harassment

DEREE-The American College of Greece is an equal opportunity employer and educational institution. Absolute respect for the rights of others is expected of all members of the institution. There shall be no discrimination against any employee, applicant for employment, or any student on any grounds prohibited by law, including race, color, national origin, religion, sex, age, or disability. This non-discrimination policy applies to all educational policies and programs.

It is the College's policy that all employees and students work in an educational environment free of harassment of any nature. Therefore, sexual, racial, or religious harassment or other forms of an abuse of a power relationship, or bullying or threatening behavior, are not tolerated. Harassment is defined as verbal (including harassment by phone, mail, Internet, or e-mail) or physical conduct that shows hostility toward an individual and has as purpose or effect the creation of an intimidating, hostile, or offensive educational environment, or has the purpose or effect of interfering with an individual's academic performance.

Computer Misuse

The framework of responsible, considerate, and ethical behavior expected by the College extends to the use of computers. The College expects students to use the College's and their own personal information technology resources responsibly and to comply with all applicable College policies and local and international laws. The College provides electronic resources and services in support of its educational, research, and service mission. Use that threatens or interferes with the mission of the College, the integrity of the network, the privacy or safety of others, or that are illegal, is prohibited and subject to penalty.

Unacceptable activities and behaviors include, but are not limited to, misrepresentation (including forgery) of the identity of the sender or source of electronic communication; alteration of the content of a message originating from another person or computer with the intent to deceive; unauthorized use or attempted use of restricted-access computer resources or accounts; electronic theft of computer programs, data, or text belonging to another; and commercial use of the College's electronic resources.

Computer misuse consists of, but is not limited to, creation, use, storage, or transmission of information, programs, or any other data that can reasonably be judged to be inappropriate or offensive to other users. The College's policy on harassment applies to electronic displays or communications. No member of the College community may display or transmit images, sounds or messages that are threatening, abusive, or offensive.

CAMPUS INFORMATION

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