

Concentration Courses

Ethics for a Global Economy (Business Ethics) This study is designed to facilitate an understanding of philosophy of ethics and ethical decision-making process. The study emphasizes the overall philosophies, theories, and concepts of moral reasoning in making informed ethical decisions in various areas of business and business management.

Marketing Strategy This course is designed as a capstone for a concentration in marketing. This course offers an all-encompassing foundation for the creation of competitive marketing strategies. In this course, students will analyze real marketing situations and propose sound solutions to marketing problems by designing and implementing market-driven strategies with a clear emphasis on strategic analysis, marketing planning, and implementation. It is strongly recommended that students undertake this study as the last in the concentration.

Consumer Behavior This course prepares students to analyze consumer purchasing behavior related to the development of marketing mix programs. This study focuses on theories, functions, and concepts of consumer behavior, and they can be applied to marketing management, our roles as consumers, and everyday life. It involves various types of consumers and views of the consumer's influences, such as the internal or psychological or external or anthropological/sociological.

International Marketing This study is to provide an understanding of the marketing function within a company or other organization as it applies to international markets. The course introduces the students to the marketing practices of companies seeking market opportunities outside their home country, and it raises students' awareness of the importance of viewing marketing management strategies from a global perspective. The student will focus on how to practice the principles of marketing as a social and managerial process in the global context.

Marketing Management This course focuses on the methods to identify appropriate marketing objectives, the development of marketing strategies designed to meet stated objectives, and the process for the successful implementation of tactics that will drive desired customer action. Concepts to be examined include product planning, market needs, competitive assessment, data media planning, market segmentation, goal setting, pricing strategies, budgeting, distribution, promotion, and customer service. In addition, the student will understand the critical factors to consider in developing and evaluating marketing plans by analyzing organizations' marketing efforts across various industries.

Marketing Research This course provides an introduction to marketing research to the students with the skills needed to design market research studies and collect and analyze data that is useful to managers in making decisions. This course examines the role of marketing research in the firm, global and ethical dimensions of research, research design, experimentation, data collection procedures, questionnaire design, sampling, and basic and advanced data analysis. This study will address the intellectual basis and practical knowledge needed to design and complete a marketing research project. The study will require the student to read the textbook and complete various steps associated with a marketing research project. There will be revisions on each of the deliverables throughout the semester.

Marketing Communication This course is designed to develop an understanding of all aspects of integrated marketing communications, including advertising, direct marketing, the Internet, interactive media, sales promotion, public relations, personal selling, social and consumer-driven media, and consumer advertising. It provides details on how to research and evaluate a company's marketing environment and promotional situation within the context of consumer behavior, other variables in the marketing mix and overall corporate's marketing plans, and how to use various promotional tools to develop effective communications strategies and programs.

Advanced Public Relations By combining academic thinking in PR with practical tasks in strategy development and implementation based on real life examples, the course provides an insight in core tasks of the Communications and Public Affairs functions within organizations. The course builds on the previously gained knowledge of basic PR concepts and extends on it, with focus on particular capabilities in development of communications strategies for corporate reputation building and protection, corporate social responsibility programs and marketing PR programs. The interrelation of Communications and Public Affairs function with other management disciplines, as well as processes of engaging key external stakeholders, are explained. Building on the knowledge gained in the "Public Relations Principles" course, it will extend particularly on the development of communication strategies for various subfields of corporate communication and PR.

why choose this programme

Highly Qualified Academic Staff

Our team comprises professors from prestigious universities with extensive experience both in Greece and internationally

Diverse Concentrations

Choose from multiple concentrations to tailor your degree to your interests

Exploratory First Years

Sample various courses in the first two years before selecting your concentration

Comprehensive Education

Broaden your knowledge with a diverse General Education curriculum

Program Flexibility

with full-time or part-time studies

Adaptable Pathways

Change your concentration during your studies to better align with your evolving career goals



“ Marketing graduates are typically engaged in various aspects of the field, including planning, advertising, promotion, public and media relations, product development, distribution, sponsorship, and research. The role is often challenging, varied, and exciting. Marketing executives can be found in numerous industries such as banking, retail, media, as well as in voluntary and not-for-profit organizations. Our graduates have successfully secured positions in advertising, sales, and product development, particularly within the service sector. Additionally, Greek and EU nationals may have their SUNY/ESC degrees recognized by Greek state authorities, further enhancing their professional credentials.



Apply Now!
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tel.: +30 2310 88 98 79
info@nyc.gr, www.nyc.gr



NYC ATHENS CAMPUS ATHENS, SYNTAGMA | NYC THESSALONIKI CAMPUS THESSALONIKI | UNIVERSITY OF NEW YORK IN PRAGUE (UNYP) PRAGUE



NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE
The LEADING College
of University Studies in Greece:
The ONLY Greek College with expertise in founding and operating Private Universities in Europe!



Bachelor of Science (BS) MARKETING

Shaping Tomorrow's Marketing Leaders



STATE UNIVERSITY OF NEW YORK
EMPIRE STATE
UNIVERSITY



NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE

The **Bachelor of Science (BS) in Marketing**, offered by the State University of New York - Empire State University, U.S.A., at New York College in Greece, provides students with comprehensive knowledge and skills necessary for a successful career in marketing. Graduates will gain an in-depth understanding of marketing management, consumer behavior, sales management, marketing research, service marketing, business ethics, and international marketing. Additionally, students will acquire a solid foundation in business fundamentals, including management science, economics, accounting, computing and information systems, organizational behavior, business law, and ethics. Through the General Education program, students will also develop a broad base in science and liberal studies. The curriculum is designed to enable students to interpret, analyze, apply, and implement their knowledge to solve practical marketing problems in various business contexts, both locally and internationally. They will also understand the socio-economic forces affecting marketing, along with the strategic and administrative aspects of the field. This program prepares graduates for further postgraduate studies or professional qualifications in marketing, equipping them with the skills and knowledge to excel in the dynamic marketing industry.

INNOVATE INFLUENCE INSPIRE

CRITICAL
THINKING



MARKETING
RESEARCH



SALES
MANAGEMENT



CONSUMER
BEHAVIOR



COMMUNICATION
SKILLS



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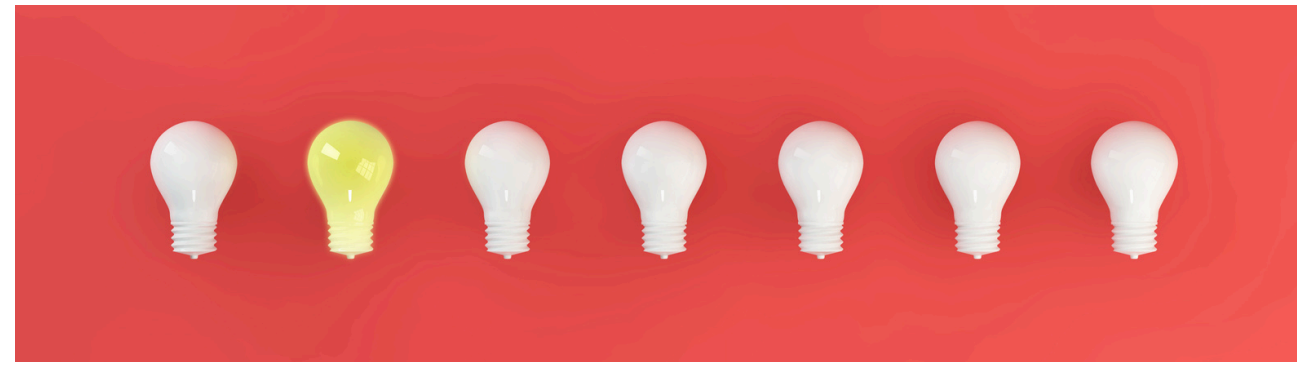
New York College and its staff will support and encourage you to reach your goals and potential. The vision of New York College is to create excellent opportunities for its students through the provision of vocationally relevant programmes, working alongside industry and professional bodies. The areas of study provide a solid grounding in the major business disciplines and core business skills.

Our faculty are experts in their fields, and they develop courses based on up-to-date best practice and the latest academic research. They have excellent academic credentials and substantial managerial and executive leadership experience. The programme is challenging but rewarding, and develops practical skills immediately applicable in a global market.

It is my pleasure to welcome you to this stage of your education and I trust that you will find your experience here at New York College both rewarding and enjoyable.

Kelley Galloway

Head of Business Programmes, New York College



Programme Duration:
Full time: 4 years, Part Time: 5-6 years

CURRICULUM

General Education - 30 credits	
<i>You must take these 6 courses = 18 credits</i>	
1	Intro to College Reading and Writing
2	Effective Reading & Writing
3	Math
4	US History
5	Natural Science course
6	Diversity course
<i>Select 3 of the following 5 areas = 9 credits</i>	
1	Social Science course
2	Western Civilization course
3	Other World Civilizations
4	Humanities course
5	Arts course
<i>Take 1 course from any category = 3 credits</i>	
	GenEd elective course

Empire State University Concentration Courses - 32 credits	
1	Ethics for a Global Economy
2	Marketing Strategy
3	Consumer Behavior
4	International Marketing
5	Marketing Management
6	Marketing Research
7	Marketing Communication

New York College Concentration Prerequisites	
1	Managerial Accounting
2	Financial Accounting
3	Statistics for Business
4	Principles of Management
5	Principles of Marketing
6	Intro Microeconomics
7	Intro Macroeconomics
8	Business Law
9	Management Information Systems
10	Corporate Finance
11	Organizational Behavior
12	Money & Banking
13	Economics of the European Union

Elective credits (either or both NYC and ESU)	
Digital and Social Media Marketing	Direct Marketing
Marketing for Nonprofit Organizations	Internet Marketing
Advertising	Sales Management
Brand Management	E-commerce
New Product Development	
Electives	
Advanced PR	

STATE UNIVERSITY OF NEW YORK Empire State University, U.S.A.

The STATE UNIVERSITY OF NEW YORK is the largest university in the United States with 64 campuses and 400,000 students. Empire State University is one of the 64 colleges and universities of the STATE UNIVERSITY OF NEW YORK with approximately 20,000 students each year. STATE UNIVERSITY OF NEW YORK - Empire State University (SUNY-ESU) offers fully accredited undergraduate and graduate programs as well as professional degrees. Founded in 1971, it is internationally renowned for its flexible and innovative programs. The Department of International Programs at STATE UNIVERSITY OF NEW YORK - ESU collaborates with educational institutions around the world to serve undergraduate students. Students participate in classroom and online courses in Athens, Thessaloniki and Prague (Czech Republic).

New York College has a franchise agreement under the Greek Ministry of Education legislation and the degree you will receive at the end of your studies is awarded by the University itself.



Aerial view of the central administration building of the STATE UNIVERSITY OF NEW YORK in Albany, NY c.1980