

Παρουσίαση του Τεχνολογικού Πανεπιστημίου Κύπρου **2025/26.**

MSc Experiential and Digital Marketing Communications

September 2025 entry



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# Ever wondered how they did it?



Instagram


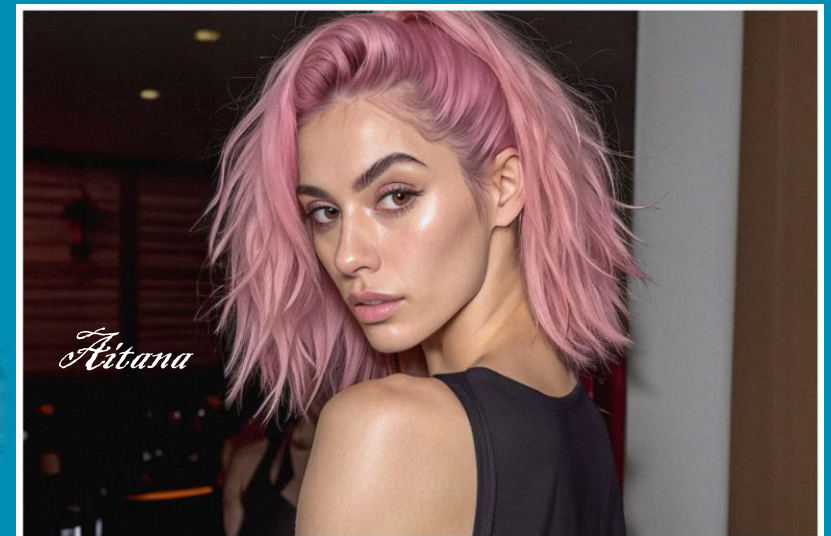
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Cristiano Ronaldo  
www.cristianoronaldo.com

## Presentation Agenda

- XDMarComs program Design
- Content of the MSc program
- Resources
- Administration
- Employment prospects of graduates





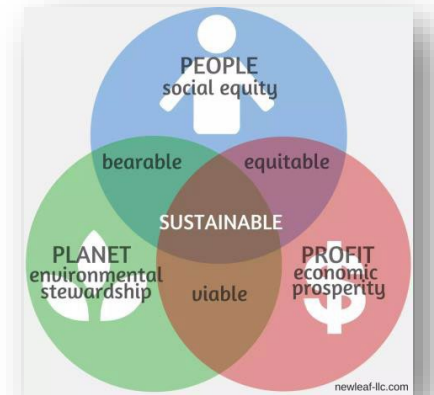
## MSc Program Design **PRINCIPLES**



## Think Human First

1. 3BL solutions to global problems
2. Professionalism, integrity, ethics
3. Student-centred & emphasis on soft, transferrable skills

UNSDGs



Cross-fertilisation of

- cultures
- disciplines
- perspectives
- personalities

Transparency &  
Meritocracy



Co-operation &  
value cocreation

## XDMarComs AIM and approach



### Multidisciplinary: The industry-relevant curriculum combines

- cutting-edge research taught by impactful academics from CUT and other top-ranking universities from all over the world
- business best practice presented by successful professionals from leading local and multinational companies



### Global leadership perspective



### Develop high level of expertise & transferrable soft skills



### Increase empowerment, resilience, flexibility & adaptability



### Flexibility in design, delivery and scope:

- wide range of sectoral, methodological & technological specialisations
- **tailored to individual** backgrounds, interests and career objectives

*to do*

**CHANGE LIVES  
CHANGE THE WORLD**



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ΜΕΛΟΣ ΣΤΟ



ΕΥΡΩΠΑΪΚΟ  
ΤΕΧΝΟΛΟΓΙΚΟ  
ΠΑΝΕΠΙΣΤΗΜΙΟ



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## Content of the MSc program

- Structure of the MSc program
- Courses
- Teaching Methodology



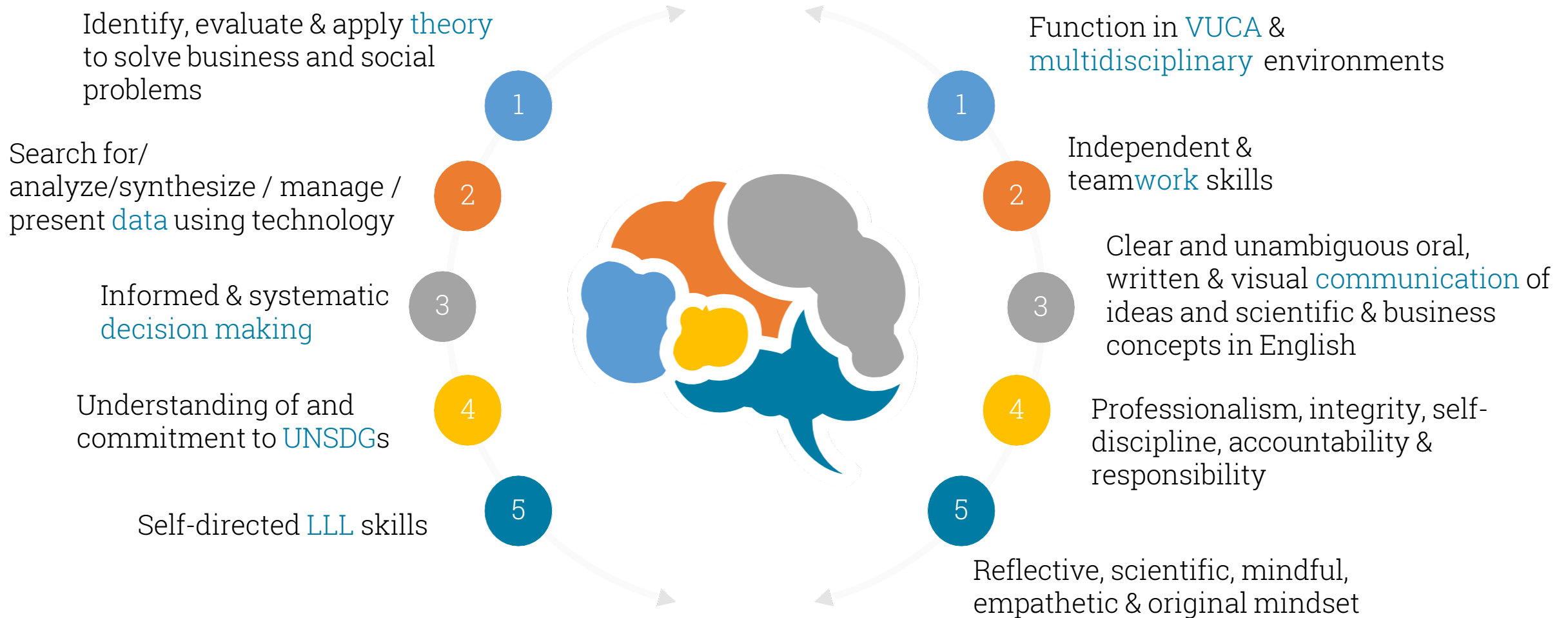
## XDMarComs Structure – 3 Semesters, 90 ECTS, Hybrid delivery in 5-week intensive blocks

#	Course Title
Semester 1	
1	Value-based marketing
2	Data and Digital Literacy
3	Internet-of-Things (IoT) in Marketing
4	Agile and sustainable marketing strategies
Semester 2	
5	Experiential Marketing
6	Content Creation and Management
7	Data Analytics and AI for Marketing
8	Reputation and Media Management
9a	Academic Research Design
9b	Consulting practice
Semester 3	
10	Special Topics
11a	Dissertation
11b	Industry-based project

### Example of semester structure

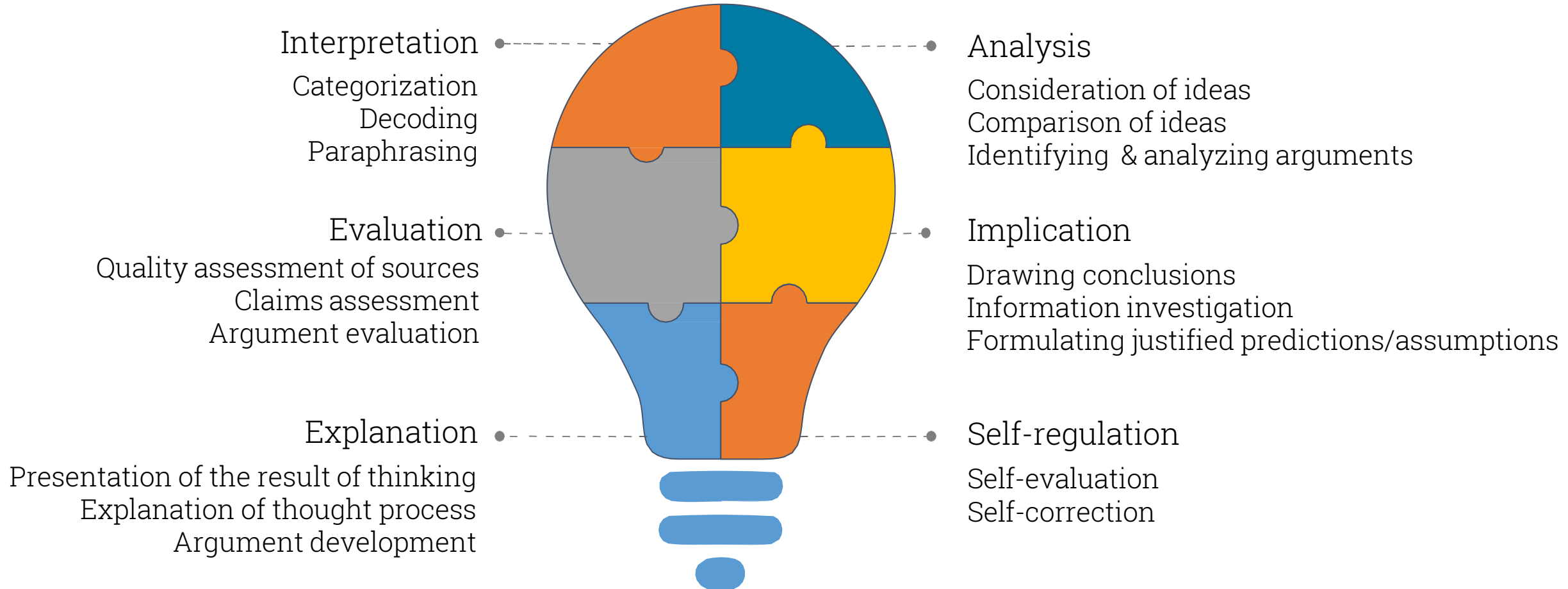
Week	Course	Friday	Saturday	Sunday
1	1	16.00-20.00	9:00 -14:00	
	2		16.00-20.00	9.00-14.00
2-3-4	1&2	online activities (workshops, projects, lectures)		
5	1	16.00-20.00	9:00 – 14:00	
	2		16.00-20.00	9.00-14.00
6-7		Break		
8	3 & 4	Friday p.m – Sunday a.m. F2F		
9-10-11	3 & 4	online activities (workshops, projects, lectures)		
12	3 & 4	Friday p.m – Sunday a.m. F2F		

QF-EHEA L7 **Learning outcomes:** knowledge - application - integration - reflection – communication





## Teaching Methodologies: emphasis on critical, creative, and design thinking



## Resources

- CUT teaching staff
- Guest lecturers



## CUT staff



### Dr Christiana Tsaousi

Lecturer in Consumer  
Culture

Coordinator

[christiana.tsaousi@cut.ac.cy](mailto:christiana.tsaousi@cut.ac.cy)



### Dr. Vasiliki Triga

Assoc. Prof. in Internet based  
political processes  
Dean of the Dpt of Communications  
and Marketing



### Dr. Andreas Gregoriadis

Assoc. Prof. in e-commerce and  
Information Systems



### Dr. Anna Zarkada

Assoc. Prof. in IMC- Services  
Chair of the Dpt of Communication  
and Marketing



### Dr. Yioula Melanthiou

Assis. Prof. in Corporate  
Communication



### Andreas Damianou

Administrator

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### Dr. Constantinos Djouvas,

Assis. Prof. in Informatics &  
Communication



### Dr. Erasmia Leonidou

Lecturer in Marketing,  
Communication and Promotion

### Nikandros Ioannidis

STS in Communications



### Dr. Maria Voutsas

STS in IMC

## Invited teaching staff

### Academics

- Greece
  - University of Piraeus
  - University of Macedonia
  - University of Western Attica
  - International Hellenic University
- Spain
  - University of Navarra
- Pakistan
  - National University of Sciences & Technology (NUST)
- UK
  - Suffolk Business School
- Germany
  - Darmstadt University of Applied Sciences (H\_DA)
  - Arden University
- France
  - University of Lyon 2
  - Rennes School of Business



### Industry Experts

- IKEA
- Bazaraki.com
- Biomar
- CYTA
- C.A.Papaellinas Group
- G&C
- Kaizen Gaming
- Alinea Suites
- notos com holdings S.A
- the voyager voice.
- INTERSPORT Athletics S.A
- SUPERFOODS
- Deepdive Strategy



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## Administration

- Entry requirements
- Fees

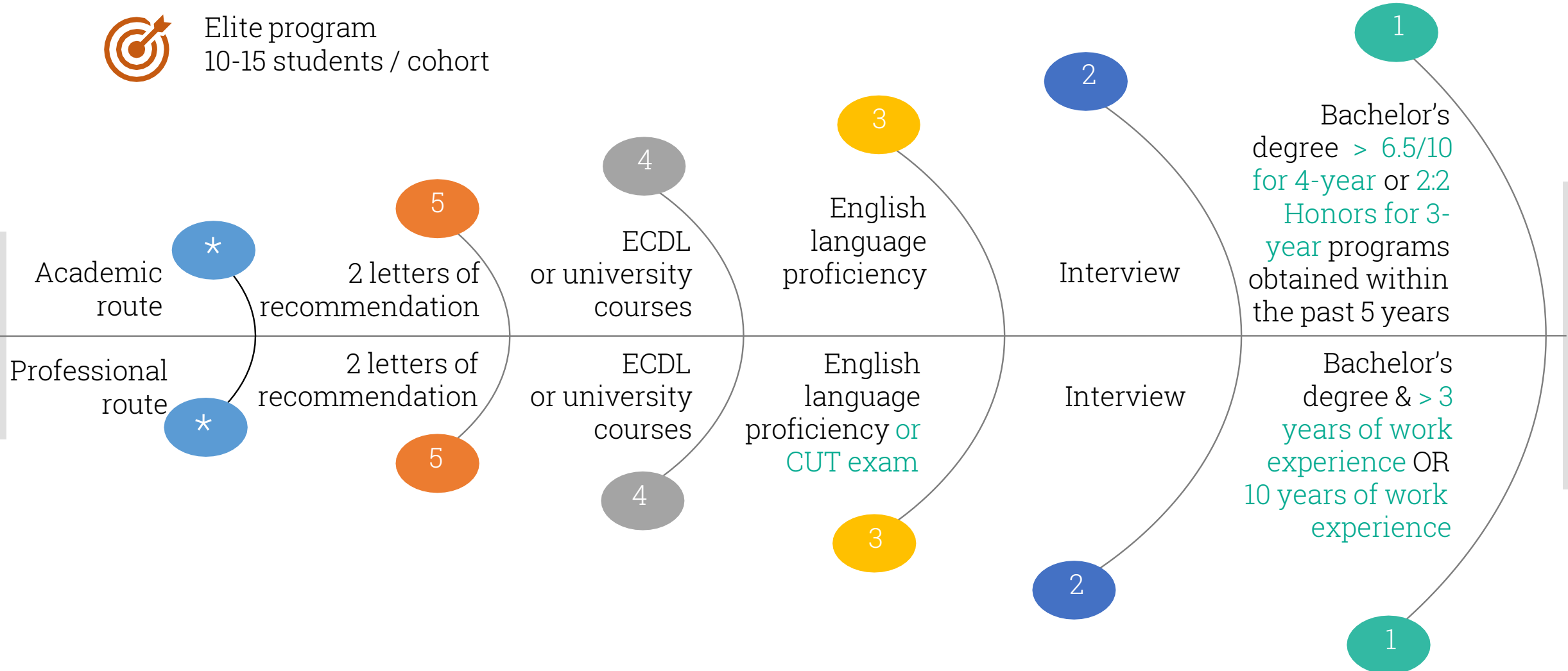




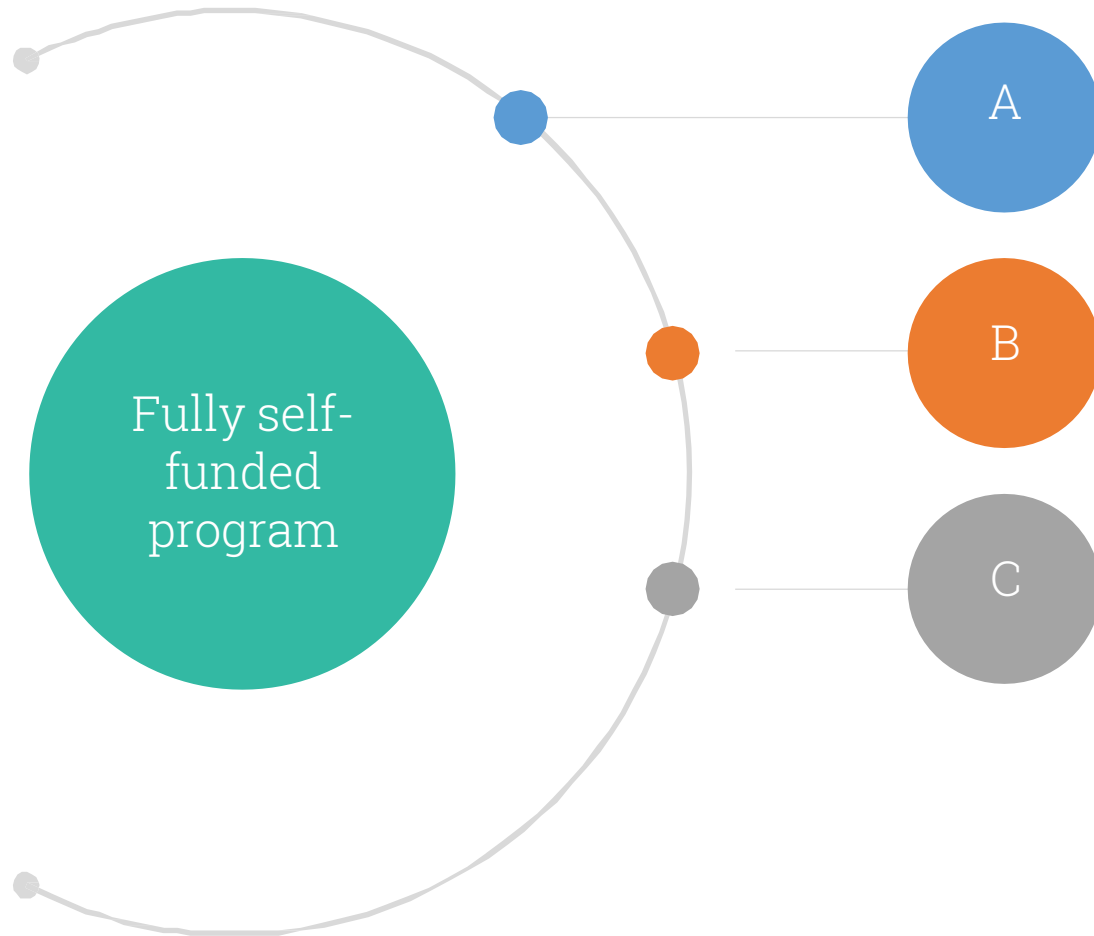
# ENTRY REQUIREMENTS



Elite program  
10-15 students / cohort



## FEES



A

A deposit upon acceptance of position (€300)

B

Total tuition fees: €7,500 for the whole program

C

Can be paid in instalments of € 2,400



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## Employment prospects of graduates

- Methodology of market research
- Employment prospects for students/graduates
- Comparison with other programs



## EMPLOYMENT PROSPECTS FOR STUDENTS/GRADUATES



Digital Marketing  
Executive



Sales / CRM  
Managers



Marketing / Product  
/ Brand Manager



(Digital)  
Marketing  
Analyst



Advertising & Public  
Relations Manager



Marketing Data  
Engineer



Crisis  
Communications  
Specialist

### Interested in employing XDMarComs graduates

#### INTERNATIONAL

- Natwest
- Virgin Media
- Upskill Digital
- Procter & Gamble
- L'oreal
- Google
- Big Scope group
- DUO ltd
- Insuretech Insights
- British airways
- Christian Dior
- Spotify
- DHL
- TOYOTA
- AMAZON

#### CYPRUS

- Primetel
- Hermes Airports
- Cyprus Airways
- Dimco
- Orphanos Group
- Geomatrix Holdings



## Why XDMarComs → **NOT** just another digital marketing program

The **MSc in Experiential Digital Marketing Communications (XDMarComs)** at **Cyprus University of Technology (CUT)** prepares students for a high-flying marketing communications career in the connected experience economy.

It offers:

- **Multidisciplinary, industry-relevant knowledge** of how to design and promote immersive and engaging brand experiences using cutting-edge digital technologies which reach the connected global consumer.
- Diverse teaching team comprising **leading academics and industry experts.**
- **Transferable soft skills** through **innovative teaching methods.**
- **Flexible delivery** and **student-centricity.**



Thank you!

Any questions?