



CERTIFICATE OF VALIDATION

New validation

Validation Process: **Extended**

Provider Name	National College of Ireland
Date of Validation	24-Jun-21

	Code	Title	Award	Exit
Principal Programme	PG22538	Master of Science in Marketing	Master of Science (Masters Degree at NFQ Level 9) 9M20294 90 credits	N/A
Embedded Programme	N/A			

	First Intake	Last Intake
Enrolment Interval	01-Sep-16	01-Sep-22

Principal Programme

	Full Time	Part Time	Delivery Mode: full-time / part-time
Maximum Intakes per Annum:	1	1	Full Time, Part Time
Minimum Learners per Intake:	10	10	
Maximum Learners per Intake:	35	20	
Duration (months)	12	24	

Target Learner Groups

Applicants are required to hold a minimum of a level 8 honours qualification (2.2 or higher) or equivalent on the National Qualifications Framework in a cognate field of study such as Marketing or Business. While having a degree or postgraduate diploma in a marketing or cognate area would be advantageous, it is not mandatory for entry onto the MSc programme. Those who have a non-cognate degree but have significant experience in a marketing role may be eligible for entry. This is decided on a case by case basis, usually via an interview and/or portfolio of evidence. Students may also be admitted based on the Recognised Prior Learning (RPL). RPL will be assessed on the candidate's work experience and continuing professional development. Each candidate will be rigorously interviewed to establish their eligibility as measured against appropriate level 8 learning outcomes.

Brief Synopsis of the Programmes

The MSc in Marketing is an innovative programme which ensures graduates gain the skillset to address the tenets of the current dynamic marketplace, how to better approach businesses exchanges and implement more competent marketing campaigns. The MSc in Marketing empowers candidates with a comprehensive range of creative and contemporary marketing skills necessary to address the problems currently facing marketers both in the public and private sector. The programme comprises of contemporary marketing related disciplines such as Integrated Marketing Communications, Brand Management, Postmodern Marketing and Digital Marketing Strategy, and thus caters for multinational organisations, indigenous SME initiatives and entrepreneurial enterprises. With this in mind, the ethos of this programme works in tandem with industry, ensuring that graduates are competent, well versed marketers, possessing the latest comprehensive knowledge and application skills of all cognate disciplines necessary to develop and drive successful commercial (and non-commercial) enterprises which will propel their candidacy, as well as the present Irish economy. The programme offers students real insight and skills as to how to plan and execute marketing campaigns and strategies in real organisation.



Teaching and Learning Modes	<ol style="list-style-type: none"> 1. Lectures / Classes 2. Practical Sessions 3. Tutorials
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Approved Countries	Ireland
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Physical Resource Requirements

The programme requires appropriate learning spaces to facilitate the teaching, learning & assessment strategy of the programme. Learning spaces should accommodate traditional classrooms, spaces for collaborative learning and access to appropriate technologies as required by individual module curriculum.

Staff Profiles	Qualifications and Experience	WTE
Lecturer	Lecturers with a Masters or PhD level qualification in an appropriate discipline with academic experience delivering modules in Management, Leadership, Law, Marketing and Human Resources at Level 9.	3
Programme Director	Programme Director who is responsible for the academic management of the programme and may also be a lecturer on the programme. The Programme Director will have at least a Masters or PhD qualification in an appropriate discipline.	1
Programme Coordinator	Programme Coordinator with experience in relationship management, academic support and programme delivery.	1

Approved Centres	Centre	Minimum Number of Learners per Intake per Centre	Maximum Number of Learners per Intake per Centre
	42522R National College of Ireland	10	55

Additional Locations	Location Name	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	N/A		

Learner Teacher Ratios	Learning Activity	Ratio
	Tutorials	1:25
	Lectures	1:75

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	N/A		



Conditions of Validation of the Programmes Covered by this Certificate of Validation

Part 1: Statutory Conditions of Validation

The statutory (section 45(3) of the 2012 Act) conditions of validation are that the provider of the programme shall:

1. Co-operate with and assist QQI in the performance of QQI's functions in so far as those functions relate to the functions of the provider,
2. Establish procedures which are fair and consistent for the assessment of enrolled learners to ensure the standards of knowledge, skill or competence determined by QQI under section 49 (1) are acquired, and where appropriate, demonstrated, by enrolled learners,
3. Continue to comply with section 65 of the 2012 Act in respect of arrangements for the protection of enrolled learners, if applicable, and
4. Provide to QQI such information as QQI may from time to time require for the purposes of the performance of its functions, including information in respect of completion rates.

Part 2 Conditions of Validation Established by QQI Under section 45(4)(b) of the 2012 Act

Part 2.1 Condition of Validation Concerning a Change in the QQI Award or Award Standard

1. Where QQI changes an award title, an award specification or an award standard that a programme depends upon, the provider shall not enrol any further learners on the affected programmes unless informed otherwise in writing by QQI (e.g. by the issue of a revised certificate of validation). The programme is considered validated for learners already enrolled on the affected programme.

Part 2.2 Condition of Validation Concerning the Duration of Enrolment

1. The duration of enrolment is the interval during which learners may be enrolled on the validated programme.

Validation is determined by QQI for a specified number of years of enrolment appropriate to the particular programme as indicated on the certificate on validation subject to unit 9.2.1. It is a condition of validation that the programme does not enrol any new learners outside this interval. A typical duration would be five years.

If a provider wishes to continue to enrol learners to the programme beyond this interval the provider must arrange in good time for it to be validated again by QQI, or exceptionally the provider may apply for extension of the duration of enrolment (unit (14)). In this context the provider may apply for validation of the programme from first principles or, alternatively, the provider may avail of the process for revalidation (unit (13)) by QQI.

Part 2.3 General Condition of Validation

The provider of the programme shall:

1. Ensure that the programme as implemented does not differ in a material way from the programme as validated; differing in a material way is defined as differing in any aspect of the programme or its implementation that was material to QQI's validation criteria.
2. Ensure that the programme is provided with the appropriate staff and physical resources as validated.
3. Implement in respect of the programme its written quality assurance procedures (as approved by QQI).
4. Make no significant change to the programme without the prior approval of QQI. (See unit (8)).
5. Unless otherwise agreed by QQI in writing, start implementing the programme as validated and enrol learners within 18 months of validation.
6. Continue in respect of the validated programme to comply with section 56 of the 2012 Act in respect of procedures for access, transfer and progression.
7. Implement the programme and procedures for assessment of learners in accordance with the Approved Programme Schedule and notify QQI in writing of any amendments to this arising from changes to the programme; see unit (9).
8. When advertising and promoting the programme and awards, use the programme title as validated, and the correct QQI award title(s), award type(s) and award class(es) indicating the level of the award(s) on the National Framework of Qualifications.



9. Adhere to QQI regulations and procedures for certification.

10. Notify QQI in writing without delay of: a. Any material change to the programme; a. Anything that impacts on the integrity or reputation of the programme or the corresponding QQI awards; b. Anything that infringes the conditions of validation; or c. Anything that would be likely to cause QQI to consider reviewing the validation.

11. Notify QQI in writing to determine the implications for the provider's validated programmes, where the provider is likely to, or planning to, merge (amalgamate) with another entity or to acquire, or be acquired by, another entity (see unit (12.5)) .

12. Report to QQI, when required or requested, on its implementation of the programme and compliance with the conditions of validation.

Part 2.4 General Condition of Validation Arising from Specialised Validation Policy and Criteria

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Part 2.5 Special Conditions of Validation