CERTIFICATE OF VALIDATION

Provider name	National College of Ireland
Date of validation	20-07-2016

	First Intake	**Last Intake**
Enrolment interval	September 2016	September 2020

	Code	Title	Award	Duration
Principal programme	PG22538	MSc in Marketing	Master in Science (9M20294)	One year
Embedded programme	PG22539	Post Graduate Diploma in Business in Marketing	Post Graduate Diploma in Business (9M20329)	One year
Embedded programme				

	Name	Maximum number of learners	Minimum number of learners
Approved centre	National College of Ireland	As per the validated programmes	As per the validated programmes

Target learner groups	As per the validated programmes
Approved countries for provision	Ireland
The teaching and learning modalities	As per the validated programmes
Brief synopsis of the programme (e.g. who it is for, what is it for, what is involved for learners, what it leads to.)	As per the validated programmes
Specifications for teaching staff	As per the validated programmes
Specifications for the ratio of learners to teaching-staff	As per the validated programmes

Programmes being replaced		
Code	**Title**	**Comment**
		N/A

Conditions of validation

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

a) 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,

b) 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,

c) continue to comply with [section 65 of the 2012 Act](#) in respect of arrangements for the protection of enrolled learners, if applicable, and

d) 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.

Conditions from HET Core Validation Policy and Criteria 2010, Revised 2013

The provider of the programme shall (for each programme):

1. Maintain the status of the programme(s) recognition;
2. Establish, having regard to existing quality assurance procedures, procedures for quality assurance for the purpose of further improving and maintaining the quality of education and training which is provided, organised or procured by that provider as part of the programme(s) concerned, and agree those procedures with QQI;
3. Operate quality assurance procedures agreed with QQI;
4. Implement procedures for the assessment of learners which are consistent with Assessment and Standards, Revised 2013;
5. Implement the procedures described in the document Policies, Actions and Procedures for Access, Transfer and Progression for Learners;
6. Implement any special conditions of validation attached to the relevant awards standards.

Other conditions from HET Core Validation Policy and Criteria 2010, Revised 2013

7. Notify QQI of any change in circumstances affecting the provider which could affect or be perceived to affect the provision of the programme(s). This includes significant changes in corporate or academic governance, ownership, legal status, profile of teaching staff, profile of learners, numbers enrolled, facilities, or resources;
8. Maintain learner data records (personal identification, progression, module marks, stage classification etc.) in order to assist QQI in the performance of its functions;
9. Provide the information required by QQI's award making and monitoring functions, including information in respect of completion rates;
10. Implement the programme in accordance with the **approved programme schedule(s)** (appended) and current assessment strategies;
11. Subject to Section 4.6.1 of *HET Core Validation Policy and Criteria 2010*, Revised 2013, obtain QQI's approval prior to substantially amending the programme's minimum intended learning outcomes, save in the case of incremental enhancements arising from the implementation of findings of the provider's agreed quality assurance procedures;
12. Notify QQI of any information concerning the programme(s), or circumstances that may reasonably be expected to give QQI cause to consider reviewing the programme. Explicitly this includes where another awarding body withdraws or seeks to withdraw validation from the programme(s) and /or any alterations to accreditations (additions or withdrawals) by a professional or regulatory body;
13. Implement the programme(s) as agreed with the resources indicated;
14. Adhere to, and implement the Provider Lifecycle of Engagements.

Quality and Qualifications Ireland
Dearbhú Cáilíochta agus Cáilíochtaí Éireann

Approved Programme Schedule(s)

Name of Provider			National College of Ireland		Programme Codes		MSCMRKD	
Programme Title (i.e. named award)			MSc in Marketing					
Award Title (HETAC named award)			Master of Science					
Stage Exit Award Title			Postgraduate Diploma in Business in Marketing					
Modes of Delivery (FT/PT/ACCS/BLENDED/OC etc)			FULL_TIME,PART_TIME BLOCK DELIVERY					
Stage			1		Number of Stages		1	
Award Class			Major		Award NQF Level			9
Award EQF Level			7		Stage Credits (ECTS)			90
Stage NQF Level			9		Stage EQF Level			7
Date Effective			14/09/16		ISCED Subject Code			

Ref	Module Title	Semester	Module		ECTS	Total Student Effort			Allocation of Marks		
			Status (C/O)	NQF Level	Credit Number	Total Hours	Contact Hours	Independent Learning	Coursework %	End of Module Assessment %	Total %
	Marketing in the 21st Century	1	C	9	5	250	30	220	50	50	100
	The Contemporary Consumer	1	C	9	5	125	30	95	100	0	100
	Digital Marketing Strategy	1	C	9	10	250	30	220	100	0	100
	Integrated Marketing Communications in a Digital Age	2	C	9	5	125	30	95	50	50	100
	Services Marketing	2	C	9	5	125	30	95	50	50	100
	Market Research	2	C	9	5	125	30	95	40	60	100
	Innovation and Creativity	2	C	9	5	125	30	95	100	0	100
	Brand Management	2	C	9	5	125	30	95	100	0	100
	Marketing Metrics and Accountability	1	C	9	5	125	30	95	100		100
	Marketing Insights and Customer Relationship Management	1	O	9	5	125	30	95	50	50	100
	Strategic Project Management	1	O	9	5	125	30	95	50	50	100
	Strategic Social	1	O	9	5	125	30	95	100	0	100

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Award Class			Major			Award NQF Level			9
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	Media Marketing and Public Relations										
	Management of Innovation & Technology	2	O	9	5	125	30	95	50	50	100
	The Social Conscience of the Consumer	2	O	9	5	125	30	95	40	60	100
	Postmodern Marketing	2	O	9	5	125	30	95	50	50	100
	Selling to the Modern Customer	2	O	9	5	125	30	95	100	0	100
	Research Methods	1/2	GE1	9	10	250	30	220	100	0	100
	Dissertation	3	GE1	9	20	500	4	496	100	0	100
	Business Research Methods	1/2	GE2	9	10	250	30	220	100	0	100
	Industry Practicum Project	3	GE2	9	20	250	24	476	100	0	100

Special Regulations:
Select 2 electives from list of elective optional modules (O). Students who take the Dissertation must take Research Methods (GE1) Students who take the Industry Practicum must take Business Research Methods (GE2)

The Industry Practicum Project or Dissertation may not be used for compensation.

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Award Title (HETAC named award)				Postgraduate Diploma in Business in Marketing					
Stage Exit Award Title									
Modes of Delivery (FT/PT/ACCS/BLENDED/OC etc)				FULL_TIME,PART_TIME BLOCK DELIVERY					
Stage				1		Number of Stages		1	
Award Class				Major		Award NQF Level			9
Award EQF Level				7		Stage Credits (ECTS)			90
Stage NQF Level				9		Stage EQF Level			7
Date Effective				14/09/16		ISCED Subject Code			

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	Marketing in the 21st Century	1	C	9	5	250	30	220	50	50	100
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	Digital Marketing Strategy	1	C	9	10	250	30	220	100	0	100
	Integrated Marketing Communications in a Digital Age	2	C	9	5	125	30	95	50	50	100
	Services Marketing	2	C	9	5	125	30	95	50	50	100
	Market Research	2	C	9	5	125	30	95	40	60	100
	Innovation and Creativity	2	C	9	5	125	30	95	100	0	100
	Brand Management	2	C	9	5	125	30	95	100	0	100
	Marketing Metrics and Accountability	1	C	9	5	125	30	95	100		100
	Marketing Insights and Customer Relationship Management	1	O	9	5	125	30	95	50	50	100
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Stage Exit Award Title											
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	Postmodern Marketing	2	O	9	5	125	30	95	50	50	100
	Selling to the Modern Customer	2	O	9	5	125	30	95	100	0	100
	Research Methods	1/2	GE1	9	10	250	30	220	100	0	100
	Business Research Methods	1/2	GE2	9	10	250	30	220	100	0	100

Special Regulations:

Select 2 electives from list of elective optional modules (O).

Select 1 module from Research Methods (GE1) or Business Research Methods (GE2)