

CERTIFICATE OF VALIDATION



QQI

Quality and Qualifications Ireland
Dearbhú Cáilíochta agus Cáilíochtaí Éireann

ReValidation

Provider Name	Dublin Business School
Date of Validation	12-Sep-19

	First intake	Last intake	Intakes per annum
Enrolment Interval	Sep-19	Aug-24	3

	Code	Title	Award	Duration (Months)	Intakes per annum
Principal Programme	PG24205	Certificate in Digital Marketing	Certificate (Special Purpose Award at NFQ Level 7) 7S20824 40 credits	2 semesters	3
Embedded Programmes	na	n/a			

Principal Programme

5 Year Plan: Planned total enrolment i.e. aggregated across all intakes and all approved centres

	Year 1	Year 2	Year 3	Year 4	Year 5
Minimum Intake into first year	10	10	10	10	10
Maximum Intake into first year	450	450	450	450	450

Target Learner groups

This programme is aimed at learners that have achieved a full Level 6 award (such as Higher Certificate or full equivalent FETAC award) in any discipline and who wish to upskill and specialise in the field of digital marketing or with a view to entering an industry which requires this skill set. Applicants who have at least 3 years' experience working in a business environment may also be considered through the colleges normal RPL procedures.

On completion of this programme, learners will have the digital marketing skills necessary to move into various customer focused (either B2C or B2B) industry roles where the presentation of services or products through a digital channel is a key function of the organisation. These learners will also have the competencies in general website design and presentation should they prefer those roles. The learners will gain an understanding of the impact of digital marketing on a business and its customers so they can take a more focused view and effectively integrate their knowledge of the digital channel into decision-making in an organisation. Through the assignments and projects as part of the assessment criteria, learners will develop independent research and problem-solving skills which will be valuable in a variety of contexts in the workplace. Participants who complete this course will be able to pursue opportunities within the digital marketing environment in many different business disciplines and settings.

Brief Synopsis of the programmes

This programme is targeted towards the learner who wishes to specialise in the field of digital marketing with a view to entering industry, or those who are working in an industry that requires the input of digital marketing techniques to enhance, or in some cases drive, the overall marketing function and strategy.

The massive growth of social media and mobile marketing in recent years means that marketers need a strong skill set and knowledge base that is digital. Therefore, they will need both the visibility and traceability that digital marketing affords.

Given how fast the digital marketing arena moves in terms of technologies and practice all modules are written with flexibility in mind. Students are facilitated in exploring new ideas and

technologies where applicable. In this way, the programme remains up-to-date with industry trends and best practice. Students will be exposed to both the classroom environment to understand and learn the theoretical concepts and models which will then be applied in a laboratory environment.

On completion of the programme the learner will be equipped with the skills needed to work in a digital marketing environment either stand alone as part of a business function. This programme accommodates a wide audience of learners whose specific interests in digital marketing may be either technically focused or business focused.

This programme is a one year programme with four taught modules each of 10 ECTS which combined lead to a Certificate in Digital Marketing, Level 7 Special Purpose Award. Learners who have taken this programme previously have been funded by the HEA Springboard+ fund and this programme will continue to be offered as part of the DBS Springboard+ portfolio.

Delivery mode: full-time / part-time

Part-time / Full-time

Teaching and Learning Modes

- Classroom lectures
- Case-based learning
- Practical skills sessions
- Workshops
- Tutorials
- Individual and group work
- Blended delivery and resources (as required)

Approved countries

Ireland

Physical resource requirements

Lecture rooms with multimedia resources and physical resources suitable for working in breakout groups. Hardware and software required for the delivery of the programme are detailed in each of the module descriptors and also in Section 8.

Staff Profiles

Qualifications and Experience	WTE
<p>Lecturing staff will have a minimum of a Level 8 qualification in the following areas: Marketing; Digital Marketing; Strategic Marketing; Services Marketing; Other relevant marketing disciplines.</p> <p>In modules where industry experience is desirable, holders of Level 8 Honours Degree in Marketing who are exceptionally qualified by virtue of senior significant business experience may also be considered.</p>	1.84

Approved Centres

Centre	Minimum per intake per Centre	Maximum per intake per Centre
DBS Campus	10	150

Learner Teacher Ratios

Learning Activity	Ratio
Workshops	1:25
Practical sessions	1:25
Online tutorial (live, interactive)	1:25
Online Class (live, non-interactive)	1:50
Classroom sessions	1:50

**Programme being replaced
by this programme**

Prog Code	Programme Title	Validated	To Close
PG21016	Certificate in Digital Marketing	20-Dec-18	

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

1. n/a

Part 2.5 Special Conditions of Validation

1. n/a

Approved Programme Schedule

Name of Provider:		Dublin Business School												
Programme Title		Certificate in Digital Marketing												
Award Title		Certificate in Digital Marketing												
Stage Exit Award Title³		N/A												
Modes of Delivery (FT/PT):		Part-Time/Full-Time												
Teaching and learning modalities		As per module descriptors												
Award Class⁴	Award NFQ level	Award EQF Level	Stage (1, 2, 3, 4, ..., or Award Stage):		Stage NFQ Level²	Stage EQF Level²	Stage Credit (ECTS)	Date Effective	ISCED Subject code					
Special Purpose	7	6	Award		7	6	40	1 st September 2019	0404					
Module Title (Up to 70 characters including spaces)		Semester no where applicable (Semester 1 or Semester2)	Module		Credit Number⁵	Total Student Effort Module (hours)					Allocation Of Marks (from the module assessment strategy)			
			Status⁸	NFQ Level¹ where specified	Credit Units	Total Hours	Class (or equiv) Contact Hours	Directed e-learning	Learning Independent	Hours of independent learning effort⁹	Work-based learning effort⁹	C.A. %	Supervised Project %	Proctored practical demonstration %
Digital Marketing Environment		1	M	7	10	250	36	36	178		100			
Digital Marketing Fundamentals		1	M	7	10	250	36	36	178		100			
Digital Marketing Planning and Management		2	M	7	10	250	36	36	178		100			
Media Technologies for Marketing		2	M	7	10	250	36	36	178		100			
Special Regulations (Up to 280 characters)														

⁸ Mandatory (m) or elective (E)

⁹ Work-based learning effort is not the number of hours in the workplace. For example, a person might spend 35 hours in the workplace as a trainee and this might involve 7 hours of learning effort.