

# CERTIFICATE OF VALIDATION



QQI

Quality and Qualifications Ireland  
Dearbhú Cáilíochta agus Cáilíochtaí Éireann

ReValidation

<b>Provider Name</b>	Dublin Business School
<b>Date of Validation</b>	12-Sep-19

	<b>First intake</b>	<b>Last intake</b>	<b>Intakes per annum</b>
<b>Enrolment Interval</b>	Sep-19	Aug-24	2

	<b>Code</b>	<b>Title</b>	<b>Award</b>	<b>Duration (Months)</b>	<b>Intakes per annum</b>
<b>Principal Programme</b>	PG24206	Master of Science in Marketing	Master of Science (Major Award at NFQ Level 9) 9M20821 90 credits	1 year FT 2 years PT	2
<b>Embedded Programmes</b>	PG24207	Postgraduate Diploma in Science in Marketing	Postgraduate Diploma in Science (Major Award at NFQ Level 9) 9M20822 60 Credits	1 year FT 2 years PT	Exit

## Principal Programme

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

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Minimum Intake into first year</b>	15	15	15	15	15
<b>Maximum Intake into first year</b>	150	150	150	150	150

**Target Learner groups**

This programme is aimed at learners with a second class second division (2.2) honours bachelor degree who wish to specialise in the field of marketing with a view to entering industry. It will also be of interest to learners who have completed their undergraduate degree in marketing and wish to specialise in this area. An equivalent professional qualification such as ACCA or CIMA will also be considered. If an individual holds a non- business Level 8 bachelor degree but has three years marketing experience, they may also be considered.

On completion of this programme, learners will have the marketing skills necessary to move into various customer-focused (either B2C or B2B) industry roles where the presentation of services or products through a focused channel is a key function of the organisation. Learners will gain an understanding of the impact of marketing on a business and its customers so as they can take a more focused and strategic view and effectively integrate their knowledge of the marketing channel into decision-making in an organisation. Learners will also have the competencies in general digital marketing practices. 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 a marketing environment in many different business disciplines and settings.

**Brief Synopsis of the programmes**

The MSc in Marketing has been specifically designed with the needs of current and future marketing professionals and managers in mind. The course is aimed at those seeking to advance their studies and/ or professional career in marketing and its related fields. The course will equip learners with a comprehensive understanding of key foundations of the marketing discipline as well as providing them with a detailed understanding of the contemporary marketplace. In addition, students will learn how to apply the latest marketing theory and practice in an increasingly complex marketing environment. Through the dissertation or applied research

project, students will synthesise their learning and author a piece of research focussed work. The duration of the MSc in Marketing is three twelve-week semesters full-time and five twelve-week semesters part-time.

**Delivery mode: full-time / part-time**

Full-time and part-time

**Teaching and Learning Modes**

1. Classroom lectures
2. Case-based learning
3. Practical skills sessions
4. Workshops
5. Tutorials
6. Individual and group work
7. Online synchronous and asynchronous

**Approved countries**

Ireland

**Physical resource requirements**

Lecture rooms with multimedia resources and physical resources suitable for working in breakout groups. Classroom / computer room with requisite (non-specialist) software required for the delivery of the programme are detailed in each of the module descriptors and also in Section 8.

**Staff Profiles**

<b>Qualifications and Experience</b>	<b>WTE</b>
<p>Lecturing staff will have a minimum of a Level 9 Postgraduate Diploma/Masters and/or Level 10 PhD in any of the following areas:</p> <ul style="list-style-type: none"> <li>● Marketing, management, services marketing, consumer trends / analysis</li> <li>● Big Data, web marketing, International marketing and branding</li> <li>● Strategic marketing, entrepreneurship</li> </ul> <p>In modules where industry experience is desirable, holders of Level 8 honours bachelor degrees in the above disciplines, who are exceptionally qualified by virtue of significant senior industry experience, may also be considered.</p>	1.26

**Approved Centres**

<b>Centre</b>	<b>Minimum Number of learners per intake per Centre</b>	<b>Maximum Number of learners per intake per Centre</b>
DBS, Dublin Campus	15	75

**Learner Teacher Ratios**

<b>Learning Activity</b>	<b>Ratio</b>
Workshops	1:25
Practical sessions	1:25
Online class	1:50
Classroom sessions	1:50

**Programme being replaced by this programme**

<b>Prog Code</b>	<b>Programme Title</b>	<b>Validated</b>	<b>To Close</b>
PG19602	MASTER OF SCIENCE in Marketing	20-Jun-18	

# Embedded Programme

Code	Title	Award	Duration (Months)	Annual Intakes
PG24207	Postgraduate Diploma in Science in Marketing	Postgraduate Diploma in Science 9M20822 60 credits	1 year FT 2 years PT	Exit

## 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	15	15	15	15	15
Maximum Intake into first year	150	150	150	150	150

### Target Learner groups

This programme is aimed at learners with a second class second division (2.2) honours bachelor degree in business or marketing who wish to specialise in the field of marketing with a view to entering industry. It will also be of interest to learners who have completed their undergraduate degree in marketing and wish to specialise in this area. An equivalent professional such as ACCA or CIMA will also be considered. If an individual holds a non business Level 8 bachelor degree but has three years marketing experience, they may also be considered.

### Brief Synopsis of the programmes

The Postgraduate Diploma is an embedded award in the MSc in Marketing. It will not be offered separately but is an exit award at 60 ECTS for learners who are unable to or wish not to complete the full Masters Programme. It is designed to appeal to graduates seeking to enhance their careers prospects in industries where a marketing function is critical to the business needs. The course will equip learners with a comprehensive understanding of key foundations of the marketing discipline as well as providing them with a detailed understanding of the contemporary marketplace. In addition, students will learn how to apply the latest marketing theory and practice in an increasingly complex marketing environment. Through the dissertation or applied research project, students will synthesise their learning and author a piece of research focussed work.

### Delivery mode: full-time / part-time

Full-time and part-time

### Teaching and Learning Modes

1. Classroom lectures
2. Case-based learning
3. Practical skills sessions
4. Workshops
5. Tutorials
6. Individual and group work
7. Online synchronous and asynchronous

### Approved countries where enrolled learners will be based

Ireland

### Physical resource requirements

Lecture rooms with multimedia resources and physical resources suitable for working in breakout groups. Classroom / computer room with requisite (non-specialist) software required for the delivery of the programme are detailed in each of the module descriptors and also in Section 8.

**Staff Profiles**

<b>Qualifications and Experience</b>	<b>WTE</b>
Lecturing staff will have a minimum of a Level 9 Postgraduate Diploma/Masters and/or Level 10 PhD in any of the following areas: <ul style="list-style-type: none"> <li>●Marketing management, services marketing, consumer trends / analysis</li> <li>●Big Data, web marketing, international marketing and branding</li> <li>●Strategic marketing, entrepreneurship</li> </ul> <p>In modules where industry experience is desirable, holders of Level 8 honours bachelor degrees in the above disciplines, who are exceptionally qualified by virtue of significant senior industry experience may also be considered.</p>	1:18

**Approved Centres**

<b>Centre</b>	<b>Minimum Number of learners per intake per Centre</b>	<b>Maximum Number of learners per intake per Centre</b>
DBS, Dublin Campus	15	75

**Learner Teacher Ratios**

<b>Learning Activity</b>	<b>Ratio</b>
Workshops	1:25
Practical sessions	1:25
Online class	1:50
Classroom sessions	1:50

**Programme being replaced by this programme**

<b>Prog Code</b>	<b>Programme Title</b>	<b>Validated</b>	<b>To Close</b>
na	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**

1. n/a

#### **Part 2.5 Special Conditions of Validation**

1. n/a

## Approved programme schedule(s)

<b>Name of Provider:</b>		Dublin Business School												
<b>Programme Title</b>		Master of Science in Marketing												
<b>Award Title</b>		Master of Science in Marketing												
<b>Stage Exit Award Title'</b>		Postgraduate Diploma in Marketing												
<b>Modes of Delivery (FT/PT):</b>		Full-time												
<b>Teaching and learning modalities</b>		As per module descriptors												
<b>Award Class'</b>	<b>Award NFQ level</b>	<b>Award EQF Level</b>	<b>Stage (1, 2, 3, 4, ..., or Award Stage):</b>	<b>Stage NFQ Level'</b>	<b>Stage EQF Level'</b>	<b>Stage Credit (ECTS)</b>	<b>Date Effective</b>	<b>ISCED Subject code</b>						
Major	9	7	Award	9	7	90	Sept 2019	0414						
<b>Module Title (Up to 70 characters including spaces)</b>		<b>Semester no where applicable (Semester 1 or Semester 2)</b>	<b>Module</b>		<b>Credit Number'</b>	<b>Total Student Effort Module (hours)</b>					<b>Allocation Of Marks (from the module assessment strategy)</b>			
			<b>Status</b>	<b>NFQ Level' where specified</b>	<b>Credit Units</b>	<b>Total Hours</b>	<b>Class (or equiv) Contact Hours</b>	<b>Directed e-learning</b>	<b>Hours of Independent Learning</b>	<b>Work-based learning effort</b>	<b>C.A .%</b>	<b>Supervised Project %</b>	<b>Proctored practical demonstration %</b>	<b>Proctored written exam %</b>
Contemporary Consumer Behaviour		1	M	9	10 ECTS	250	48	24	178		100			
Sustainable Marketing Practices		1	M	9	5 ECTS	125	24	12	89		100			

Web Marketing Management & Metrics	1	M	9	5 ECTS	125	24	12	89		100			
Services Marketing Management	1	M	9	10 ECTS	250	48	24	178		100			
Research Methods	2	M	9	5 ECTS	125	36	38	51		100			
Integrated Marketing Communications	2	M	9	10 ECTS	250	48	24	178		100			
Creativity, Innovation & Entrepreneurship in Marketing	2	M	9	5 ECTS	125	24	12	89		100			
Applied Strategic Marketing	2	M	9	10 ECTS	250	48	24	178		100			
International Marketing	2	M	9	5 ECTS	125	24	12	89		100			
Dissertation / Applied Research Project	3	M	9	25 ECTS	625	12		613			100		
<b>Students will not progress to the Dissertation/Applied Research Project module unless all taught modules have been passed.</b>													