

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	PG24208	Bachelor of Arts (Honours) in Marketing	Bachelor of Arts (Honours) (Major Award at NFQ Level 8) 8M20823 180 credits	3 years	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	15	15	15	15	15
Maximum Intake into first year	450	450	450	450	450

Target Learner groups

The programme is aimed at full and part-time learners who meet the minimum entry requirements of 2H5's and 4 O6/H7, to include Mathematics and English or another language (under the new Common Points Scale for Leaving Certificate 2017). Using the old pre-2017 grading scheme, applicants must have obtained a minimum of grade C3 in 2 higher level subjects and a minimum of grade D3 in 4 Ordinary Level subjects (to include Maths, English and a language. Mature Learners who do not meet the minimum entry requirements will be assessed on the basis of age, work experience, general education standard, motivation and commitment to the programme for which they are applying. Mature learners are those who are 23 years of age by January 1st of the year of admission.

On completion of this programme, learners will have the marketing expertise to take a strategic view and effectively integrate marketing into decision-making in their company. Learners will have the skills to develop strategic marketing programmes and to effectively evaluate the effectiveness of the organisation's marketing.

Brief Synopsis of the programmes

Understanding the interplay between the marketing function, and a business's components, and how these align together with the marketing strategy, is crucial to understanding the fundamentals of marketing a business's brand. In addition, the massive growth of new marketing channels in recent years, has meant that marketers need a strong skill set and knowledge base that is founded in traditional marketing theory but takes account of the digital and omnichannel world consumers experience.

As such, learners will gain a foundational understanding of marketing as a discipline within the context of business management. Through this programme they will gain skills in general and specialised marketing practices, teamwork and business practices. This will position learners as dynamic team players in any business environment. The overarching intent of the programme is to create learners with foundational marketing and industry aligned knowledge to support them in their future career ambitions through a broad range of business and marketing modules.

The programme is based on three years full-time or four years part-time. In year one, learners will complete seven foundation modules at Level 6 which will introduce them to the world of business and marketing. Key modules include: Marketing Essentials; IT Essentials; Economic Perspectives; Business Context & Organisation; Maths & Stats for Business. The learner will also be introduced to the digital world with the module Digital Content Creation. The concept of understanding how to learn at third level is captured in year one with the module entitled Learning.

In year two, the learner will take five mandatory modules at Level 7. These modules will have a definitive marketing focus with modules such as Marketing Communications and Digital Marketing Concepts amongst others. In year two, learners will choose two modules from six elective modules. In year three (Level 8), learners will study five mandatory modules and again have the choice of two of six electives.

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

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. Synchronous and asynchronous learning

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

Qualifications and Experience	WTE
<p>Lecturing staff will have a minimum of a NFQ Level 9 Postgraduate Diploma or Masters 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 significant business experience at senior level may also be considered.</p>	2.31

Approved Centres

Centre	Minimum per intake per Centre	Maximum per intake per Centre
DBS: Dublin Campus	15	150

Learner Teacher Ratios

Learning Activity	Ratio
Workshops	1:25
Practical Sessions	1:25
Online Class	1:50
Classroom sessions	1:150

**Programme being replaced
by this programme**

Prog Code	Programme Title	Validated	To Close
PG19552	BACHELOR OF ARTS (HONOURS) in Marketing	20-Jun-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

Name of Provider:		Dublin Business School												
Programme Title		Bachelor of Arts (Honours) in Marketing												
Award Title		Bachelor of Arts												
Stage Exit Award Title³		N/A												
Modes of Delivery (FT/PT):		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					
Major	8	6	1				60	1 st September 2019	0404					
Module Title (Up to 70 characters including spaces)		Semester no where applicable (Semester 1 or Semester 2)	Module		Credit Number⁵	Total Student Effort Module (hours)					Allocation of Marks (from the module assessment strategy)			
			Status⁹	NFQ Level¹ where specified	Credit Units	Total Hours	Class (or equiv) Contact Hours	Directed e-learning	Independent Learning	Hours of Work-based learning effort¹⁰	C.A. %	Supervised Project %	Proctored demonstration	Proctored practical
Economic Perspectives		1 and 2	M		10	250	72	50	128		40	20		40
IT Essentials		1 and 2	M		10	250	72	50	128		50		50	
Marketing Essentials		1 and 2	M		10	250	72	50	128		100			
Business Context & Organisation		1 and 2	M		10	250	72	50	128		50			50
Maths & Stats for Business		1 and 2	M		10	250	72	50	128		40			60
Learning to Learn		1	M		5	125	36	25	64		100			
Digital Content Creation		2	M		5	125	36	25	64		100			
Special Regulations N/A														

⁹ Mandatory (m) or elective (E)

¹⁰ 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.

Name of Provider:		Dublin Business School												
Programme Title		Bachelor of Arts (Honours) in Marketing												
Award Title		Bachelor of Arts												
Stage Exit Award Title³		N/A												
Modes of Delivery (FT/PT):		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						
Major	8	6	2			60	1 st September 2019	0404						
Module Title (Up to 70 characters including spaces)		Semester no where applicable (Semester 1 or Semester 2)	Module		Credit Number⁵	Total Student Effort Module (hours)				Allocation of Marks (from the module assessment strategy)				
			Status¹¹	NFQ Level¹ where specified	Credit Units	Total Hours	Class (or equiv) Contact Hours	Directed e-learning	Learning Independent	Hours of learning effort¹²	Work-based learning effort¹²	C.A. %	Supervised Project %	Proctored practical demonstration
ECTS Credits														
Marketing Communications		1 and 2	M		10	250	64	50	136		50			50
Selling and Sales Management		1 and 2	M		10	250	64	50	136		50			50
Marketing Research		1 and 2	M		10	250	64	50	136		100			
Digital Marketing Concepts		1	M		5	125	32	25	68		50			50
Advanced Economic Perspectives		2	M		5	125	32	25	68		50			50
Cloud Computing for Business & Marketing		1 and 2	E		10	250	64	50	136		50			50
Digital Marketing Planning & Management		1 and 2	E		10	250	64	50	136		100			
Web Design and Client-Side Development		1 and 2	E		10	250	64	50	136		100			
Event Planning		1 and 2	E		10	250	64	50	136		100			
The Events Environment		1 and 2	E		10	250	64	50	136		50			50
Special Regulations N/A														

¹¹ Mandatory (m) or elective (E)

¹² 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.

Name of Provider:	Dublin Business School
Programme Title	Bachelor of Arts (Honours) in Marketing
Award Title	Bachelor of Arts
Stage Exit Award Title³	N/A
Modes of Delivery (FT/PT):	Full-time
Teaching and learning modalities	As per module descriptors

Award Class ⁴	Award NFQ level	Award EQF Level	Stage (1, 2, 3, 4, ..., or Award Stage):	Stage NFQ Level ²	Stage EQF Level ²	Stage Credit (ECTS)	Date Effective	ISCED Subject code					
Major	8	6	Award	8	6	60	1 st September 2019	0404					
Module Title (Up to 70 characters including spaces)	Semester no where applicable (Semester 1 or Semester 2)	Module		Credit Number ⁵	Total Student Effort Module (hours)					Allocation of Marks (from the module assessment strategy)			
		Status ¹³	NFQ Level ¹ where specified	Credit Units ECTS Credits	Total Hours	Class (or equiv) Contact Hours	Directed e-learning	Independent Learning	Hours of learning effort ¹⁴	Work-based learning effort ¹⁴	C.A. %	Supervised Project %	Proctored practical demonstration
Consumer Behaviour	1 and 2	M	8	10	250	60	50	140		50			50
Strategic Marketing	1 and 2	M	8	10	250	60	50	140		100			
Services Marketing	1 and 2	M	8	10	250	60	50	140		50			50
International Marketing	1 and 2	E	8	10	250	60	50	140		50			50
Creativity, Innovation & Entrepreneurship	1 and 2	E	8	10	250	60	50	140		100			
Web Marketing Design & Development	1 and 2	E	8	10	250	60	50	140		100			
Cloud Technology for Marketing	1 and 2	E	8	10	250	60	50	140		100			
Event Operations & Crowd Management	1 and 2	E	8	10	250	60	50	140		100			
Event Marketing	1 and 2	E	8	10	250	60	50	140		50			50
Capstone Project	1 and 2	M	8	10	250	18	60	172			100		
Special Regulations N/A													

¹³ Mandatory (m) or elective (E)

¹⁴ 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.

Name of Provider:		Dublin Business School												
Programme Title		Bachelor of Arts (Honours) in Marketing												
Award Title		Bachelor of Arts												
Stage Exit Award Title³		Level 8												
Modes of Delivery (FT/PT):		Part-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						
Major	8	7	1			60	1 st September 2019	0404						
Module Title (Up to 70 characters including spaces)		Semester no where applicable (Semester 1 or Semester 2)	Module		Credit Number⁵	Total Student Effort Module (hours)				Allocation of Marks (from the module assessment strategy)				
			Status¹⁵	NFQ Level¹ where specified	Credit Units ECTS Credits	Total Hours	Class (or equiv) Contact Hours	Directed e-learning	Independent Learning	Hours of independent learning effort¹⁶	Work-based learning effort¹⁶	C.A. %	Supervised Project %	Proctored practical demonstration
Economic Perspectives		1 and 2	M		10	250	36	50	164		40	20		40
IT Essentials		1 and 2	M		10	250	36	50	164		50		50	
Marketing Essentials		1 and 2	M		10	250	36	50	164		100			
Business Context & Organisation		1 and 2	M		10	250	36	50	164		50			50
Maths & Stats for Business		1 and 2	M		10	250	36	50	164		40			60
Learning to Learn		1	M		5	125	18	25	82		100			
Digital Content Creation		2	M		5	125	18	25	82		100			
Special Regulations N/A														

¹⁵ Mandatory (m) or elective (E)

¹⁶ 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.

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Programme Title		Bachelor of Arts (Honours) in Marketing												
Award Title		Bachelor of Arts												
Stage Exit Award Title³		Level 8												
Modes of Delivery (FT/PT):		Part-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					
Major	8	6	2				60	1 st September 2019	0404					
Module Title (Up to 70 characters including spaces)		Semester no where applicable (Semester 1 or Semester 2)	Module		Credit Number⁵	Total Student Effort Module (hours)					Allocation of Marks (from the module assessment strategy)			
			Status¹⁷	NFQ Level¹ where specified	Credit Units	Total Hours	Class (or equiv) Contact Hours	Directed e-learning	Learning Independent	Hours of learning effort¹⁸	Work-based learning effort¹⁸	C.A. %	Supervised Project %	Proctored practical demonstration
Marketing Communications		1 and 2	M		10	250	32	50	168		50			50
Selling and Sales Management		1 and 2	M		10	250	32	50	168		50			50
Marketing Research		1 and 2	M		10	250	32	50	168		100			
Digital Marketing Concepts		1	M		5	125	16	25	84		50			50
Advanced Economic Perspectives		2	M		5	125	16	25	84		50			50
Cloud Computing for Business & Marketing		1 and 2	E		10	250	32	50	168		50			50
Digital Marketing Planning & Management		1 and 2	E		10	250	32	50	168		100			
Web Design and Client-Side Development		1 and 2	E		10	250	32	50	168		100			
Event Planning		1 and 2	E		10	250	32	50	168		100			
The Events Environment		1 and 2	E		10	250	32	50	168		50			50
Special Regulations N/A														

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Modes of Delivery (FT/PT):		Part-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					
Major	8	6	Award	8	6	60	1 st September 2019	0404					
Module Title (Up to 70 characters including spaces)	Semester no where applicable (Semester 1 or Semester 2)	Module		Credit Number⁵	Total Student Effort Module (hours)					Allocation of Marks (from the module assessment strategy)			
		Status¹⁹	NFQ Level¹ where specified	Credit Units ECTS Credits	Total Hours	Class (or equiv) Contact Hours	Directed e-learning	Learnin^z	Hours of Independent Learning effort²⁰	Work-based learning effort²⁰	C.A. %	Supervised Project %	Proctored practical demonstration
Consumer Behaviour	1 and 2	M	8	10	25.	30	50	170		50			50
Strategic Marketing	1 and 2	M	8	10	250	30	50	170		100			
Services Marketing	1 and 2	M	8	10	250	30	50	170		50			50
International Marketing	1 and 2	E	8	10	250	30	50	170		50			50
Creativity, Innovation & Entrepreneurship	1 and 2	E	8	10	250	30	50	170		100			
Web Marketing Design & Development	1 and 2	E	8	10	250	30	50	170		100			
Cloud Technology for Marketing	1 and 2	E	8	10	250	30	50	170		100			
Event Operations & Crowd Management	1 and 2	E	8	10	250	30	50	170		100			
Event Marketing	1 and 2	E	8	10	250	30	50	170		50			50
Capstone Project	1 and 2	M	8	10	250	18	60	172			100		
Special Regulations N/A													

¹⁹ Mandatory (m) or elective (E)

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