CERTIFICATE OF VALIDATION

New validation   Programme State: **New**

Provider Name	Dublin Business School
Date of Validation	15-Oct-20

	First Intake	Last Intake	Intakes pre annum
Enrolment Interval	01-Oct-20	30-Sep-25	2

	Code	Title	Award	Full Time Duration (months)	Part Time Duration (months)	Annual Intakes
Principal Programme	PG24320	Certificate in Marketing Technology	Certificate in Marketing Technology	9	9	2
Embedded Programme	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	100	100	100	100	100

Target Learner groups	This programme is aimed at learners who 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 marketing technology. Learners with experience of the marketing sector will find this programme of particular interest. Applicants who do not have a Level 6 qualification but who have at least 3 years' relevant experience working in a business/marketing environment may also be considered through DBS Recognition of Prior Learning procedures. In addition to the above, all applicants should have a minimum of ordinary-level Leaving Certificate maths, or be able to demonstrate equivalent competency in maths at this level. This programme will be of interest to those who are self-employed, or in employment and who require cross-skilling or up-skilling in digital marketing area. On completion of this programme, learners will have the marketing technology skills necessary to contribute effectively to the digital asset management of their business. They will have a solid understanding of the impact of selecting the correct marketing technologies on a business and how to effectively integrate their knowledge into the decision-making of a company. Learners will gain competencies in the landscape of marketing technologies and tools, understand these as a commercial driver, as well as planning and campaign management, web analytics and campaign metrics. Learners will acquire Martech skills through the assignments and projects as part of the assessment criteria. 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	Marketing technology makes organisations more efficient and effective and can provide actionable insight into the ROI of a business's marketing efforts. As more organisations rely on rich content to drive marketing success and serve customers, the ability to effectively manage and connect creative content across platforms and touchpoints becomes imperative. The Certificate in Marketing Technology (Level 7, 40 ECTS) provides learners with the opportunity to gain these skills. Traditional marketing teams focus on branding and communications, supported by creative skills-based personnel, while today's marketing teams (in any sector), need a mix of creativity underpinned by technology expertise. This programme is targeted towards the learner who wishes to specialise in this field. It has been designed for those who are working in industry already, or who wish to upskill to transition into this field, and who require greater understanding of marketing technology to enhance their business and organisational decision-making. On completion of the programme the learner will be equipped with the skills needed to work in a digital marketing environment and specifically in the Martech area. This programme accommodates a wide audience of learners whose specific interests in marketing technology which may be either technically-focused or business-focused. The programme also incorporates two digital badges who are design, host and delivery of a Webinar, and creation of e-portfolio marketing campaign. This programme is comprised of four taught modules of 10 ECTS each: The Marketing Technology Landscape; Marketing Technology Tools; Planning and Campaign Management, and Web Analytics and Campaign Metrics leading to a Certificate in Marketing Technology, Level 7 Special Purpose Award. This programme is available full-time (daytime) and part-time (evening), delivered across 2 Semesters of 12 weeks each.

Delivery mode: full-time / part-time	Full Time

Teaching and Learning Modes	1. Lectures / Classes 2. Practical Sessions 3. Tutorials

Approved Countries	Ireland

Physical resource requirements	Refer to provider

Staff Profiles	Qualifications and Experience	WTE
	Lecturing staff will have a minimum of a Level 8 honours bachelor's degree or equivalent qualification in the following areas: Marketing; Digital Marketing; Marketing Technologies; Services Marketing; Web Analytics; Data Analytics; Other relevant disciplines.	7

Approved Centres	Centre	Minimum Number of learners per intake per Centre	Maximum Number of learners per intake per Centre
	38628L Dublin Business School	10	100

Learner Teacher Ratios	Learning Activity	Ratio
	Classroom sessions	1:75
	Workshops	1:25
	Practical lab sessions	1:35
	Online class (broadcast live, non-interactive)	1:75
	Online tutorial (live, interactive)	1:25

Programme being replaced by this programme	Prog Code	Programme Title	Validated	To Close
	N/A	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 writting, 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 certfication.

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.

Part 2.5 Special Conditions of Validation