CERTIFICATE OF VALIDATION

New validation   Programme State: **New**

Provider Name	Dublin Business School
Date of Validation	10-Sep-20

	First Intake	Last Intake	Intakes pre annum
Enrolment Interval	01-Sep-20	31-Aug-25	2

	Code	Title	Award	Full Time Duration (months)	Part Time Duration (months)	Annual Intakes
Principal Programme	PG24323	Higher Diploma in Science in Digital Marketing	Higher Diploma in Science in Digital Marketing	12	18	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	225	300	300	300	300

Target Learner groups	As this is a conversion programme, the Higher Diploma in Science in Digital Marketing is aimed at learners with a Level 8 honours bachelor's degree with a minimum pass classification in a non-cognate area from a recognised third level institution. Applicants who do not have a Level 8 qualification and who have at least 3 years' work experience may also be considered through the College's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures. This programme may also be of interest to learners with a Level 7 ordinary bachelor's degree in a cognate area (cognate areas include marketing) who wish to specialise in the field of digital marketing.

Brief Synopsis of the programmes	The Higher Diploma in Science in Digital Marketing is a conversion programme for graduates who wish to acquire core digital marketing skills. Participants will receive practical training in key digital skills such as digital marketing management, digital content and storytelling, digital marketing communications, marketing technologies and tools, e-Commerce and marketing financials, digital marketing analytics and campaign metrics and the capstone module. Participants will work towards the completion of a digital portfolio as their capstone project. The programme emphasis is on the development of the knowledge, skills and competencies relevant to the role of the digital marketing professional. Communication and teamwork skills are fostered and real issues from the rapidly changing world of digital marketing are discussed and analysed. The programme will be delivered in a flexible manner, consisting of lectures, workshops, group work, blended learning and guest speakers from industry. Throughout the programme, learners will acquire the necessary skills and acumen to appraise and operationalise digital marketing opportunities and challenges and effectively integrate these into decision-making roles with an organisation. The programme will enable graduates to play an active role in a diverse range of digital marketing roles and/or be in a position to take up further Level 9 postgraduate studies, such as the Master of Science in Digital Marketing.

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

Teaching and Learning Modes	1. E-learning (directed) 2. E-learning (self-directed) 3. Group Discussions/Interactions 4. Lectures / Classes 5. Practical Sessions 6. Practical/workshop/Laboratories/studio sessions

Approved Countries	Ireland

Physical resource requirements	Lecture rooms with multimedia resources and physical resources suitable for working in breakout groups. Classroom / computer rooms with requisite 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
	Level 9 Postgraduate Diploma or Master's qualification in the following areas: Marketing Digital Marketing Marketing Analytics Social Media Marketing Marketing Technology Business Analytics Digital Portfolios Individuals with Level 8 qualifications in the above disciplines who are exceptionally qualified by virtue of significant senior industry experience may also be considered.	8

Approved Centres	Centre	Minimum Number of learners per intake per Centre	Maximum Number of learners per intake per Centre
	38628L Dublin Business School	5	300

Learner Teacher Ratios	Learning Activity	Ratio
	Lecture classroom-based sessions	1:75
	Workshops	1:25
	Practical lab sessions	1:35
	Online class (broadcast live)	1:75
	Online tutorial (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