



CERTIFICATE OF VALIDATION

New validation

Validation Process: **New**

Provider Name	Dublin Business School
Date of Validation	04-Feb-21

	Code	Title	Award	Exit
Principal Programme	PG24435	Certificate in Marketing Essentials	Certificate (Special Purpose Award at NFQ Level 6) 6S21408 10 credits	N/A
Embedded Programme	N/A			

	First Intake	Last Intake
Enrolment Interval	01-Feb-21	31-Jan-24

Principal Programme

	Full Time	Part Time	Delivery Mode: full-time / part-time
Maximum Intakes per Annum:	3	0	Full Time
Minimum Learners per Intake:	5	0	
Maximum Learners per Intake:	100	0	
Duration (months)	6	N/A	

Target Learner Groups

The Marketing Essentials micro-credential programme is targeted towards learners who wish to gain essential knowledge of marketing. It has been designed for those who are self-employed with limited marketing experience, unemployed from an administration role, or in employment and who require cross-skilling or up-skilling in marketing skills.

It is primarily aimed at those who wish to advance their careers by gaining skills and knowledge in marketing in order to play an active role in the marketing function of their organisation. Upon successful completion of this programme, learners will be able to apply their knowledge and effectively integrate marketing into decision-making in their company. They will be well positioned to pursue roles within organisations that require a marketing function or marketing related tasks.

The minimum entry requirements for the Marketing Essentials micro-credential programme are:

- Leaving Certificate applicants who have achieved 5 O6/H7s, to include English or another language or a full Level 5 FETAC Award or equivalent.
- 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.
- Applicants whose first language is not English and who have not previously undertaken a relevant qualification taught in English must provide evidence of proficiency in English language equivalent to B2+ or above on the Common European Framework of Reference for Languages (CEFR).



Brief Synopsis of the Programmes

This Marketing Essentials (10 ECTS, Level 6) programme introduces learners to the foundational concepts that are central to the marketing functioning of any business. Learners will acquire knowledge of theories relating to the marketing subject area and will develop industry-aligned skills to support them in their future career ambitions. Learners will understand the key elements in planning, managing, and executing the marketing mix and learn how to evaluate the effectiveness of an organisation’s marketing plan. Learners will develop skills in analysing marketing opportunities and learn how to identify the impact of consumer trends and branding on marketing activities. Learners will also become familiar with the core legal issues in marketing and particularly GDPR. On completion of this programme, learners will be able to effectively integrate marketing into the decision-making in their company.

Teaching and Learning Modes	<ol style="list-style-type: none"> 1. Directed Learning 2. E-learning (directed) 3. E-learning (self-directed) 4. Group Discussions 5. Group Discussions/Interactions 6. Lectures / Classes 7. Self Directed Learning 8. Tutorials/One on one supported learning 9. Webinars 10. Workshops
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Approved Countries	Ireland
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Physical Resource Requirements

Lecture rooms with multimedia resources and physical resources suitable for working in breakout groups. There is no programme-specific technology required for the programme.

Staff Profiles	Qualifications and Experience	WTE
Course Director	The Course Director for this programme will have a minimum of a NFQ Level 9 Postgraduate Diploma or Masters qualification in Marketing or related business areas along with programme management/ academic leadership experience.	0.01
Lecturer	Lecturing staff will have a minimum of a Level 8 Honours Bachelors degree in Marketing or equivalent qualification in the following areas: Digital Marketing; Strategic Marketing; Services Marketing; Other relevant marketing disciplines. Where industry experience is desirable, holders of Level 6 qualification in Marketing who are exceptionally qualified by virtue of significant business experience at senior level may also be considered.	0.1
Administration and Support	Library, Admissions, Student Experience, Finance etc. Experience and qualifications relevant to role.	0.64

Approved Centres	Centre	Minimum Number of Learners per Intake per Centre	Maximum Number of Learners per Intake per Centre
	38628L Dublin Business School	5	100

Additional Locations	Location Name	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	N/A		



Learner Teacher Ratios	Learning Activity	Ratio
	Classroom	1:150
	Synchronous Online	1:35
	On-Demand Asynchronous	N/A
	Blended Learning (Multi-Modal)	1:150

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	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

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Part 2.5 Special Conditions of Validation