



## CERTIFICATE OF VALIDATION

New validation

Validation Process: **Revalidation**

<b>Provider Name</b>	Dublin Business School
<b>Date of Validation</b>	09-Sep-21

	Code	Title	Award	Exit
<b>Principal Programme</b>	PG24664	Master of Science in Digital Marketing and Analytics	Master of Science (Masters Degree at NFQ Level 9) 9M21629 90 credits	N/A
<b>Embedded Programme</b>	PG24732	Postgraduate Diploma in Science in Digital Marketing and Analytics	Postgraduate Diploma in Science (Postgraduate Diploma at NFQ Level 9) 9M21631 60 credits	Yes

	First Intake	Last Intake
<b>Enrolment Interval</b>	Jan-22	Dec-26

### Principal Programme

	Full Time	Part Time	Delivery Mode: full-time / part-time
<b>Maximum Intakes per Annum:</b>	3	3	Full Time, Part Time
<b>Minimum Learners per Intake:</b>	5	5	
<b>Maximum Learners per Intake:</b>	100	50	
<b>Duration (months)</b>	12	18	

### Target Learner Groups

This programme is primarily aimed at graduates aspiring to advance their skills by gaining in-depth digital marketing and analytics knowledge with the specific goal of playing an active role in the digital marketing, content marketing, communications, or analytics function in their organisation. Typical candidates include those who wish to upskill or reskill due to changes in employment, those already engaged in traditional marketing who require digital marketing upskill or career expansion, and those who have already found themselves in a digital marketing role in their company and wish to acquire a formal qualification for future sustainability in their career. Individuals will, upon completion of this programme, be able to enter the marketing sector and hold a general or expanded role in the digital marketing function of their organisation.

This programme is aimed at a wide range of learners with a Level 8 honours bachelor's degree in a cognate area who wish to specialise in the field of digital marketing with a view to entering industry, progressing professionally or gaining a formal qualification for future sustainability. Cognate disciplines are defined as marketing, business, finance, IT with a component of marketing or related discipline.



### Brief Synopsis of the Programmes

This Master of Science in Digital Marketing and Analytics programme has been designed with the specific intention of responding to the evolution of an increasingly digital and technology enabled business environment. Digital marketing has become critical in recent years in our data driven digital society where the role and scope of the marketing function has transformed rapidly from the development and management of creative communication to the implementation of data-driven and technology enabled marketing practices. Now, more than ever, there is high demand for qualified digital marketers, where a skills gap of talent is evident throughout the industry. This programme aims to produce individuals with the specialised skills and attributes necessary to meet the demand of the modern day digital marketing environment. This programme aims to accommodate a wide audience of learners whose specific interests lie in the area of digital marketing (either business, or technically focused).

Graduates of the Master of Science in Digital Marketing and Analytics will understand the core principles of digital marketing, be equipped to utilise data and visualisation tools, apply the appropriate marketing models, and inform business decision making in an ethical context. Moreover, they will develop advanced critical thinking, writing and research skills through the completion of the Research Methods modules along with the completion of a Capstone Module (choice of Dissertation or Applied Research Project or Placement). The taught component of this programme comprises modules in Web Marketing Management and Metrics; Digital Design & Development; Strategic Thinking in the Digital Age; Data and Digital Marketing Analytics; Digital Advertising and Online Marketing Communications; Business Intelligence and Visualisation and Research Methods. All modules will facilitate the exploration of new ideas and technologies with learning focussed on emerging industry trends as well as best practice. Learners will be able to apply their knowledge to specific issues within a real-world context.

Semester one (FT) lays the groundwork for the programme and encompasses mostly foundational modules that focus on providing a solid and comprehensive understanding of the relevant concepts of Web Marketing Management and Metrics; Digital Design and Development; Strategic Thinking in the Digital Age; and Research Methods 1. Semester two (FT) builds on this by covering advanced modules in which the knowledge, understanding and skills acquired in the first semester can be employed. Semester two modules offer Data and Digital Marketing Analytics, Digital Advertising & Online Marketing Communications, Business Intelligence and Visualisation, and Research Methods 2.

The Master of Science in Digital Marketing and Analytics is a one year full-time/ 18 month part-time programme consisting of eight taught modules, four 10 ECTS modules, four 5 ECTS, and an elective 30 ECTS Dissertation or Applied Research Project or Placement capstone module.

#### Teaching and Learning Modes

1. Directed Learning
2. E-learning (directed)
3. E-learning (self-directed)
4. Group Discussions
5. Group Discussions/Interactions
6. Lectures / Classes
7. On the job Training
8. Practical Sessions
9. Practical/workshop/Laboratories/studio sessions
10. Self Directed Learning
11. Tutorials
12. Webinars
13. Work experience

#### Approved Countries

Ireland

#### Physical Resource Requirements

Learners are required to have ongoing access to a computer, related software and a reliable internet connection. Learners will be provided with a full online induction which provides an introduction to the College generally as well as an IT induction and sessions on learning online. This means that for learners their laptop or desktop computer will require a minimum of a supported version of a Windows operating system and 4GB RAM. They will be expected to participate in lectures, workshops, use software and open access online tools in the completion of the learning and assessment associated with this programme. 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 Digital Marketing, Marketing, Business, Computing, Technology, IT, or a related field or related areas along with programme management/ academic leadership experience.	0.1
Lecturer	Staff delivering this programme will hold a minimum of a Level 9 Postgraduate Diploma or Master degree in Digital Marketing, Marketing, Business, Computing, Information Technology, Data Analytics, or a related area.  Holders of Level 8 honours Bachelor’s degrees in a relevant discipline, who are exceptionally qualified by virtue of significant senior industry experience, will also be considered.	3
Subject Matter Expert	The Subject Matter expert for this programme will have a minimum of a NFQ Level 9 Postgraduate Diploma or Masters qualification in Digital Marketing, Marketing, Business, Computing, Technology, IT, or a related field or related areas along with programme management experience and subject matter expertise.	0.1
Administration & Support Staff	Library, Admissions, Student Experience, Finance etc. Experience and qualifications relevant to the 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	150

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

Learner Teacher Ratios	Learning Activity	Ratio
	Lecture classroom-based sessions	1:50
	Workshops	1:25
	Practical lab sessions	1:35
	Online class (broadcast live)	1:50
	Online tutorial (interactive)	1:25
	Asynchronous (On Demand content)	n/a

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	PG23218	Master of Science in Digital Marketing	08-Dec-17



## Embedded Programme

Validation Process: **Revalidation**

Code	Title	Award	Exit
PG24732	Postgraduate Diploma in Science in Digital Marketing and Analytics	Postgraduate Diploma in Science (Postgraduate Diploma at NFQ Level 9) 9M21631 60 credits	Yes

	Full Time	Part Time	Delivery Mode: full-time / part-time
Maximum Intakes per Annum:	0	0	Full Time, Part Time
Minimum Learners per Intake:	0	0	
Maximum Learners per Intake:	0	0	
Duration (months)	12	18	

### Target Learner Groups

The target group for the Postgraduate Diploma in Science in Digital Marketing and Analytics programme is as above in the principal programme. However, this award is available for those who wish to capture the value of their learning experience in a named award but cannot complete the research component of this programme. Learners who choose this exit award option will not be enrolled separately to the Master of Science in Digital Marketing and Analytics programme.

### Brief Synopsis of the Programmes

The Postgraduate Diploma in Science in Digital Marketing and Analytics is an embedded exit award in the Master of Science in Digital Marketing and Analytics. The Postgraduate Diploma is offered as a separate exit award and will be of interest to those who wish to complete the taught component only of this programme. The programme aims to accommodate a wide audience of learners whose specific interests lie in the area of digital marketing (either business, or technically focused).

Semester one (FT) lays the groundwork for the programme and encompasses mostly foundational modules that focus on providing a solid and comprehensive understanding of the relevant concepts of Web Marketing Management and Metrics; Digital Design & Development; Strategic Thinking in the Digital Age; and Research Methods 1.

Semester two (FT) builds on this by covering advanced modules in which the knowledge, understanding and skills acquired in the first semester can be employed. Semester two modules offer Data and Digital Marketing Analytics; Digital Advertising & Online Marketing Communications; Business Intelligence & Visualisation; and Research Methods 2. Learners will not complete the 30 ECTS capstone module (Dissertation or Applied Research Project or Placement).

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

Learners are required to have ongoing access to a computer, related software and a reliable internet connection. Learners will be provided with a full online induction which provides an introduction to the College generally as well as an IT induction and sessions on learning online. This means that for learners their laptop or desktop computer will require a minimum of a supported version of a Windows operating system and 4GB RAM. They will be expected to participate in lectures, workshops, use software and open access online tools in the completion of the learning and assessment associated with this programme. 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 Digital Marketing, Marketing, Business, Computing, Technology, IT, or a related field or related areas along with programme management/ academic leadership experience.	0.1
Lecturer	Staff delivering this programme will hold a minimum of a Level 9 Postgraduate Diploma or Master degree in Digital Marketing, Marketing, Business, Computing, Information Technology, Data Analytics, or a related area. Holders of Level 8 honours Bachelor’s degrees in a relevant discipline, who are exceptionally qualified by virtue of significant senior industry experience, will also be considered.	3
Subject Matter Expert	The Subject Matter expert for this programme will have a minimum of a NFQ Level 9 Postgraduate Diploma or Masters qualification in Digital Marketing, Marketing, Business, Computing, Technology, IT, or a related field or related areas along with programme management experience and subject matter expertise.	0.1
Administration & Support Staff	Library, Admissions, Student Experience, Finance etc. Experience and qualifications relevant to the 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	0	0

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

Learner Teacher Ratios	Learning Activity	Ratio
	Lecture classroom-based sessions	1:50
	Workshops	1:25
	Practical lab sessions	1:35
	Online class (broadcast live)	1:50
	Online tutorial (interactive)	1:25
	Asynchronous (On Demand content)	n/a

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	PG23219	Postgraduate Diploma in Science in Digital Marketing	08-Dec-17



# 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.

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



## Programme and stage schedules

### PG24664 Master of Science in Digital Marketing and Analytics

<b>Name of Provider</b>		Dublin Business School												
<b>Programme Title</b>		PG24664 Master of Science in Digital Marketing and Analytics												
<b>Award Title</b>		Master of Science						<b>Exit Award</b>		N/A				
<b>Teaching and learning modalities</b>		Lectures / Classes; Practical Sessions; Tutorials; Directed Learning; E-learning (directed); E-learning (self-directed); Group Discussions; Group Discussions/Interactions; On the job Training; Practical/workshop/Laboratories/studio sessions; Self Directed Learning; Webinars; Work experience												
<b>Delivery Modes</b>	<b>Award Class</b>	<b>Award NFQ Level</b>	<b>Award EQF Level</b>	<b>Stage</b>	<b>Stage NFQ Level</b>	<b>Stage Credits</b>	<b>First Intake</b>		<b>ISCED Code</b>					
Both	Major	9	7	Award Stage	9	90	Jan 2022		04.1.4					
<b>Module</b>				<b>Total Student Effort Module (Hours)</b>					<b>Allocation of Marks</b>					
<b>Title</b>	<b>Semester</b>	<b>Status</b>	<b>Credit</b>	<b>Total Hours</b>	<b>Class Contact Hours</b>	<b>Direct e-learning</b>	<b>Hours of independent learning</b>	<b>Work-based learning efforts</b>	<b>C.A. %</b>	<b>Project %</b>	<b>Skills demonstration %</b>	<b>Exam %</b>	<b>Workbased %</b>	
Web Marketing Management and Metrics	1	M	5	125	24	50	51	0	100	0	0	0	0	
Digital Design and Development	1	M	10	250	48	50	152	0	100	0	0	0	0	
Strategic Thinking in the Digital Age	1	M	10	250	48	50	152	0	100	0	0	0	0	
Research Methods 1	1	M	5	125	24	50	51	0	100	0	0	0	0	
Data and Digital Marketing Analytics	2	M	10	250	48	50	152	0	100	0	0	0	0	
Digital Advertising & Online Marketing Comms	2	M	10	250	48	50	152	0	100	0	0	0	0	
Business Intelligence and Visualisation	2	M	5	125	24	50	51	0	60	0	0	40	0	
Research Methods 2	2	M	5	125	24	50	51	0	100	0	0	0	0	
Applied Research Project	2	E	30	750	6	0	744	0	0	100	0	0	0	
Dissertation	2	M	30	750	6	0	744	0	0	100	0	0	0	
Placement	2	E	30	750	6	0	594	150	0	100	0	0	0	





## PG24732 Postgraduate Diploma in Science in Digital Marketing and Analytics

<b>Name of Provider</b>		Dublin Business School													
<b>Programme Title</b>		PG24732 Postgraduate Diploma in Science in Digital Marketing and Analytics													
<b>Award Title</b>		Postgraduate Diploma in Science							<b>Exit Award</b>		No				
<b>Teaching and learning modalities</b>		Lectures / Classes; Practical Sessions; Tutorials; Directed Learning; E-learning (directed); E-learning (self-directed); Group Discussions; Group Discussions/Interactions; Self Directed Learning; Webinars													
<b>Delivery Modes</b>	<b>Award Class</b>	<b>Award NFQ Level</b>	<b>Award EQF Level</b>	<b>Stage</b>	<b>Stage NFQ Level</b>	<b>Stage Credits</b>			<b>First Intake</b>			<b>ISCED Code</b>			
Both	Major	9	7	Award Stage	9	60			Jan 2022			04.1.4			
<b>Module</b>				<b>Total Student Effort Module (Hours)</b>						<b>Allocation of Marks</b>					
<b>Title</b>		<b>Semester</b>	<b>Status</b>	<b>Credit</b>	<b>Total Hours</b>	<b>Class Contact Hours</b>	<b>Direct e-learning</b>	<b>Hours of independent learning</b>	<b>Work-based learning efforts</b>	<b>C.A. %</b>	<b>Project %</b>	<b>Skills demonstration %</b>	<b>Exam %</b>	<b>Workbased %</b>	
Web Marketing Management and Metrics		1	M	5	125	24	50	51	0	100	0	0	0	0	
Digital Design and Development		1	M	10	250	48	50	152	0	100	0	0	0	0	
Strategic Thinking in the Digital Age		1	M	10	250	48	50	152	0	100	0	0	0	0	
Research Methods 1		1	M	5	125	24	50	51	0	100	0	0	0	0	
Data and Digital Marketing Analytics		2	M	10	250	48	50	152	0	100	0	0	0	0	
Digital Advertising & Online Marketing Comms		2	M	10	250	48	50	152	0	100	0	0	0	0	
Business Intelligence and Visualisation		2	M	5	125	24	50	51	0	60	0	0	40	0	
Research Methods 2		2	M	5	125	24	50	51	0	100	0	0	0	0	