

CERTIFICATE OF VALIDATION

New validation

Validation Process: **New**

Provider Name	Dublin Business School
Date of Validation	09-Jun-22

	Code	Title	Award	Exit
Principal Programme	PG24744	Master of Science in Digital Marketing and Analytics	Master of Science (Masters Degree at NFQ Level 9) 9M21835 90 credits	N/A
Embedded Programme	PG24748	Postgraduate Diploma in Science in Digital Marketing and Analytics	Postgraduate Diploma in Science (Postgraduate Diploma at NFQ Level 9) 9M21837 60 credits	Yes

	First Intake	Last Intake
Enrolment Interval	Sep-22	Dec-26

Principal Programme

	Full Time	Part Time	Delivery Mode: full-time / part-time	Full Time, Part Time
Maximum Intakes per Annum:	3	2		
Minimum Learners per Intake:	5	5		
Maximum Learners per Intake:	50	50		
Duration (months)	12	18		

Target Learner Groups

This online 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. The nature of the programme being online, it is predicted that it will be an attractive option to learners requiring increased flexibility, in particular, individuals with work or family obligations who wish to upskill or reskill, but do not require the brick-and-mortar college experience. 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.

DBS currently offers this programme as a blended multimodal programme which is a combination of 3 modes of learning: face-to-face onsite; synchronous live online; asynchronous on-demand. The proposed fully online version of this programme is a blend of synchronous live online and asynchronous on-demand and is offered to learners who, for personal or professional reasons, require the flexibility provided by completely online delivery.



Brief Synopsis of the Programmes

This Master of Science in Digital Marketing and Analytics online 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. This programme is a fully online programme and requires that students engage with learning through online platforms such as Zoom and resources and activities in the DBS virtual learning environment Moodle. The programme is delivered through a combination of live online workshops and on-demand asynchronous content in the form of re-usable learning objects, which are authored by lecturers/SMEs and produced in house by the EdTech team.

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. Practical/workshop/Laboratories/studio sessions
8. Self Directed Learning
9. Tutorials
10. 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	Such as 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	100

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

Learner Teacher Ratios	Learning Activity	Ratio
	Lecture sessions	1:50
	Live online workshops	1:25
	Asynchronous On-Demand content	n/a

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	N/A		



Embedded Programme

Validation Process: **New**

Code	Title	Award	Exit
PG24748	Postgraduate Diploma in Science in Digital Marketing and Analytics	Postgraduate Diploma in Science (Postgraduate Diploma at NFQ Level 9) 9M21837 60 credits	Yes

	Full Time	Part Time	Delivery Mode: full-time / part-time	Full Time, Part Time
Maximum Intakes per Annum:	0	0		
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 online programme is as 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 online 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).

This programme is a fully online programme and requires that students engage with learning through online platforms such as Zoom and resources and activities in the DBS virtual learning environment Moodle. The programme is delivered through a combination of live online workshops and on-demand asynchronous content in the form of re-usable learning objects.

Teaching and Learning Modes

1. Directed Learning
2. E-learning (self-directed)
3. Group Discussions
4. Group Discussions/Interactions
5. Lectures / Classes
6. Practical/workshop/Laboratories/studio sessions
7. Self Directed Learning
8. Tutorials
9. 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
Administration & Support Staff	Such as Library, Admissions, Student Experience, Finance etc. Experience and qualifications relevant to the role.	0.64
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
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
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

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
	Asynchronous On-Demand content	n/a
	Live online workshops	1:25
	Lecture sessions	1:50

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

1.

Part 2.5 Special Conditions of Validation



Programme and stage schedules

PG24744 Master of Science in Digital Marketing and Analytics

Name of Provider		Dublin Business School														
Programme Title		PG24744 Master of Science in Digital Marketing and Analytics														
Award Title		Master of Science							Exit Award		N/A					
Teaching and learning modalities		Directed Learning; E-learning (directed); E-learning (self-directed); Group Discussions; Group Discussions/Interactions; Lectures / Classes; Practical/workshop/Laboratories/studio sessions; Self Directed Learning; Tutorials; Work experience														
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage		Stage NFQ Level		Stage Credits		First Intake			ISCED Code			
Both	Major	9	7	Award Stage		9		90		Sep 2022			04.1.4			
Module							Total Student Effort Module (Hours)					Allocation of Marks				
Title			Semester	Status	Credit	Total Hours	Class Contact Hours	Direct e-learning	Hours of Independent learning	Work-based learning efforts	Work-based learning	C.A. %	Project %	Skills demonstration %	Exam %	Workbased %
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		100	0	0	0	0
Research Methods 2			2	M	5	125	24	50	51	0		100	0	0	0	0
Applied Research Project			Not Applicable	E	30	750	6	0	744	0		0	100	0	0	0
Dissertation			Not Applicable	E	30	750	6	0	744	0		0	100	0	0	0
Placement			Not Applicable	E	30	750	6	0	594	150		0	100	0	0	0



PG24748 Postgraduate Diploma in Science in Digital Marketing and Analytics

Name of Provider		Dublin Business School													
Programme Title		PG24748 Postgraduate Diploma in Science in Digital Marketing and Analytics													
Award Title		Postgraduate Diploma in Science							Exit Award		Yes				
Teaching and learning modalities		Directed Learning; E-learning (self-directed); Group Discussions; Group Discussions/Interactions; Lectures / Classes; Practical/workshop/Laboratories/studio sessions; Self Directed Learning; Tutorials; Work experience													
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level		Stage		Stage NFQ Level		Stage Credits		First Intake		ISCED Code		
Both	Major	9	7		Award Stage		9		60		Sep 2022		04.1.4		
Module					Total Student Effort Module (Hours)						Allocation of Marks				
Title			Semester	Status	Credit	Total Hours	Class Contact Hours	Direct e-learning	Hours of Independent learning	Work-based learning efforts	C.A. %	Project %	Skills demonstration %	Exam %	Workbased %
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	100	0	0	0	0
Research Methods 2			2	M	5	125	24	50	51	0	100	0	0	0	0