QQI
Dearbhú Cáilíochta agus Cáilíochtaí Éireann
Quality and Qualifications Ireland

CERTIFICATE OF VALIDATION

New validation

Validation Process: **New**

Provider Name	Dublin Business School
Date of Validation	25-Apr-23

	Code	Title	Award	Exit Only
Principal Programme	PG24867	Master of Science in Digital Marketing and Analytics	Master of Science (Masters Degree at NFQ Level 9) 9M22083 90 credits	N/A
Embedded Programme	PG24868	Postgraduate Diploma in Science in Digital Marketing and Analytics	Postgraduate Diploma in Science (Postgraduate Diploma at NFQ Level 9) 9M22085 60 credits	Yes

	First Intake	Last Intake
Enrolment Interval	Sep-23	Dec-26

Principal Programme

	Full Time	Part Time
Intakes per Annum:	2	2
Minimum Learners per Intake:	5	5
Maximum Learners per Intake:	120	120
Duration (months)	12	18

Delivery Mode: full-time / part-time	Full Time, Part Time

Target Learner Groups

The Master of Science in Digital Marketing and Analytics is aimed at learners with any of the following entry qualifications:

An Irish National Framework of Qualifications (NFQ) Level 8 primary undergraduate honours Bachelor's degree with a minimum second class second division classification (2.2) in a cognate area (marketing, business, finance, IT with a component of marketing or related discipline);

OR

A European Framework of Qualifications (EFQ) Level 6 Bachelor's degree with a minimum of GPA 3.0 (or equivalent) in a cognate area (marketing, business, finance, IT with a component of marketing or related discipline), or equivalent;

OR

An equivalent professional qualification, such as MMII

English Language requirements

International applicants whose first language is not English and who have not previously undertaken a degree 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). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

The programme is 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.

Brief Synopsis of the Programmes

The Master of Science in Digital Marketing and Analytics is a one year full-time or eighteen-month part-time programme of eight taught modules, four 10 ECTS modules, four 5 ECTS modules, and an elective 30 ECTS dissertation/applied research project/placement capstone module. Learners may also exit with a Postgraduate Diploma in Science in Digital Marketing and Analytics having successfully achieved 60 ECTS if they are unable to complete the full Master of Science in Digital Marketing and Analytics.
Programme Structure
Semester one: Total 30 ECTS
Four mandatory modules :
Web Marketing Management and Metrics (5 ECTS)
Digital Design and Development (10 ECTS)
Strategic Thinking in the Digital Age (10 ECTS)
Research Methods 1 (5 ECTS)

Semester two: Total 30 ECTS
Four mandatory modules:
Data and Digital Marketing Analytics (10 ECTS)
Digital Advertising and Online Marketing Communications (10 ECTS)
Business Intelligence and Visualisation (5 ECTS)
Research Methods 2 (5 ECTS)

Semester three: Total 30 ECTS
Dissertation/Applied Research Project/Placement Capstone

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).

Teaching and Learning Modes	1. Directed Learning 2. E-learning (directed) 3. E-learning (self-directed) 4. Group Discussions 5. Group Discussions/Interactions 6. Laboratory / Studio 7. Lectures / Classes 8. Other 9. Practical Sessions 10. Self Directed Learning 11. Tutorials 12. Webinars 13. Workshops

Approved Countries	Ireland, Czech Republic

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
Academic Director	The Academic 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.	5
Administration and Support	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	0	0

Additional Locations	Location Name	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	University of New York in Prague, Czech Republic	5	480

Learner Teacher Ratios	Learning Activity	Ratio
	Classroom sessions/lectures	1:50
	Workshops/tutorials	1:25
	Practical sessions	1:35
	Online class (live)	1:50
	Online tutorial (interactive)	1:25

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

Embedded Programme

Code	Title	Award	Exit Only
PG24868	Postgraduate Diploma in Science in Digital Marketing and Analytics	Postgraduate Diploma in Science (Postgraduate Diploma at NFQ Level 9) 9M22085 60 credits	Yes

	Full Time	Part Time	Delivery Mode: full-time / part-time	Full Time, Part Time
Duration (months)	9	12		

Target Learner Groups

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.

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.

Teaching and Learning Modes	1. Directed Learning 2. E-learning (directed) 3. E-learning (self-directed) 4. Group Discussions 5. Group Discussions/Interactions 6. Laboratory / Studio 7. Lectures / Classes 8. Other 9. Practical Sessions 10. Practical/workshop/Laboratories/studio sessions 11. Self Directed Learning 12. Tutorials 13. Webinars 14. Workshops

Approved Countries	Ireland, Czech Republic

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 and Support	Such as Library, Admissions, Student Experience, Finance etc. Experience and qualifications relevant to the role.	0.64
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.	5
Academic Director	The Academic 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
	University of New York in Prague, Czech Republic	0	0

Learner Teacher Ratios	Learning Activity	Ratio
	Online tutorial (interactive)	1:25
	Online class (live)	1:50
	Practical sessions	1:35
	Workshops/tutorials	1:25
	Classroom sessions/lectures	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 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

Master of Science in Digital Marketing and Analytics

1. DBS must provide evidence that the Czech authorities have authorised delivery of these programmes within Czech Republic, prior to the programme being commenced.

Postgraduate Diploma in Science in Digital Marketing and Analytics

1. DBS must provide evidence that the Czech authorities have authorised delivery of these programmes within Czech Republic, prior to the programme being commenced.

Programme and stage schedules

PG24867 Master of Science in Digital Marketing and Analytics

Name of Provider	Dublin Business School		
Programme Title	PG24867 Master of Science in Digital Marketing and Analytics		
Award Title	Master of Science	Exit Award Only	N/A
Teaching and learning modalities	Directed Learning; E-learning (directed); E-learning (self-directed); Group Discussions; Group Discussions/Interactions; Laboratory / Studio; Lectures / Classes; Other; Practical Sessions; Self Directed Learning; Tutorials; Webinars; Workshops		

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 2023	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 Communicat	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	3	E	30	750	6	0	744	0	0	100	0	0	0
Dissertation	3	E	30	750	6	0	744	0	0	100	0	0	0
Placement	3	E	30	750	6	0	594	150	0	100	0	0	0

PG24868 Postgraduate Diploma in Science in Digital Marketing and Analytics

Name of Provider	Dublin Business School		
Programme Title	PG24868 Postgraduate Diploma in Science in Digital Marketing and Analytics		
Award Title	Postgraduate Diploma in Science	Exit Award Only	Yes
Teaching and learning modalities	Directed Learning; E-learning (directed); E-learning (self-directed); Group Discussions; Group Discussions/Interactions; Laboratory / Studio; Lectures / Classes; Other; Practical Sessions; Practical/workshop/Laboratories/studio sessions; Self Directed Learning; Tutorials; Webinars; Workshops		

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 2023	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 Communicat	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