



CERTIFICATE OF VALIDATION

New validation

Validation Process: **New**

Provider Name	College of Management and IT (CMIT)
Date of Validation	21-Sep-23

	Code	Title	Award	Exit Only
Principal Programme	PG25183	Advanced Certificate in Digital Marketing	Advanced Certificate (Advanced Certificate at NFQ Level 6) 6M22321 120 credits	N/A
Embedded Programme	PG25184	Certificate in Digital Marketing Strategy	Certificate (Minor Award at NFQ Level 6) 6F22323 20 credits	No
Embedded Programme	PG25185	Certificate in SEO, Search and Email Marketing	Certificate (Minor Award at NFQ Level 6) 6F22325 20 credits	No
Embedded Programme	PG25186	Certificate in Business Data Analytics	Certificate (Minor Award at NFQ Level 6) 6F22327 20 credits	No
Embedded Programme	PG25187	Certificate in Advanced Web Design	Certificate (Minor Award at NFQ Level 6) 6F22329 20 credits	No
Embedded Programme	PG25188	Certificate in Digital Business Models	Certificate (Minor Award at NFQ Level 6) 6F22331 20 credits	No
Embedded Programme	PG25189	Certificate in Social Media Marketing	Certificate (Minor Award at NFQ Level 6) 6F22333 20 credits	No

	First Intake	Last Intake
Enrolment Interval	Oct-23	Sep-28

Principal Programme

	Full Time	Part Time
Intakes per Annum:	0	12
Minimum Learners per Intake:	0	8
Maximum Learners per Intake:	0	15
Duration (months)	N/A	9

Delivery Mode: full-time / part-time	Part Time
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Target Learner Groups

This programme is designed for learners interested in gaining current and practical competencies in digital marketing strategy, SEO, online advertising and email marketing, business data analytics, website design using WordPress, developing digital business models and social media marketing.

Target learners include those working in the field of digital marketing who are looking to upskill, those who are interested in learning about digital marketing to enhance their business, those who are interested in a part time programme of study and those who are considering progressing into higher education programmes in this area.

There is a strong demand for a programme of this nature. Support for the programme was sought from a panel of subject matter and industry experts who reviewed and provided comprehensive feedback on the module composition of the programme and proposed indicative content. The overall consensus of the panel was that there was a need for a programme of this nature and that it would be useful to both those working in the field of digital marketing and those hoping to gain entry to the sector.

A learner survey was sent to CMIT learners who had previously completed the level 5 Digital Marketing component certificate currently delivered. They were provided with a list of potential topics to be covered in the programme and asked to provide feedback on which topics they thought would be useful and important to them. Some of the most popular areas among respondents included how to develop social media campaigns, how to develop a digital marketing strategy and how to optimise a site for SEO. 71% of respondents stated that a major award in Digital Marketing would be 'highly useful' or 'very useful' to them and 94% stated that blended learning was their preferred mode of delivery.

Research into publications by the Expert Group on Future Skills Needs, World Economic Forum and OECD took place. This research found that due to the ongoing process of digitisation and digital transformation there is a huge requirement for employers and their employees to adapt the ways in which they work. As a result there is a need for ongoing training and upskilling to meet these ever-changing business demands. Specific areas that were highlighted in the research which are relevant to this programme of study include data management and analytics, business models and social media marketing skills.

Please see Appendix 4 for more detail on the research completed and feedback from the panel of experts and previous learners.

Learners will not be expected to have prior knowledge or experience of digital marketing on entry to the programme. Learners will be expected to have a minimum NFQ level 5 standard of education or equivalent. A minimum English language and literacy competency of B2 in writing, reading, listening, and speaking on the Common European Framework of Reference for Languages (CEFR) is required at entry to the programme for speakers of English as a second or other language.

Brief Synopsis of the Programmes

This Level 6 Advanced Certificate in Digital Marketing is designed to equip learners with skills in (1) Digital Marketing Strategy, (2) SEO, Online Advertising and Email Marketing, (3) Business Data Analytics, (4) Web Design Using WordPress, (5) Digital Business Models, and (6) Social Media Marketing.

It is highly suited for those (1) who are currently working in the sector and wish to formalise their qualification in digital marketing, (2) those who wish to acquire skills in order to enter the sector, and (3) experienced / qualified marketers who wish to update their skills to meet the demands of a digitalised business environment.

The programme comprises of six mandatory modules enabling the learner to develop the knowledge, skills and competences required to build and optimise websites, develop marketing campaigns, and analyse their results and devise effective marketing strategies.

The focus of the programme is on gaining the practical skills needed to be a competent and confident digital marketer. This is achieved by offering a balance of practical and theoretical assessment tasks where learners will be required to put their new skills to work using case studies and real-life scenarios.

Learners who successfully complete the programme will be able to use their qualification to enhance their career or to progress in to further or higher education.



Minimum Intended Programme Learning Outcomes

On completion of this programme the learner will be able to:

1. Demonstrate the knowledge, skills and competencies required to be a confident and competent digital marketer who will be able to develop, implement and manage digital marketing strategies using a variety of different channels.
2. Demonstrate the ability to gather, analyse and present data, using a variety of methods, as required by an organisation, to effectively solve business problems.
3. Design and build a website using WordPress to include publishing and editing high quality content and optimising, testing, and managing the site.
4. Generate and foster new business ideas and devise a comprehensive and effective Business Model Canvas.
5. Optimise a site for search engines using SEO techniques, and devise effective paid search advertising, online display advertising and email advertising campaigns.
6. Evaluate a range of social media platforms and understand their uses and user behaviour and develop and implement comprehensive and effective content marketing plans which utilise these social media platforms.

Teaching and Learning Modes

1. Directed Learning
2. E-learning (directed)
3. E-learning (self-directed)
4. Group Discussions/Interactions
5. Lectures / Classes
6. Self Directed Learning
7. Tutorials/One on one supported learning
8. Webinars

Approved Countries

Ireland



Physical Resource Requirements

The following is a non-exhaustive list of the resources that are in place to deliver this module:

Physical resources

- CMIT eLearning is a custom designed and managed Virtual Learning Environment. Learners will have 24/7 access to all course materials which are hosted online within a dedicated course page for the learner.

Pedagogic resources

- Custom written course manual which delivers the indicative content required to meet the MIMLO's and MIPLO's of this component.
- Quizzes developed to enable summative self-revision requiring learners to actively participate in reviewing their own progress will be provided.
- A comprehensive assessment brief will be provided for learners. This document will provide information on the method of assessment and specific tasks to be completed including word count and marks awarded for each. All templates needed by learners to complete assessments are provided.
- Tutor-led live online classes will create opportunities for active learning through their structured design which includes content delivery, synchronous activities with other learners, direct live interaction with the programme tutor and live question and answer sessions to allow learners interact with peers.
- Tutor recorded video is provided for learners. These videos are designed to complement the indicative content in the course manuals providing a further opportunity for learners to engage with the content.
- Comprehensive guides and support materials will be provided in a clear and easy to access manner for learners. These guides support learners in completing their programme and contain guidance on areas such as assessment formatting and presentation, referencing (including a custom designed video), and course planning and study skills.
- Additional reading and links will be provided to the learner which complement and enhance the content of the course manuals.

IT resources

Technology is utilised to create a learning environment which is conducive to active learning. CMIT monitor, review, and assess changes and innovations in technology to identify areas for enhancement in this area. The following is a list of IT resources provided by CMIT:

- Access to course page 24/7
- 24/7 site monitoring
- Secure storage for assessment, marking sheets
- Cloud based system for tutors, daily backups
- Tutor feedback storage
- Progress tracking
- MIS data gathering
- SSL security tokens
- Secure access using unique identifier and user generate password

In order to complete the course, learners are required to have a basic working knowledge of computers in addition to a computer with internet access and word processing software (e.g., Microsoft Word or Google Docs). They will be required to have the basic capacity to browse the Internet and the ability to use User ID and Password functions and email to log on to the eLearning site and access the course materials.

The IT and Technical requirements are detailed on the CMIT website for all learners prior to enrolment. There is a detailed Technology Troubleshoot guide provided post enrolment with details on how to download and access the latest browser, viewing software and word processors. Learners will also have email and telephone access to the Student Services Team for any technical issues they may have during the course.



Staff Profiles	Qualifications and Experience	WTE
eLearning Technician	<ul style="list-style-type: none"> • Level 5 or equivalent qualification. • 1+ years administrative experience. 	0.2
eLearning Content Design	<ul style="list-style-type: none"> • Subject matter expertise (min level 8 qualification). • 5+ years relevant experience. 	0.5
IT Specialist	<ul style="list-style-type: none"> • 10+ years' experience in hosting management systems. • Recognised Moodle partner. 	0.5
Academic Administrator	<ul style="list-style-type: none"> • Level 5 or equivalent qualification. • 1+ year administrative experience. 	0.5
Certification Manager	<ul style="list-style-type: none"> • Level 5 or equivalent qualification. • 7+ years' experience in certification administration services. 	0.5
Student Services Administrator	<ul style="list-style-type: none"> • Level 5 or equivalent qualification. • 1+ year administrative experience. 	0.5
Student Services Manager	<ul style="list-style-type: none"> • Qualification in Customer Service. • 5+ years' work experience in sales and student support. 	1
Student Services Director	<ul style="list-style-type: none"> • Qualification in Training and Development. • Qualification in Marketing. • 5+ years' work experience in sales and student support. 	0.5
Programme Director	<ul style="list-style-type: none"> • Minimum Level 7 NFQ degree in business or other suitable qualification. • Qualification in Training and Development. 	1
Academic Director	<ul style="list-style-type: none"> • Minimum Level 7 NFQ degree in business or other suitable qualification. • Qualification in Training and Development. • 5+ years' work experience in managing quality assurance in education. 	1
Tutor	<ul style="list-style-type: none"> • Minimum Level 7 NFQ degree in digital marketing or other related qualification. • Qualification in Training and Development. • 5+ years' work experience in the sector. 	2

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38313J College of Management and IT (CMIT)	96	180

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



Learner Teacher Ratios	Learning Activity	Ratio
	Tutor-learner forums	1:35
	Live webinars / classes	2:100
	Tutor Feedback	1:35
	Tutor Support	1:35

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



Embedded Programme

Validation Process: **New**

Code	Title	Award	Exit Only
PG25184	Certificate in Digital Marketing Strategy	Certificate (Minor Award at NFQ Level 6) 6F22323 20 credits	No

	Full Time	Part Time	Delivery Mode: full-time / part-time	Part Time
Intakes per Annum:	0	12		
Minimum Learners per Intake:	0	8		
Maximum Learners per Intake:	0	15		
Duration (months)	N/A	2.8		

Target Learner Groups

This part time blended learning programme is intended to meet the needs of a range of learners, such as those already working in the sector or with previous qualifications who want to update their knowledge, those considering a career in the sector or those with an interest in learning about digital marketing strategy.

This programme will also provide an excellent pathway for learners who are in receipt of Department of Social Protection Funding or other education funding sources. It will allow learners considering a career in this area to avail of funding and complete and gain a qualification which will provide entry options to progress and complete the Advanced Certificate in Digital Marketing.

The part time blended learning nature of this programme also provides access for those not able to undertake full-time courses and people whose preference is to undertake a part-time programme of learning.

Learners will not be expected to have prior knowledge or experience of digital business models on entry to the programme. Learners will be expected to have a minimum NFQ level 5 standard of education or equivalent. A minimum English language and literacy competency of B2 in writing, reading, listening and speaking on the Common European Framework of Reference for Languages (CEFR) is required at entry to the programme for speakers of English as a second or other language.

Brief Synopsis of the Programmes

This level 6 minor award is designed to equip learners with knowledge, skills, and competence in the area of digital marketing strategy.

It is highly suited for those who are working in digital marketing and wish to acquire strategic planning skills relevant to digital marketing campaigns, existing marketers who wish to learn new digital skills or those with an interest in commencing education or career path in the sector.

The programme is comprised of four units providing learners with an understanding of the concept and principles of digital marketing, an introduction to web analytics, digital marketing tactics and how to develop a digital marketing strategy. Learners will have 12 weeks to complete this programme and can work at their own pace with the support of a dedicated course tutor.

The focus of this programme is on providing learners with the practical skills needed to be competent and confident in digital marketing strategy. This is achieved by offering a balance of practical and theoretical assessment tasks (an assignment worth 40% and a project worth 60%) where learners will be required to put their new skills in to practice through the completion of various tasks based on a case study. These tasks are designed to be reflective of real-life scenarios a person in the sector may be faced with.

Learners who successfully complete the programme will be able to use their qualification to enhance their career or to progress to the Level 6 Advanced Certificate in Digital Marketing.



Minimum Intended Programme Learning Outcomes

On completion of this programme the learner will be able to:

1. Investigate a variety of digital marketing tactics to include display advertising, google search ads, affiliate marketing, PR, social media and email marketing to different contexts.
2. Explore the marketing funnel and its role in setting targets and devising digital marketing strategies.
3. Design and implement a digital marketing strategy through a process of assessing the current situation in an organisation (using metrics), setting targets, devising action plans, and measuring results.
4. Interpret web analytics reports (traffic, visitor, event, ecommerce, conversion, and search) and align metrics to different business goals.
5. Differentiate between the different roles within the marketing field and explain how to manage relationships with clients.
6. Examine and apply the principles of marketing, to include the 4P's and the SIVA model and the differences between digital marketing and traditional marketing.

Teaching and Learning Modes

1. Directed Learning
2. E-learning (directed)
3. E-learning (self-directed)
4. Group Discussions/Interactions
5. Self Directed Learning
6. Tutorials/One on one supported learning

Approved Countries

Ireland



Physical Resource Requirements

The following is a non-exhaustive list of the resources that are in place to deliver this module:

Physical resources

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Pedagogic resources

- Custom written course manual which delivers the indicative content required to meet the MIMLO's and MIPLO's of this component.
- Quizzes developed to enable summative self-revision requiring learners to actively participate in reviewing their own progress will be provided.
- A comprehensive assessment brief will be provided for learners. This document will provide information on the method of assessment and specific tasks to be completed including word count and marks awarded for each. All templates needed by learners to complete assessments are provided.
- Tutor recorded video is provided for learners. These videos are designed to complement the indicative content in the course manuals providing a further opportunity for learners to engage with the content.
- Comprehensive guides and support materials will be provided in a clear and easy to access manner for learners. These guides support learners in completing their programme and contain guidance on areas such as assessment formatting and presentation, referencing (including a custom designed video), and course planning and study skills.
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IT resources

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- Progress tracking
- MIS data gathering
- SSL security tokens
- Secure access using unique identifier and user generate password

In order to complete the course, learners are required to have a basic working knowledge of computers in addition to a computer with internet access and word processing software (e.g., Microsoft Word or Google Docs). They will be required to have the basic capacity to browse the Internet and the ability to use User ID and Password functions and email to log on to the eLearning site and access the course materials.

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Staff Profiles	Qualifications and Experience	WTE
IT Technician	<ul style="list-style-type: none"> Level 5 or equivalent qualification. 1+ years administrative experience. 	0.2
eLearning Content Design	<ul style="list-style-type: none"> Subject matter expertise (min level 8 qualification). 5+ years relevant experience. 	0.5
IT Specialist	<ul style="list-style-type: none"> 10+ years' experience in hosting management systems. Recognised Moodle partner. 	0.5
Academic Administrator	<ul style="list-style-type: none"> Level 5 or equivalent qualification. 1+ year administrative experience. 	0.5
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Student Services Administrator	<ul style="list-style-type: none"> Level 5 or equivalent qualification. 1+ year administrative experience. 	0.5
Student Services Manager	<ul style="list-style-type: none"> Qualification in Customer Service. 5+ years' work experience in sales and student support 	1
Student Services Director	<ul style="list-style-type: none"> Qualification in Training and Development. Qualification in Marketing. 5+ years' work experience in sales and student support. 	0.5
Programme Director	<ul style="list-style-type: none"> Minimum Level 7 NFQ degree in business or other suitable qualification. Qualification in Training and Development. 	1
Academic Director	<ul style="list-style-type: none"> Minimum Level 7 NFQ degree in business or other suitable qualification. Qualification in Training and Development. 5+ years' work experience in managing quality assurance in education. 	1
Tutor	<ul style="list-style-type: none"> Minimum Level 7 NFQ degree in digital marketing or other related qualification. Qualification in Training and Development. 5+ years' work experience in the sector. 	2

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38313J College of Management and IT (CMIT)	96	180

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



Learner Teacher Ratios	Learning Activity	Ratio
	Tutor-learner Forums	1:35
	Tutor Feedback	1:35
	Tutor Support	1:35

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



Embedded Programme

Validation Process: **New**

Code	Title	Award	Exit Only
PG25185	Certificate in SEO, Search and Email Marketing	Certificate (Minor Award at NFQ Level 6) 6F22325 20 credits	No

	Full Time	Part Time	Delivery Mode: full-time / part-time
Intakes per Annum:	0	12	Part Time
Minimum Learners per Intake:	0	8	
Maximum Learners per Intake:	0	15	
Duration (months)	N/A	2.8	

Target Learner Groups

This part time blended learning programme is intended to meet the needs of a range of learners, such as those already working in the sector or with previous qualifications who want to update their knowledge, those considering a career in the sector or those with an interest in learning about SEO, online advertising, and email marketing.

This programme will also provide an excellent pathway for learners who are in receipt of Department of Social Protection Funding or other education funding sources. It will allow learners considering a career in this area to avail of funding and complete and gain a qualification which will provide entry options to progress and complete the Advanced Certificate in Digital Marketing.

The part time blended learning nature of this programme also provides access for those not able to undertake full-time courses and people whose preference is to undertake a part-time programme of learning.

Learners will not be expected to have prior knowledge or experience of SEO, online advertising and email marketing on entry to the programme. Learners will be expected to have a minimum NFQ level 5 standard of education or equivalent. A minimum English language and literacy competency of B2 in writing, reading, listening and speaking on the Common European Framework of Reference for Languages (CEFR) is required at entry to the programme for speakers of English as a second or other language.



Brief Synopsis of the Programmes

This level 6 minor award is designed to equip learners with knowledge, skills, and competence in the areas of SEO, online advertising, and email marketing.

It is suited for those who are working in digital marketing and wish to learn specific skills in SEO, online advertising and email marketing, existing marketers who wish to learn new digital skills or those with an interest in commencing education or career path in the sector.

The programme is comprised of four units providing learners with an understanding of search engine optimisation and how to devise paid search adverts, online display ads and email marketing campaigns and how to measure their results. Learners will have 12 weeks to complete this programme and can work at their own pace with the support of a dedicated course tutor.

The focus of this programme is on providing learners with the practical skills needed to be competent and confident in the areas of SEO, online advertising, and email marketing. This is achieved by offering a balance of practical and theoretical assessment tasks (two assignments worth 40% and 60% each) where learners will be required to put their new skills in to practice through the completion of various tasks based on a real business the learner is familiar with. These tasks are designed to be reflective of real-life scenarios a person in the sector may be faced with.

Learners who successfully complete the programme will be able to use their qualification to enhance their career or to progress to the Level 6 Advanced Certificate in Digital Marketing.

Minimum Intended Programme Learning Outcomes

On completion of this programme the learner will be able to:

1. Explain using examples, the role of email marketing campaigns, best practice in email marketing and how to measure the performance of email marketing campaigns.
2. Describe how paid display ads operate, devise display ad campaigns, and measure the performance of display ad campaigns.
3. Describe how paid search campaigns operate, devise paid search campaigns, and measure the performance of paid search campaigns.
4. Distinguish between the different types of search engine ranking factors to include infrastructure, on-site, engagement and off-site factors, how to improve search engine positions and measure SEO performance.

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/Interactions 5. Self Directed Learning 6. Tutorials/One on one supported learning
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Approved Countries	Ireland
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Physical Resource Requirements

The following is a non-exhaustive list of the resources that are in place to deliver this module:

Physical resources

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Pedagogic resources

- Custom written course manual which delivers the indicative content required to meet the MIMLO's and MIPLO's of this component.
- Quizzes developed to enable summative self-revision requiring learners to actively participate in reviewing their own progress will be provided.
- A comprehensive assessment brief will be provided for learners. This document will provide information on the method of assessment and specific tasks to be completed including word count and marks awarded for each. All templates needed by learners to complete assessments are provided.
- Tutor recorded video is provided for learners. These videos are designed to complement the indicative content in the course manuals providing a further opportunity for learners to engage with the content.
- Comprehensive guides and support materials will be provided in a clear and easy to access manner for learners. These guides support learners in completing their programme and contain guidance on areas such as assessment formatting and presentation, referencing (including a custom designed video), and course planning and study skills.
- Additional reading and links will be provided to the learner which complement and enhance the content of the course manuals.

IT resources

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The IT and Technical requirements are detailed on the CMIT website for all learners prior to enrolment. There is a detailed Technology Troubleshoot guide provided post enrolment with details on how to download and access the latest browser, viewing software and word processors. Learners will also have email and telephone access to the Student Services Team for any technical issues they may have during the course.



Staff Profiles	Qualifications and Experience	WTE
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eLearning Content Design	<ul style="list-style-type: none"> • Subject matter expertise (min level 8 qualification). • 5+ years relevant experience. 	0.5
IT Specialist	<ul style="list-style-type: none"> • 10+ years' experience in hosting management systems. • Recognised Moodle partner. 	0.5
Academic Administrator	<ul style="list-style-type: none"> • Level 5 or equivalent qualification. • 1+ year administrative experience. 	0.5
Tutor	<ul style="list-style-type: none"> • Minimum Level 7 NFQ degree in digital marketing or other related qualification. • Qualification in Training and Development. • 5+ years' work experience in the sector. 	2
Academic Director	<ul style="list-style-type: none"> • Minimum Level 7 NFQ degree in business or other suitable qualification. • Qualification in Training and Development. • 5+ years' work experience in managing quality assurance in education. 	1
Programme Director	<ul style="list-style-type: none"> • Minimum Level 7 NFQ degree in business or other suitable qualification. • Qualification in Training and Development. 	1
Student Services Director	<ul style="list-style-type: none"> • Qualification in Training and Development. • Qualification in Marketing. • 5+ years' work experience in sales and student support. 	0.5
Student Services Manager	<ul style="list-style-type: none"> • Qualification in Customer Service. • 5+ years' work experience in sales and student support. 	1
Student Services Administrator	<ul style="list-style-type: none"> • Level 5 or equivalent qualification. • 1+ year administrative experience. 	0.5
Certification Manager	<ul style="list-style-type: none"> • Level 5 or equivalent qualification. • 7+ years' experience in certification administration services. 	0.5

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38313J College of Management and IT (CMIT)	96	180

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



Learner Teacher Ratios	Learning Activity	Ratio
	Tutor Support	1:35
	Tutor Feedback	1:35
	Tutor-learner forum	1:35

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



Embedded Programme

Validation Process: **New**

Code	Title	Award	Exit Only
PG25186	Certificate in Business Data Analytics	Certificate (Minor Award at NFQ Level 6) 6F22327 20 credits	No

	Full Time	Part Time	Delivery Mode: full-time / part-time
Intakes per Annum:	0	12	Part Time
Minimum Learners per Intake:	0	8	
Maximum Learners per Intake:	0	15	
Duration (months)	N/A	2.8	

Target Learner Groups

This part time blended learning programme is intended to meet the needs of a range of learners, such as those already working in the sector or with previous qualifications who want to update their knowledge, those considering a career in the sector or those who wish to enhance their skills in business data analytics.

This programme will also provide an excellent pathway for learners who are in receipt of Department of Social Protection Funding or other education funding sources. It will allow learners considering a career in this area to avail of funding and complete and gain a qualification which will provide entry options to progress and complete the Advanced Certificate in Digital Marketing.

The part time blended learning nature of this programme also provides access for those not able to undertake full-time courses and people whose preference is to undertake a part-time programme of learning.

Learners will not be expected to have prior knowledge or experience of data analytics on entry to the programme. Learners will be expected to have a minimum NFQ level 5 standard of education or equivalent. A minimum English language and literacy competency of B2 in writing, reading, listening and speaking on the Common European Framework of Reference for Languages (CEFR) is required at entry to the programme for speakers of English as a second or other language.

Brief Synopsis of the Programmes

This level 6 minor award is designed to equip learners with knowledge, skills and competence in the area of business data analytics.

It is suited for those who are working in business and wish to acquire data analysis skills, digital marketers who utilise analytics as part of their role or those consider analytics as a career or education path.

The programme is comprised of four units providing learners with an introduction to the different types and categories of data, the skills needed to prepare datasets, explore, and mine data, interpret data analytics and report on their findings. Learners will have 12 weeks to complete this programme and can work at their own pace with the support of a dedicated course tutor.

The focus of this programme is on providing learners with the practical skills needed to be competent and confident in the area of business data analytics. This is achieved by offering a balance of practical and theoretical assessment tasks (an assignment worth 35% and a portfolio worth 65%) where learners will be required to put their new skills in to practice through the completion of various tasks based on a case study. These tasks are designed to be reflective of real-life scenarios a person in the sector may be faced with.

Learners who successfully complete the programme will be able to use their qualification to enhance their career or to progress to the Level 6 Advanced Certificate in Digital Marketing.



Minimum Intended Programme Learning Outcomes

On completion of this programme the learner will be able to:

1. Compare and contrast the key concepts of data analytics and the different classes of analytics to include descriptive, predictive, and prescriptive analytics.
2. Distinguish between a variety of types of data and its uses to include primary and secondary data sources and quantitative, qualitative, cross-sectional, and time-series data.
3. Analyse and interpret data and use it to identify issues and develop problem statements within an organisation.
4. Demonstrate the ability to effectively gather, blend, clean and present datasets.
5. Interpret and assess a variety of data using a range of analysis methods, to include tables, charts, and correlation, to make conclusions and recommendations to solve problems within an organisation.

Teaching and Learning Modes

1. Directed Learning
2. E-learning (directed)
3. E-learning (self-directed)
4. Group Discussions/Interactions
5. Self Directed Learning
6. Tutorials/One on one supported learning

Approved Countries

Ireland



Physical Resource Requirements

The following is a non-exhaustive list of the resources that are in place to deliver this module:

Physical resources

- CMIT eLearning is a custom designed and managed Virtual Learning Environment. Learners will have 24/7 access to all course materials which are hosted online within a dedicated course page for the learner.

Pedagogic resources

- Custom written course manual which delivers the indicative content required to meet the MIMLO's and MIPLO's of this component.
- Quizzes developed to enable summative self-revision requiring learners to actively participate in reviewing their own progress will be provided.
- A comprehensive assessment brief will be provided for learners. This document will provide information on the method of assessment and specific tasks to be completed including word count and marks awarded for each. All templates needed by learners to complete assessments are provided.
- Tutor recorded video is provided for learners. These videos are designed to complement the indicative content in the course manuals providing a further opportunity for learners to engage with the content.
- Comprehensive guides and support materials will be provided in a clear and easy to access manner for learners. These guides support learners in completing their programme and contain guidance on areas such as assessment formatting and presentation, referencing (including a custom designed video), and course planning and study skills.
- Additional reading and links will be provided to the learner which complement and enhance the content of the course manuals.

IT resources

Technology is utilised to create a learning environment which is conducive to active learning. CMIT monitor, review, and assess changes and innovations in technology to identify areas for enhancement in this area. The following is a list of IT resources provided by CMIT:

- Access to course page 24/7
- 24/7 site monitoring
- Secure storage for assessment, marking sheets
- Cloud based system for tutors, daily backups
- Tutor feedback storage
- Progress tracking
- MIS data gathering
- SSL security tokens
- Secure access using unique identifier and user generate password

In order to complete the course, learners are required to have a basic working knowledge of computers in addition to a computer with internet access and word processing software (e.g., Microsoft Word or Google Docs). They will be required to have the basic capacity to browse the Internet and the ability to use User ID and Password functions and email to log on to the eLearning site and access the course materials.

The IT and Technical requirements are detailed on the CMIT website for all learners prior to enrolment. There is a detailed Technology Troubleshoot guide provided post enrolment with details on how to download and access the latest browser, viewing software and word processors. Learners will also have email and telephone access to the Student Services Team for any technical issues they may have during the course.



Staff Profiles	Qualifications and Experience	WTE
eLearning Technician	<ul style="list-style-type: none"> · Level 5 or equivalent qualification. · 1+ years administrative experience. 	0.2
eLearning Content Design	<ul style="list-style-type: none"> · Subject matter expertise (min level 8 qualification). · 5+ years relevant experience. 	0.5
IT Specialist	<ul style="list-style-type: none"> · 10+ years' experience in hosting management systems. · Recognised Moodle partner. 	0.5
Academic Administrator	<ul style="list-style-type: none"> · Level 5 or equivalent qualification. · 1+ year administrative experience. 	0.5
Certification Manager	<ul style="list-style-type: none"> · Level 5 or equivalent qualification. · 7+ years' experience in certification administration services 	0.5
Student Services Administrator	<ul style="list-style-type: none"> · Level 5 or equivalent qualification. · 1+ year administrative experience. 	0.5
Student Services Manager	<ul style="list-style-type: none"> · Qualification in Customer Service. · 5+ years' work experience in sales and student support. 	1
Student Services Director	<ul style="list-style-type: none"> · Qualification in Training and Development. · Qualification in Marketing. · 5+ years' work experience in sales and student support. 	0.5
Programme Director	<ul style="list-style-type: none"> · Minimum Level 7 NFQ degree in business or other suitable qualification. · Qualification in Training and Development. 	1
Academic Director	<ul style="list-style-type: none"> · Minimum Level 7 NFQ degree in business or other suitable qualification. · Qualification in Training and Development. · 5+ years' work experience in managing quality assurance in education. 	1
Tutor	<ul style="list-style-type: none"> · Minimum Level 7 NFQ degree in digital marketing or other related qualification. · Qualification in Training and Development. · 5+ years' work experience in the sector. 	2

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38313J College of Management and IT (CMIT)	96	180

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



Learner Teacher Ratios	Learning Activity	Ratio
	Tutor- Learner Forums	1:35
	Tutor Feedback	1:35
	Tutor Support	1:35

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



Embedded Programme

Validation Process: **New**

Code	Title	Award	Exit Only
PG25187	Certificate in Advanced Web Design	Certificate (Minor Award at NFQ Level 6) 6F22329 20 credits	No

	Full Time	Part Time
Intakes per Annum:	0	12
Minimum Learners per Intake:	0	8
Maximum Learners per Intake:	0	15
Duration (months)	N/A	2.8

Delivery Mode: full-time / part-time	Part Time
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Target Learner Groups

This part time blended learning programme is intended to meet the needs of a range of learners, such as those already working in the sector or with previous qualifications who want to update their knowledge, those considering a career in the sector or those with an interest in learning about web design.

This programme will also provide an excellent pathway for learners who are in receipt of Department of Social Protection Funding or other education funding sources. It will allow learners considering a career in this area to avail of funding and complete and gain a qualification which will provide entry options to progress and complete the Advanced Certificate in Digital Marketing.

The part time blended learning nature of this programme also provides access for those not able to undertake full-time courses and people whose preference is to undertake a part-time programme of learning.

Learners will not be expected to have prior knowledge or experience of web design on entry to the programme. Learners will be expected to have a minimum NFQ level 5 standard of education or equivalent. A minimum English language and literacy competency of B2 in writing, reading, listening, and speaking on the Common European Framework of Reference for Languages (CEFR) is required at entry to the programme for speakers of English as a second or other language.

Brief Synopsis of the Programmes

This level 6 minor award is designed to equip learners with knowledge, skills, and competence in the area of web design using WordPress. WordPress is used on 65% of content-managed websites worldwide. The skills acquiring using WordPress can also be used across other content-management systems.

It is highly suited for those who are currently working in the digital marketing sector and wish to refresh or enhance their skills, those considering a career in the sector or those with an interest in learning web design using WordPress for their own business.

The programme is comprised of four units providing learners with the skills needed to understand user experience design and build, publish, edit, and manage a WordPress website. Learners will have 12 weeks to complete this programme and can work at their own pace with the support of a dedicated course tutor.

The focus of this programme is on providing learners with the practical skills needed to be competent and confident in the area of web design. This is achieved by offering a balance of practical and theoretical assessment tasks (an assignment worth 40% and a project worth 60%) where learners will be required to put their new skills in to practice through the completion of various tasks based on a case study. These tasks are designed to be reflective of real-life scenarios a person in the sector may be faced with.

Learners who successfully complete the programme will be able to use their qualification to enhance their career or to progress to the Level 6 Advanced Certificate in Digital Marketing.



Minimum Intended Programme Learning Outcomes

On completion of this programme the learner will be able to:

1. Implement WAI compliance using WordPress and check for site accessibility errors.
2. Implement user testing techniques using WordPress to include the standard usability scale.
3. Optimise a WordPress website for search engines.
4. Devise and implement forms and tables using WordPress.
5. Apply themes, navigation systems, menus, and widgets in WordPress.
6. Correctly set up and configure a website using WordPress.
7. Devise an effective website strategy to include sitemap, information architecture, and content inventory.
8. Implement the principles of user experience design (UXD) and responsible design.

Teaching and Learning Modes

1. Directed Learning
2. E-learning (directed)
3. E-learning (self-directed)
4. Group Discussions/Interactions
5. Self Directed Learning
6. Tutorials/One on one supported learning

Approved Countries

Ireland



Physical Resource Requirements

The following is a non-exhaustive list of the resources that are in place to deliver this module:

Physical resources

- CMIT eLearning is a custom designed and managed Virtual Learning Environment. Learners will have 24/7 access to all course materials which are hosted online within a dedicated course page for the learner.

Pedagogic resources

- Custom written course manual which delivers the indicative content required to meet the MIMLO's and MIPLO's of this component.
- Quizzes developed to enable summative self-revision requiring learners to actively participate in reviewing their own progress will be provided.
- A comprehensive assessment brief will be provided for learners. This document will provide information on the method of assessment and specific tasks to be completed including word count and marks awarded for each. All templates needed by learners to complete assessments are provided.
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- Comprehensive guides and support materials will be provided in a clear and easy to access manner for learners. These guides support learners in completing their programme and contain guidance on areas such as assessment formatting and presentation, referencing (including a custom designed video), and course planning and study skills.
- Additional reading and links will be provided to the learner which complement and enhance the content of the course manuals.

IT resources

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- Access to course page 24/7
- 24/7 site monitoring
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- Cloud based system for tutors, daily backups
- Tutor feedback storage
- Progress tracking
- MIS data gathering
- SSL security tokens
- Secure access using unique identifier and user generate password

In order to complete the course, learners are required to have a basic working knowledge of computers in addition to a computer with internet access and word processing software (e.g., Microsoft Word or Google Docs). They will be required to have the basic capacity to browse the Internet and the ability to use User ID and Password functions and email to log on to the eLearning site and access the course materials.

The IT and Technical requirements are detailed on the CMIT website for all learners prior to enrolment. There is a detailed Technology Troubleshoot guide provided post enrolment with details on how to download and access the latest browser, viewing software and word processors. Learners will also have email and telephone access to the Student Services Team for any technical issues they may have during the course.



Staff Profiles	Qualifications and Experience	WTE
eLearning Technician	<ul style="list-style-type: none"> · Level 5 or equivalent qualification. · 1+ years administrative experience. 	0.2
eLearning Content Design	<ul style="list-style-type: none"> · Subject matter expertise (min level 8 qualification). · 5+ years relevant experience. 	0.5
IT Specialist	<ul style="list-style-type: none"> · 10+ years' experience in hosting management systems. · Recognised Moodle partner. 	0.5
Academic Administrator	<ul style="list-style-type: none"> · Level 5 or equivalent qualification. · 1+ year administrative experience. 	0.5
Certification Manager	<ul style="list-style-type: none"> · Level 5 or equivalent qualification. · 7+ years' experience in certification administration services. 	0.5
Student Services Administrator	<ul style="list-style-type: none"> · Level 5 or equivalent qualification. · 1+ year administrative experience. 	0.5
Student Services Manager	<ul style="list-style-type: none"> · Qualification in Customer Service. · 5+ years' work experience in sales and student support. 	1
Student Services Director	<ul style="list-style-type: none"> · Qualification in Training and Development. · Qualification in Marketing. · 5+ years' work experience in sales and student support. 	0.5
Programme Director	<ul style="list-style-type: none"> · Minimum Level 7 NFQ degree in business or other suitable qualification. · Qualification in Training and Development. 	1
Academic Director	<ul style="list-style-type: none"> · Minimum Level 7 NFQ degree in business or other suitable qualification. · Qualification in Training and Development. · 5+ years' work experience in managing quality assurance in education. 	1
Tutor	<ul style="list-style-type: none"> · Minimum Level 7 NFQ degree in digital marketing or other related qualification. · Qualification in Training and Development. · 5+ years' work experience in the sector. 	2

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38313J College of Management and IT (CMIT)	96	180

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



Learner Teacher Ratios	Learning Activity	Ratio
	Tutor - Learner Forums	1:35
	Tutor Feedback	1:35
	Tutor Support	1:35

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



Embedded Programme

Validation Process: **New**

Code	Title	Award	Exit Only
PG25188	Certificate in Digital Business Models	Certificate (Minor Award at NFQ Level 6) 6F22331 20 credits	No

	Full Time	Part Time	Delivery Mode: full-time / part-time	Part Time
Intakes per Annum:	0	12		
Minimum Learners per Intake:	0	8		
Maximum Learners per Intake:	0	15		
Duration (months)	N/A	2.8		

Target Learner Groups

This part time blended learning programme is intended to meet the needs of a range of learners, such as those already working in the sector or with previous qualifications who want to update their knowledge, those considering a career in the sector or those with an interest in learning about digital business models.

This programme will also provide an excellent pathway for learners who are in receipt of Department of Social Protection Funding or other education funding sources. It will allow learners considering a career in this area to avail of funding and complete and gain a qualification which will provide entry options to progress and complete the Advanced Certificate in Digital Marketing.

The part time blended learning nature of this programme also provides access for those not able to undertake full-time courses and people whose preference is to undertake a part-time programme of learning.

Learners will not be expected to have prior knowledge or experience of digital business models on entry to the programme. Learners will be expected to have a minimum NFQ level 5 standard of education or equivalent. A minimum English language and literacy competency of B2 in writing, reading, listening, and speaking on the Common European Framework of Reference for Languages (CEFR) is required at entry to the programme for speakers of English as a second or other language.

Brief Synopsis of the Programmes

This level 6 minor award is designed to equip learners with knowledge, skills, and competence in the area of digital business models.

It is suited for those who are responsible for digital innovation in existing businesses, those who work in a digital organisation and need to learn about innovation, or those who intend to establish a digital start-up.

The programme is comprised of five units providing learners with an introduction to the digital consumer, digital innovation, generating and prioritising business ideas, digital business models and how to devise a comprehensive digital business canvas. Learners will have 12 weeks to complete this programme and can work at their own pace with the support of a dedicated course tutor.

The focus of this programme is on providing learners with the practical skills needed to be competent and confident in the area of digital business models. This is achieved by offering a balance of practical and theoretical assessment tasks (an assignment worth 40% and a project worth 60%) where learners will be required to put their new skills in to practice through the completion of various tasks based on various real and fictional case studies. These tasks are designed to be reflective of real-life scenarios a person in the sector may be faced with.

Learners who successfully complete the programme will be able to use their qualification to enhance their career or to progress to the Level 6 Advanced Certificate in Digital Marketing.



Minimum Intended Programme Learning Outcomes

On completion of this programme the learner will be able to:

1. Explain the various steps in the customer journey, the different types of customer segments, their online behaviour, and online attitudes.
2. Explore the characteristics of innovators and the nature of disruptive v continuous innovation.
3. Generate business ideas, prioritise business ideas using screening methods and implement ideas in a business context.
4. Distinguish between the different types of business models and categories of e-commerce.
5. Devise a business model canvas for an existing or new business, in terms of: customer segments, relationships, channels, value propositions, activities, resources, partners, revenue streams, and cost structure.

Teaching and Learning Modes

1. Directed Learning
2. E-learning (directed)
3. E-learning (self-directed)
4. Group Discussions/Interactions
5. Self Directed Learning
6. Tutorials/One on one supported learning

Approved Countries

Ireland



Physical Resource Requirements

The following is a non-exhaustive list of the resources that are in place to deliver this module:

Physical resources

- CMIT eLearning is a custom designed and managed Virtual Learning Environment. Learners will have 24/7 access to all course materials which are hosted online within a dedicated course page for the learner.

Pedagogic resources

- Custom written course manual which delivers the indicative content required to meet the MIMLO's and MIPLO's of this component.
- Quizzes developed to enable summative self-revision requiring learners to actively participate in reviewing their own progress will be provided.
- A comprehensive assessment brief will be provided for learners. This document will provide information on the method of assessment and specific tasks to be completed including word count and marks awarded for each. All templates needed by learners to complete assessments are provided.
- Tutor recorded video is provided for learners. These videos are designed to complement the indicative content in the course manuals providing a further opportunity for learners to engage with the content.
- Comprehensive guides and support materials will be provided in a clear and easy to access manner for learners. These guides support learners in completing their programme and contain guidance on areas such as assessment formatting and presentation, referencing (including a custom designed video), and course planning and study skills.
- Additional reading and links will be provided to the learner which complement and enhance the content of the course manuals.

IT resources

Technology is utilised to create a learning environment which is conducive to active learning. CMIT monitor, review, and assess changes and innovations in technology to identify areas for enhancement in this area. The following is a list of IT resources provided by CMIT:

- Access to course page 24/7
- 24/7 site monitoring
- Secure storage for assessment, marking sheets
- Cloud based system for tutors, daily backups
- Tutor feedback storage
- Progress tracking
- MIS data gathering
- SSL security tokens
- Secure access using unique identifier and user generate password

In order to complete the course, learners are required to have a basic working knowledge of computers in addition to a computer with internet access and word processing software (e.g., Microsoft Word or Google Docs). They will be required to have the basic capacity to browse the Internet and the ability to use User ID and Password functions and email to log on to the eLearning site and access the course materials.

The IT and Technical requirements are detailed on the CMIT website for all learners prior to enrolment. There is a detailed Technology Troubleshoot guide provided post enrolment with details on how to download and access the latest browser, viewing software and word processors. Learners will also have email and telephone access to the Student Services Team for any technical issues they may have during the course.



Staff Profiles	Qualifications and Experience	WTE
Tutor	<ul style="list-style-type: none"> · Minimum Level 7 NFQ degree in digital marketing or other related qualification. · Qualification in Training and Development. · 5+ years' work experience in the sector. 	2
Academic Director	<ul style="list-style-type: none"> · Minimum Level 7 NFQ degree in business or other suitable qualification. · Qualification in Training and Development. · 5+ years' work experience in managing quality assurance in education. 	1
Programme Director	<ul style="list-style-type: none"> · Minimum Level 7 NFQ degree in business or other suitable qualification. · Qualification in Training and Development. 	1
Student Services Director	<ul style="list-style-type: none"> · Qualification in Training and Development. · Qualification in Marketing. · 5+ years' work experience in sales and student support. 	0.5
Student Services Manager	<ul style="list-style-type: none"> · Qualification in Customer Service. · 5+ years' work experience in sales and student support. 	1
Student Services Administrator	<ul style="list-style-type: none"> · Level 5 or equivalent qualification. · 1+ year administrative experience. 	0.5
Certification Manager	<ul style="list-style-type: none"> · Level 5 or equivalent qualification. · 7+ years' experience in certification administration services. 	0.5
Academic Administrator	<ul style="list-style-type: none"> · Level 5 or equivalent qualification. · 1+ year administrative experience. 	0.5
IT Specialist	<ul style="list-style-type: none"> · 10+ years' experience in hosting management systems. · Recognised Moodle partner. 	0.5
eLearning Content Design	<ul style="list-style-type: none"> · Subject matter expertise (min level 8 qualification). · 5+ years relevant experience. 	0.5
eLearning Technician	<ul style="list-style-type: none"> · Level 5 or equivalent qualification. · 1+ years administrative experience. 	0.2

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38313J College of Management and IT (CMIT)	96	180

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



Learner Teacher Ratios	Learning Activity	Ratio
	Tutor Support	1:35
	Tutor Feedback	1:35
	Tutor - Learner Forum	1:35

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



Embedded Programme

Validation Process: **New**

Code	Title	Award	Exit Only
PG25189	Certificate in Social Media Marketing	Certificate (Minor Award at NFQ Level 6) 6F22333 20 credits	No

	Full Time	Part Time	Delivery Mode: full-time / part-time
Intakes per Annum:	0	12	Part Time
Minimum Learners per Intake:	0	8	
Maximum Learners per Intake:	0	15	
Duration (months)	N/A	2.8	

Target Learner Groups

This part time blended learning programme is intended to meet the needs of a range of learners, such as those already working in the sector or with previous qualifications who want to update their knowledge, those considering a career in the sector, SME business owners who wish to develop or expand their social media marketing presence or those with an interest in learning about social media marketing.

This programme will also provide an excellent pathway for learners who are in receipt of Department of Social Protection Funding or other education funding sources. It will allow learners considering a career in this area to avail of funding and complete and gain a qualification which will provide entry options to progress and complete the Advanced Certificate in Digital Marketing.

The part time blended learning nature of this programme also provides access for those not able to undertake full-time courses and people whose preference is to undertake a part-time programme of learning.

Learners will not be expected to have prior knowledge or experience of social media marketing on entry to the programme. Learners will be expected to have a minimum NFQ level 5 standard of education or equivalent. A minimum English language and literacy competency of B2 in writing, reading, listening and speaking on the Common European Framework of Reference for Languages (CEFR) is required at entry to the programme for speakers of English as a second or other language.

Brief Synopsis of the Programmes

This level 6 minor award is designed to equip learners with knowledge, skills, and competence in the area of social media marketing.

It is suited for digital marketing professionals, those who are responsible for social media marketing, or who wish to commence a career in this sector.

The programme is comprised of four units providing learners with understanding of social media consumer behaviour, social metrics, and the skills required to develop a comprehensive and effective content marketing plan. Learners will have 12 weeks to complete this programme and can work at their own pace with the support of a dedicated course tutor.

The focus of this programme is on providing learners with the practical skills needed to be competent and confident in the area of social media marketing. This is achieved by offering a balance of practical and theoretical assessment tasks (an assignment worth 50% and a project worth 50%) where learners will be required to put their new skills in to practice through the completion of various tasks based on a case study. These tasks are designed to be reflective of real-life scenarios a person in the sector may be faced with.

Learners who successfully complete the programme will be able to use their qualification to enhance their career or to progress to the Level 6 Advanced Certificate in Digital Marketing.



Minimum Intended Programme Learning Outcomes

On completion of this programme the learner will be able to:

1. Distinguish between the characteristics of the four zones of social media and identify current examples of each.
2. Differentiate between a range of social metrics and their purpose to include website analytics, social engagement metrics, social awareness metrics, social share of voice, social sentiment metrics and conversion metrics.
3. Explore the motivations of those who use social media and identify the different uses of social media across generations.
4. Evaluate the current key social media platforms, their user base, user behaviour and best practice guidelines for their use.
5. Develop a content marketing plan for a business which includes setting objectives, defining an audience, devising the customer journey, selecting and developing themes, assets and channels and devising a calendar and workflow for the plan.

Teaching and Learning Modes

1. Directed Learning
2. E-learning (directed)
3. E-learning (self-directed)
4. Group Discussions/Interactions
5. Self Directed Learning
6. Tutorials/One on one supported learning

Approved Countries

Ireland



Physical Resource Requirements

The following is a non-exhaustive list of the resources that are in place to deliver this module:

Physical resources

- CMIT eLearning is a custom designed and managed Virtual Learning Environment. Learners will have 24/7 access to all course materials which are hosted online within a dedicated course page for the learner.

Pedagogic resources

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- Quizzes developed to enable summative self-revision requiring learners to actively participate in reviewing their own progress will be provided.
- A comprehensive assessment brief will be provided for learners. This document will provide information on the method of assessment and specific tasks to be completed including word count and marks awarded for each. All templates needed by learners to complete assessments are provided.
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In order to complete the course, learners are required to have a basic working knowledge of computers in addition to a computer with internet access and word processing software (e.g., Microsoft Word or Google Docs). They will be required to have the basic capacity to browse the Internet and the ability to use User ID and Password functions and email to log on to the eLearning site and access the course materials.

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Staff Profiles	Qualifications and Experience	WTE
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Tutor	<ul style="list-style-type: none"> · Minimum Level 7 NFQ degree in digital marketing or other related qualification. · Qualification in Training and Development. · 5+ years' work experience in the sector. 	2

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38313J College of Management and IT (CMIT)	96	180

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



Learner Teacher Ratios	Learning Activity	Ratio
	Tutor - Learner Forums	1:35
	Tutor Feedback	1:35
	Tutor Support	1:35

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

Part 2.5 Special Conditions of Validation



Programme and stage schedules

PG25183 Advanced Certificate in Digital Marketing

Name of Provider		College of Management and IT (CMIT)												
Programme Title		PG25183 Advanced Certificate in Digital Marketing												
Award Title		Advanced Certificate							Exit Award Only		N/A			
Teaching and learning modalities		Directed Learning; E-learning (directed); E-learning (self-directed); Self Directed Learning; Group Discussions/Interactions; Lectures / Classes; Webinars; Tutorials/One on one supported learning												
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake		ISCED Code					
Part time	Major	6	5	Award Stage	6	120	Oct 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 %	
Digital Marketing Strategy	Not Applicable	M	20	200	14	77	109	0	100	0	0	0	0	
SEO, Search and Email Marketing	Not Applicable	M	20	200	14	77	109	0	100	0	0	0	0	
Business Data Analytics	Not Applicable	M	20	200	14	77	109	0	100	0	0	0	0	
Advanced Web Design	Not Applicable	M	20	200	14	77	109	0	100	0	0	0	0	
Digital Business Models	Not Applicable	M	20	200	14	77	109	0	100	0	0	0	0	
Social Media Marketing	Not Applicable	M	20	200	14	77	109	0	100	0	0	0	0	



PG25184 Certificate in Digital Marketing Strategy

Name of Provider		College of Management and IT (CMIT)													
Programme Title		PG25184 Certificate in Digital Marketing Strategy													
Award Title		Certificate							Exit Award Only		No				
Teaching and learning modalities		Directed Learning; E-learning (directed); E-learning (self-directed); Group Discussions/Interactions; Self Directed Learning; Tutorials/One on one supported learning													
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake			ISCED Code					
Part time	FE Minor	6	5	Award Stage	6	20	Oct 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 %	
Digital Marketing Strategy		Not Applicable	M	20	200	14	77	109	0	100	0	0	0	0	



PG25185 Certificate in SEO, Search and Email Marketing

Name of Provider		College of Management and IT (CMIT)													
Programme Title		PG25185 Certificate in SEO, Search and Email Marketing													
Award Title		Certificate							Exit Award Only		No				
Teaching and learning modalities		Directed Learning; E-learning (directed); E-learning (self-directed); Group Discussions/Interactions; Self Directed Learning; Tutorials/One on one supported learning													
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake			ISCED Code					
Part time	FE Minor	6	5	Award Stage	6	20	Oct 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 %	
SEO, Search and Email Marketing		Not Applicable	M	20	200	14	77	109	0	100	0	0	0	0	



PG25186 Certificate in Business Data Analytics

Name of Provider		College of Management and IT (CMIT)													
Programme Title		PG25186 Certificate in Business Data Analytics													
Award Title		Certificate							Exit Award Only		No				
Teaching and learning modalities		Directed Learning; E-learning (directed); E-learning (self-directed); Group Discussions/Interactions; Self Directed Learning; Tutorials/One on one supported learning													
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake			ISCED Code					
Part time	FE Minor	6	5	Award Stage	6	20	Oct 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 %
Business Data Analytics			Not Applicable	M	20	200	14	77	109	0	100	0	0	0	0

**PG25187 Certificate in Advanced Web Design**

Name of Provider		College of Management and IT (CMIT)													
Programme Title		PG25187 Certificate in Advanced Web Design													
Award Title		Certificate							Exit Award Only		No				
Teaching and learning modalities		Directed Learning; E-learning (directed); E-learning (self-directed); Group Discussions/Interactions; Self Directed Learning; Tutorials/One on one supported learning													
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake			ISCED Code					
Part time	FE Minor	6	5	Award Stage	6	20	Oct 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 %
Advanced Web Design			Not Applicable	M	20	200	14	77	109	0	100	0	0	0	0



PG25188 Certificate in Digital Business Models

Name of Provider		College of Management and IT (CMIT)												
Programme Title		PG25188 Certificate in Digital Business Models												
Award Title		Certificate							Exit Award Only			No		
Teaching and learning modalities		Directed Learning; E-learning (directed); E-learning (self-directed); Group Discussions/Interactions; Self Directed Learning; Tutorials/One on one supported learning												
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake			ISCED Code				
Part time	FE Minor	6	5	Award Stage	6	20	Oct 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 %
Digital Business Models		Not Applicable	M	20	200	14	77	109	0	100	0	0	0	0



PG25189 Certificate in Social Media Marketing

Name of Provider		College of Management and IT (CMIT)												
Programme Title		PG25189 Certificate in Social Media Marketing												
Award Title		Certificate							Exit Award Only			No		
Teaching and learning modalities		Directed Learning; E-learning (directed); E-learning (self-directed); Self Directed Learning; Tutorials/One on one supported learning; Group Discussions/Interactions												
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake			ISCED Code				
Part time	FE Minor	6	5	Award Stage	6	20	Oct 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 %	
Social Media Marketing	Not Applicable	M	20	200	14	77	109	0	100	0	0	0	0	