

CERTIFICATE OF VALIDATION

New validation

Validation Process: **Revalidation**

Provider Name	Dublin Business School
Date of Validation	27-Nov-24

	Code	Title	Award	Exit Only
Principal Programme	PG25573	Master of Science in Marketing	Master of Science (Masters Degree at NFQ Level 9) 9M22579 90 credits	N/A
Embedded Programme	PG25574	Postgraduate Diploma in Science in Marketing	Postgraduate Diploma in Science (Postgraduate Diploma at NFQ Level 9) 9M22581 60 credits	Yes

	First Intake	Last Intake
Enrolment Interval	Sep-24	Aug-29

Principal Programme

	Full Time	Part Time	Delivery Mode: full-time / part-time
Intakes per Annum:	3	2	Full Time, Part Time
Minimum Learners per Intake:	5	5	
Maximum Learners per Intake:	100	100	
Duration (months)	12	24	

Target Learner Groups

This programme is aimed at learners with a second class second division (2.2) honours bachelor degree who wish to specialise in the field of marketing with a view to entering industry. It will also be of interest to learners who have completed their undergraduate degree (in any discipline) and wish to specialise in this area. An equivalent professional qualification such as ACCA or CIMA will also be considered. Applicants who do not have a Level 8 qualification at a 2.2 award level and who have at least 3 years' work experience may also be considered through the college's normal RPL procedures.

On completion of this programme, learners will have the marketing skills necessary to move into various customer-focused industry roles where the presentation of services or products through a focused channel is a key function of the organisation. Learners will gain an understanding of the impact of marketing on a business and its customers so as they can take a more focussed and strategic view and effectively integrate their knowledge of the marketing channel into decision-making in an organisation. Learners will also have the competencies in general digital marketing practices, an understanding of the central role of finance in the marketing field, whilst developing knowledge and competence through the delivery of modules in the core areas of marketing theory. Equally, learners will be encouraged to engage meaningfully with a raft of issues associated with global business developments stemming from climate change and the consequent impact on sustainable practices and ethical behaviour. The adaptation of the Consumer Behaviour module to incorporate neuromarketing reflects the critical need to address the impact of AI on the customer and the marketer.

Through the assignments and projects, as part of the assessment criteria, learners will develop independent research and problem-solving skills which will be invaluable in a variety of contexts in the workplace. The incorporation of the placement module gives learners the opportunity to combine the academic rigour afforded by the Master of Science in Marketing modules with 'hands on' insight into the day-to-day functioning within the industry. Participants who complete this course will be able to pursue opportunities within a marketing environment in many different business disciplines and settings.

Brief Synopsis of the Programmes

This programme aims to equip learners with a comprehensive understanding of the key foundations of the marketing discipline whilst facilitating a detailed understanding of the contemporary marketplace in a time of unprecedented change. It has been designed to reflect the increasingly challenging nature of business, as a result of a myriad of issues including climate change, the emergence of artificial intelligence as a key disruptor, and associated issues around sustainability, data protection and ethical marketing. A range of modules and topics are offered that have been designed to challenge the learner whilst providing a focus on the application of knowledge to the commercial imperatives in the marketplace. Learners will gain a critical understanding of the evolving impact of marketing on business and customers and learn how to effectively integrate their knowledge of the marketing channel into decision-making debates in an organisation.

Learners will critically analyse and evaluate the marketing function in order to generate valuable business insights in an increasingly complex and disruptive digital environment. They will learn to question how these insights inform strategic business decisions to increase market share and customer reach. Learners will be tasked with engaging with how specific organisations and sectors are grappling with challenges around sustainable marketing and global developments. Learners will develop independent research and problem-solving skills which will be invaluable in a variety of contexts in the workplace going forward.

The programme focuses on theoretical and contextual knowledge in core areas such as Strategic Brand Management, Consumer Behaviour and Integrated Marketing Communications. The emergence and impact of artificial intelligence is addressed throughout and specifically by the introduction of neuromarketing as a key component of the 'Consumer Behaviour Trends' module, reflecting the emergence of artificial intelligence tools within marketing. Additionally, the programme is being adapted to incorporate a module entitled 'Finance for Marketers' which seeks to give learners a critical insight into the finance function in relation to marketing. The programme offers the 'Web Marketing Management & Metrics' module to reflect the increasing centrality of this area of expertise. Learners who complete the full Master of Science in Marketing programme (including the 30 ECTS capstone) will also develop and enhance their research capability through critical enquiry and detailed analytical problem solving, evidenced in particular by the production of a dissertation or by engaging in the placement option. DBS sees the placement option as a strong addition to the Master of Science in Marketing, giving learners the opportunity to build upon and apply the skills acquired in semesters one and two in the workplace.

Overall, the programme aims to create in learners a critical understanding of core marketing issues and therefore develops learners' understanding of the demands of the changing consumer environment through up-to-date and in-depth knowledge of the core and subfields of marketing whilst also providing valuable and necessary practical skills in this field.

Minimum Intended Programme Learning Outcomes

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

1. Critically appraise contemporary marketing facts, concepts, principles, theories and practice through the acquisition of relevant knowledge and competence.
2. Demonstrate a comprehensive knowledge of contemporary integrated marketing communication in the modern digital marketing age.
3. Demonstrate the acquisition of an in-depth comprehension of marketing technologies and practices as applied to the marketing discipline.
4. Critically apply new marketing insights to a modern organisation informed by a comprehensive range of analytical skills and critical thinking.
5. Demonstrate a practical mastery of the Financial Management tools which apply to Marketing Practice and how they can be used by Marketing Professionals.
6. Analyse the complex and changing nature of today's global customer.
7. Exhibit a sustainable, marketing-orientated and ethical approach to the strategic problem-solving process in both a team and individual context.
8. Critically evaluate current marketing practices in light of a challenging and ever-changing environment.
9. Critically evaluate the role of digital marketing technologies in the development of appropriate marketing strategies in the digital era.
10. Develop appropriate marketing strategies to enhance customer satisfaction.
11. (If take Dissertation elective Capstone) Develop research philosophies, research design and data collection techniques and assemble quantitative and qualitative data for applied research.
12. (If take Placement elective Capstone) Utilise the theoretical underpinnings of Marketing concepts in a professional setting and evaluate this application in an applied report.

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

Learners are required to have ongoing access to a computer, related software, and a reliable internet connection. Learners will be provided with a full online induction which introduces 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
Lecturer	<p>Lecturing staff will have a minimum of a Level 9 Postgraduate Diploma/Masters and/or Level 10 PhD in any of the following areas:</p> <ul style="list-style-type: none"> ●Marketing management, services marketing, consumer trends / analysis ●Big Data, web marketing, international marketing and branding ●Strategic marketing, entrepreneurship <p>In modules where industry experience is desirable, holders of Level 8 honours bachelor degrees in the above disciplines, who are exceptionally qualified by virtue of significant senior industry experience may also be considered.</p>	1.2
Administration & Support Staff	Such as Library, Admissions, Student Experience, Finance etc. Experience and qualifications relevant to the role.	0.64
Academic Director	The Academic Director for this programme will have a minimum of a NFQ Level 9 Postgraduate Diploma or Masters qualification in Business, Marketing, Digital Marketing, Technology, IT, or a related field or related areas along with programme management/ academic leadership experience.	0.1
Subject Matter Expert	The Subject Matter expert for this programme will have a minimum of an NFQ Level 9 Postgraduate Diploma or Masters qualification in a relevant business discipline with relevant and significant industry experience and/or PhD. Holders of level 8 honours business degrees in a relevant discipline, who are exceptionally qualified by virtue of significant industry experience will also be considered.	0.1
Dissertation/Placement Coordr.	Staff coordinating the Capstone modules will have completed a Masters or PhD, and have previously supervised Masters dissertations in a relevant discipline, or will have a Master's degree and have supervised students in the preparation and delivery of research work.	0.01

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38628L Dublin Business School	10	500

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

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

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	PG24206	Master of Science in Marketing	12-Sep-19

Embedded Programme

Validation Process: **Revalidation**

Code	Title	Award	Exit Only
PG25574	Postgraduate Diploma in Science in Marketing	Postgraduate Diploma in Science (Postgraduate Diploma at NFQ Level 9) 9M22581 60 credits	Yes

	Full Time	Part Time	Delivery Mode: full-time / part-time	Full Time, Part Time
Duration (months)	9	18		

Target Learner Groups

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

Brief Synopsis of the Programmes

The Postgraduate Diploma is an embedded award in the Master of Science in Marketing programme. It will not be offered separately but is an exit award at 60 ECTS for learners who are unable to or wish not to complete the full Masters programme. The Postgraduate Diploma in Marketing is an interdisciplinary programme that focuses on key marketing principles. It is designed to appeal to graduates seeking to enhance their career prospects in industries where a marketing function is critical to the business needs. This programme will equip learners with a comprehensive understanding of key foundations of the marketing discipline as well as providing them with a detailed understanding of the contemporary marketplace. In addition, students will learn how to apply the latest marketing theory and practice in an increasingly complex digital marketing environment. The duration of the postgraduate diploma is two twelve-week semesters full-time and four twelve-week semesters part-time.

Minimum Intended Programme Learning Outcomes

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

1. Critically appraise contemporary marketing facts, concepts, principles, theories and practice through the acquisition of relevant knowledge and competence.
2. Demonstrate a comprehensive knowledge of contemporary integrated marketing communication in the modern digital marketing age.
3. Demonstrate the acquisition of an in-depth comprehension of marketing technologies and practices as applied to the marketing discipline.
4. Critically apply new marketing insights to a modern organisation informed by a comprehensive range of analytical skills and critical thinking.
5. Demonstrate a practical mastery of the Financial Management tools which apply to Marketing Practice and how they can be used by Marketing Professionals.
6. Analyse the complex and changing nature of today's global customer and develop appropriate marketing strategies to enhance customer satisfaction.
7. Exhibit a sustainable, marketing-orientated and ethical approach to the strategic problem-solving process in both a team and individual context.
8. Critically evaluate current marketing practices and critically apply innovative thinking to the challenging and ever-changing environment.
9. Critically evaluate the role of digital marketing technologies in the development of appropriate marketing strategies in the digital era.

Teaching and Learning Modes	<ol style="list-style-type: none"> 1. Directed Learning 2. E-learning (directed) 3. E-learning (self-directed) 4. Group Discussions 5. Lectures / Classes 6. Practical Sessions 7. Tutorials 8. Webinars 9. Workshops
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Approved Countries	Ireland
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Staff Profiles	Qualifications and Experience	WTE
Lecturer	<p>Lecturing staff will have a minimum of a Level 9 Postgraduate Diploma/Masters and/or Level 10 PhD in any of the following areas:</p> <ul style="list-style-type: none"> ●Marketing management, services marketing, consumer trends / analysis ●Big Data, web marketing, international marketing and branding ●Strategic marketing, entrepreneurship <p>In modules where industry experience is desirable, holders of Level 8 honours bachelor degrees in the above disciplines, who are exceptionally qualified by virtue of significant senior industry experience may also be considered.</p>	1.2
Administration & Support Staff	Such as Library, Admissions, Student Experience, Finance etc. Experience and qualifications relevant to the role.	0.64
Academic Director	The Academic Director for this programme will have a minimum of a NFQ Level 9 Postgraduate Diploma or Masters qualification in Business, Marketing, Digital Marketing, Technology, IT, or a related field or related areas along with programme management/ academic leadership experience.	0.1
Subject Matter Expert	The Subject Matter expert for this programme will have a minimum of an NFQ Level 9 Postgraduate Diploma or Masters qualification in a relevant business discipline with relevant and significant industry experience and/or PhD. Holders of level 8 honours business degrees in a relevant discipline, who are exceptionally qualified by virtue of significant industry experience will also be considered.	0.1

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38628L Dublin Business School	0	0

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

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

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	PG24207	Postgraduate Diploma in Science in Marketing	12-Sep-19

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