

## CERTIFICATE OF VALIDATION

New validation

Validation Process: **Revalidation**

<b>Provider Name</b>	Dublin Business School
<b>Date of Validation</b>	17-Jul-24

	<b>Code</b>	<b>Title</b>	<b>Award</b>	<b>Exit Only</b>
<b>Principal Programme</b>	PG25837	Certificate in Digital Marketing	Certificate (Special Purpose Award at NFQ Level 7) 7S22589 40 credits	N/A
<b>Embedded Programme</b>	N/A			

	<b>First Intake</b>	<b>Last Intake</b>
<b>Enrolment Interval</b>	Sep-24	Aug-29

### Principal Programme

	<b>Full Time</b>	<b>Part Time</b>	<b>Delivery Mode: full-time / part-time</b>
<b>Intakes per Annum:</b>	2	2	Full Time, Part Time
<b>Minimum Learners per Intake:</b>	5	5	
<b>Maximum Learners per Intake:</b>	150	150	
<b>Duration (months)</b>	9	9	

### Target Learner Groups

This programme is aimed at learners who have achieved a full Level 6 award (such as a Higher Certificate or full equivalent FETAC award) in any discipline and who wish to upskill and specialise in the field of digital marketing or with a view to entering an industry which requires this skill set. Applicants who have at least 3 years experience working in a business environment may also be considered through the college's normal RPL procedures.

On completion of this programme, learners will have the digital marketing skills necessary to move into various customer-focused (either B2C or B2B) industry roles where the presentation of services or products through a digital channel is a key function of the organisation. These learners will also have the competencies in general website design and presentation should they prefer those roles. The learners will gain an understanding of the impact of digital marketing on a business and its customers so they can take a more focused view and effectively integrate their knowledge of the digital channel into decision-making in an organisation. Through the assignments and projects as part of the assessment criteria, learners will develop independent research and problem-solving skills which will be valuable in a variety of contexts in the workplace. Participants who complete this course will be able to pursue opportunities within the digital marketing environment in many different business disciplines and settings.

## Brief Synopsis of the Programmes

This programme is targeted towards the learner who wishes to specialise in the field of digital marketing with a view to entering the industry, or those who are working in an industry that requires the input of digital marketing techniques to enhance, or in some cases drive, the overall marketing function and strategy. The massive growth of social media and mobile marketing in recent years means that marketers need a strong skill set and knowledge base that is digital. Therefore, they will need both the visibility and traceability that digital marketing affords. Given how fast the digital marketing arena moves in terms of technologies and practice all modules are written with flexibility in mind. Students are facilitated in exploring new ideas and technologies where applicable. In this way, the programme remains up-to-date with industry trends and best practice. On completion of the programme the learner will be equipped with the skills needed to work in a digital marketing environment. This programme accommodates a wide audience of learners whose specific interests in digital marketing may be either technically focused or business-focused.

This one year programme will be delivered on a part-time basis with a full-time option enabled within a normal college day (9am-5pm), but will be delivered with the same composition in terms of hours, modes of delivery and independent learning. There are four taught modules, each of 10 ECTS, which lead to a Certificate in Digital Marketing, Level 7 Special Purpose Award. Learners who have taken this programme previously have been funded by the HEA Springboard+ fund and this programme will continue to be offered as part of the DBS Springboard+ portfolio.

## Minimum Intended Programme Learning Outcomes

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

1. Identify the necessary technical and practical knowledge for the effective implementation of digital marketing.
2. Demonstrate the ability to successfully create and manage digital marketing campaigns and e-commerce processes.
3. Formulate insights into the way in which organisations create and execute strategic digital marketing decisions.
4. Appraise consumer behaviour in a digital context.
5. Assess the impact of artificial intelligence and other trends on the digital marketing environment.
6. Function independently and think creatively to solve problems in a business environment.

## Teaching and Learning Modes

1. Directed Learning
2. E-learning (directed)
3. E-learning (self-directed)
4. Group Discussions
5. Group Discussions/Interactions
6. Lectures / Classes
7. Practical Sessions
8. Tutorials
9. Webinars

## Approved Countries

Ireland

## Physical Resource Requirements

Learners are also required to have ongoing access to a computer, related software, and a reliable internet connection. This means that for learners their laptop or desktop computer will require a minimum of a supported version of a Windows operating system and 4GM RAM.

Staff Profiles	Qualifications and Experience	WTE
Lecturer	Lecturing staff will have a minimum of a level 8 qualification in the following areas: Digital Marketing, Marketing or Business. In modules where industry experience is desirable, holders of level 8 Honours degrees in Marketing who are exceptionally qualified by virtue of significant marketing/business experience may also be considered.	0.29
Academic Director	The Academic Director for this programme will have a minimum of a NFQ Level 9 Postgraduate Diploma or Masters qualification in Business or related areas along with programme management/ academic leadership experience.	0.1
Assistant Academic Director	The Assistant Academic Director for this programme will have a minimum of a NFQ Level 9 Postgraduate Diploma or Masters qualification in Business or related areas along with programme management/ academic leadership experience.	0.1

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38628L Dublin Business School	10	600

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

Learner Teacher Ratios	Learning Activity	Ratio
	Classroom sessions (Lecture)	1:150
	Online lectures	1:150
	Workshops	1:25
	Practical Sessions	1:25

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	PG24205	Certificate in Digital 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**

## Programme and stage schedules

### PG25837 Certificate in Digital Marketing

Name of Provider		Dublin Business School											
Programme Title		PG25837 Certificate in Digital Marketing											
Award Title		Certificate							Exit Award Only		N/A		
Teaching and learning modalities		Lectures / Classes; Practical Sessions; Tutorials; Directed Learning; E-learning (directed); E-learning (self-directed); Group Discussions; Group Discussions/Interactions; Webinars											
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake	ISCED Code					
Both	Special Purpose	7	6	Award Stage	7	40	Sep 2024	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 Environment	1	M	10	250	36	0	214	0	100	0	0	0	0
Digital Marketing Fundamentals	1	M	10	250	36	0	214	0	100	0	0	0	0
Digital Marketing Planning and Management	2	M	10	250	36	0	214	0	100	0	0	0	0
Digital Media Transformations	2	M	10	250	36	0	214	0	100	0	0	0	0