

CERTIFICATE OF VALIDATION

New validation

Validation Process: **Revalidation**

Provider Name	Dublin Business School
Date of Validation	17-Jul-24

	Code	Title	Award	Exit Only
Principal Programme	PG25844	Bachelor of Arts (Honours) in Marketing	Bachelor of Arts (Honours) (Honours Bachelor Degree at NFQ Level 8) 8M22583 180 credits	N/A
Embedded Programme	N/A			

	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	3	Full Time, Part Time
Minimum Learners per Intake:	5	5	
Maximum Learners per Intake:	150	150	
Duration (months)	36	48	

Target Learner Groups

The programme is aimed at full and part-time learners who meet the minimum entry requirements of 2H5's and 4 O6/H7, to include Mathematics and English or another language (under the new Common Points Scale for Leaving Certificate 2017). Using the old pre-2017 grading scheme, applicants must have obtained a minimum of grade C3 in 2 higher level subjects and a minimum of grade D3 in 4 Ordinary Level subjects (to include Maths, English and a language. In addition to registered learners on the BA (Honours) in Marketing the programme welcomes and caters for the learning needs of study abroad learners on a modular basis. These learners, through the RPL process spend either a semester or a full academic year at DBS. They choose modules related to the sending college's degree needs and are a welcome addition academically, culturally and socially to the learning environment. These learners provide diversity, new approaches and different perspectives to the discipline and are likely to be from one of ninety-six partner colleges in the USA, France, Germany, Spain, Sweden or Italy.

Mature Learners who do not meet the minimum entry requirements will be assessed on the basis of age, work experience, general education standard, motivation and commitment to the programme for which they are applying. Mature learners are those who are 23 years of age by January 1st of the year of admission.

On completion of this programme, learners will have the marketing expertise to take a strategic view and effectively integrate marketing into decision-making in their company. Learners will have the skills to develop strategic marketing programmes and to effectively evaluate the effectiveness of the organisation's marketing.

Brief Synopsis of the Programmes

This programme focuses on core areas of marketing including finance, marketing and the law, consumer behaviour, marketing research, digital marketing and events marketing. It aims to develop learners' knowledge of the theory of marketing whilst considering how practitioners within the field of marketing deal with issues around management and communication to equip learners with the requisite knowledge and skills to be able to secure employment in a broad range of organisations.

Learners explore a diverse array of learning domains relevant to various commercial, industrial, and public sector settings. Emphasis is placed on acquiring a comprehensive understanding of the hands-on facets of marketing within the digital era, along with the skills necessary for implementing, executing, evaluating, and interpreting models within intricate business environments. The concept of understanding how to understand the consumer, research markets, to develop a plan and ultimately deliver and manage that plan to achieve organisational objectives is a critical pathway for this programme. The programme also challenges the learner to investigate, interpret and react to online and digital activity with a view to optimising this activity in order to maximise the experience for the consumer in the decision-making process.

Minimum Intended Programme Learning Outcomes

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

1. Demonstrate knowledge of marketing theory, concepts and emerging models in a variety of business, economic and organisational settings together with the ability to connect between operational, tactical and strategic marketing insights across varied sectors.
2. Illustrate a deep understanding of the relationship between marketing research, communications, technology, management, and strategy to the overall marketing function in a changing business environment.
3. Develop techniques of planning and managing the marketing function in an increasingly digital environment, controlling marketing operations, brand development and brand management coupled with skill in planning and managing sales activities through personal and organisational effectiveness.
4. Evaluate marketing theories across a broad range of business and economic environments in a variety of marketing contexts with an understanding of the sales/marketing connection.
5. Evidence the ability to undertake marketing and sales in a socially responsible manner, conscious of the effects of marketing on consumer well-being and the environment, together with the drive to balance this thinking with business growth and profitability.
6. Evaluate target market opportunities through market research, analysis and employ empirical data effectively to aid marketing decision-making.
7. Develop an understanding of the relationship between marketing and the law and question the implications of the legal framework for marketers, which impacts upon the business organisation, the consumer and society.
8. Recognise the central relationship between the marketing function and the financial implications of marketing decisions by understanding the key role of budgeting and financial reporting within the business environment.
9. Develop the ability to contribute positively both autonomously and as a member of a team and to be able to exemplify professional problem-solving processes and be open to change and engagement with new developments and practices in marketing and related fields.

Teaching and Learning Modes

1. Directed Learning
2. E-learning (directed)
3. E-learning (self-directed)
4. Group Discussions
5. Lectures / Classes
6. Practical Sessions
7. Practical/workshop/Laboratories/studio sessions
8. Self Directed Learning
9. Tutorials
10. Webinars
11. Workshops

Approved Countries

Ireland

Physical Resource Requirements

Learners are 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	<p>Lecturing staff will have a minimum of a Level 9 Postgraduate Diploma or Masters in the following areas:</p> <ul style="list-style-type: none"> ●Marketing ●Accounting ●Economics ●Finance ●Business ●IT <p>Individuals with 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>	2.3

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38628L Dublin Business School	10	900

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
	PG24208	Bachelor of Arts (Honours) 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

Programme and stage schedules

PG25844 Bachelor of Arts (Honours) in Marketing

Name of Provider		Dublin Business School													
Programme Title		PG25844 Bachelor of Arts (Honours) in Marketing													
Award Title		Bachelor of Arts (Honours)							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; Practical/workshop/Laboratories/studio sessions; Self Directed Learning; Webinars; Workshops													
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake	ISCED Code							
Both	Major	8	6	Stage 1		60	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 %
Maths and Statistics for Business			1&2	M	10	250	72	0	178	0	40	0	0	60	0
Business Context and Organisation			1&2	M	10	250	72	0	178	0	50	0	0	50	0
Marketing Essentials			1&2	M	10	250	72	0	178	0	70	0	0	30	0
IT Essentials			1&2	M	10	250	72	0	178	0	60	0	0	40	0
Economic Perspectives			1&2	M	10	250	72	0	178	0	40	20	0	40	0
Foundational Academic Skills			1	M	5	125	36	0	89	0	100	0	0	0	0
Digital Content Creation			2	M	5	125	36	0	89	0	100	0	0	0	0

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Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake			ISCED Code					
Both	Major	8	6	Stage 2		60	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 %	
Marketing Communications		1&2	M	10	250	64	0	186	0	50	0	0	50	0	
Marketing Research		1&2	M	10	250	64	0	186	0	20	80	0	0	0	
Financial Analysis and Reporting		1	M	5	125	32	0	93	0	100	0	0	0	0	
Marketing and the Economy		1	M	5	125	32	0	93	0	100	0	0	0	0	
Advertising		2	M	5	125	32	0	93	0	0	0	0	100	0	
Marketing Analysis and Reporting		2	M	5	125	32	0	93	0	100	0	0	0	0	
Web Marketing Design & Development		1&2	E	10	250	64	0	186	0	100	0	0	0	0	
Social Media Marketing and Analytics		1&2	E	10	250	64	0	186	0	100	0	0	0	0	
Events Planning and Operations		1&2	E	10	250	64	0	186	0	100	0	0	0	0	
Sustainable Events Management		1&2	E	10	250	64	0	186	0	100	0	0	0	0	

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Both	Major	8	6	Award Stage	8	60	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 %	
Sustainable Marketing	1	M	5	125	30	0	95	0	100	0	0	0	0	
Public Relations and Sponsorship	2	M	5	125	30	0	95	0	0	0	0	100	0	
Selling and Sales Management	2	M	5	125	30	0	95	0	100	0	0	0	0	
Marketing and the Law	2	M	5	125	30	0	95	0	100	0	0	0	0	
Global Marketing	1	M	5	125	30	0	95	0	100	0	0	0	0	
Consumer Behaviour	1	M	5	125	30	0	95	0	100	0	0	0	0	
Festivals and Outdoor Events	1&2	E	10	250	60	0	190	0	100	0	0	0	0	
Event Technologies	1&2	E	10	250	60	0	190	0	100	0	0	0	0	
Marketing for E-Commerce	1&2	E	10	250	60	0	190	0	100	0	0	0	0	
Emerging Technologies in Marketing	1&2	E	10	250	60	0	190	0	100	0	0	0	0	
Capstone	1&2	M	10	250	18	0	232	0	100	0	0	0	0	