

CERTIFICATE OF VALIDATION

New validation

Validation Process: **Revalidation**

Provider Name	Dublin Business School
Date of Validation	10-Jun-25

	Code	Title	Award	Exit Only
Principal Programme	PG26477	Higher Diploma in Science in Digital Marketing	Higher Diploma in Science (Higher Diploma at NFQ Level 8) 8M22920 60 credits	N/A
Embedded Programme	N/A			

	First Intake	Last Intake
Enrolment Interval	Sep-25	Aug-30

Principal Programme

	Full Time	Part Time	Delivery Mode: full-time / part-time
Intakes per Annum:	2	2	Full Time, Part Time
Minimum Learners per Intake:	5	5	
Maximum Learners per Intake:	75	75	
Duration (months)	9	18	

Target Learner Groups

As this is a conversion programme, the Higher Diploma in Science in Digital Marketing is aimed at learners with a Level 8 honours bachelor's degree with a minimum pass classification in a non-cognate area from a recognised third level institution. Applicants who do not have a Level 8 qualification and who have at least 3 years' work experience may also be considered through the College's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures. This programme may also be of interest to learners with a Level 7 ordinary bachelor's degree in a cognate area (cognate areas include marketing) who wish to specialise in the field of digital marketing.

Brief Synopsis of the Programmes

The Higher Diploma in Science in Digital Marketing is a conversion programme for graduates who wish to acquire core digital marketing skills. Participants will receive practical training in key digital skills such as Digital Marketing Management and Communications, Digital Storytelling, Digital Marketing Tools, Digital Ecosystems: E-Business and Technology Integration, Digital Marketing Analytics and Metrics, Gen AI, and the capstone module (Digital Portfolio). Participants will work towards the completion of a digital portfolio as their capstone project. The programme emphasis is on the development of the knowledge, skills and competencies relevant to the role of the digital marketing professional. Communication and teamwork skills are fostered and real issues from the rapidly changing world of digital marketing are discussed and analysed. The programme will be delivered in a flexible manner, consisting of lectures, workshops, group work, blended learning and guest speakers from industry. Throughout the programme, learners will acquire the necessary skills and acumen to appraise and operationalise digital marketing opportunities and challenges and effectively integrate these into decision-making roles with an organisation. The programme will enable graduates to play an active role in a diverse range of digital marketing roles and/or be in a position to take up further Level 9 postgraduate studies, such as the Master of Science in Digital Marketing, the MSc in Marketing or the MBA.

Minimum Intended Programme Learning Outcomes

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

1. Assess the theories, concepts and practices of digital marketing management.
2. Reflect on the principles of digital content curation and their theoretical foundations underpinning within digital marketing.
3. Apply integrated digital marketing communications to advertising, campaigns, the delivery of digital marketing and online PR for a positive user experience online.
4. Appraise marketing technologies and socially responsible tools evaluating their strategic application in digital marketing.
5. Evaluate the importance and role of e-business and emerging technologies in digital marketing.
6. Analyse marketing analytics and metrics and evaluate the role they play in digital marketing and sustainable campaign management.
7. Construct and present research around digital marketing strategies to a professional standard, cognisant of emerging technologies.
8. Integrate a range of personal and interpersonal skills, including the capacity for continuous learning, taking initiative, meeting deadlines, working collaboratively, and communicating effectively.
9. Apply content management systems to produce creative content for marketing campaigns.

Teaching and Learning Modes

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

Approved Countries

Ireland

Physical Resource Requirements

Appropriately equipped computer work area.

Lecture rooms of sufficient size for work in breakout groups/with appropriate multimedia resources.

Appropriate software resources to be used in the teaching and learning of all modules.

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 9 Postgraduate Diploma or Masters in Marketing and/or Business. 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. Digital Portfolios Individuals with Level 8 qualifications in the above disciplines who are exceptionally qualified by virtue of significant senior industry experience may also be considered.	7

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38628L Dublin Business School	5	300

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

Learner Teacher Ratios	Learning Activity	Ratio
	Classroom Sessions	1:75
	Online Lectures	1:75

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	PG24323	Higher Diploma in Science in Digital Marketing	10-Sep-20

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

PG26477 Higher Diploma in Science in Digital Marketing

Name of Provider		Dublin Business School											
Programme Title		PG26477 Higher Diploma in Science in Digital Marketing											
Award Title		Higher Diploma in Science						Exit Award Only		N/A			
Teaching and learning modalities		Lectures / Classes; E-learning (directed); E-learning (self-directed); Practical/workshop/Laboratories/studio sessions; Group Discussions/Interactions; Practical Sessions; Directed Learning; Self Directed Learning; Tutorials											
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake			ISCED Code			
Both	Major	8	6	Award Stage	8	60	Sep 2025			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 Management and Communications	1	M	10	250	48	0	202	0	50	0	50	0	0
Digital Storytelling	1	M	5	125	24	0	101	0	0	0	100	0	0
Next Gen: AI for Digital Marketers	1	M	5	125	24	0	101	0	100	0	0	0	0
Digital Marketing Tools	1	M	10	250	48	0	202	0	100	0	0	0	0
Digital Ecosystems: E-Business and Technology Inte	2	M	10	250	48	0	202	0	100	0	0	0	0
Digital Marketing Analytics and Metrics	2	M	10	250	48	0	202	0	100	0	0	0	0
Digital Portfolio	2	M	10	250	48	0	202	0	0	100	0	0	0