

CERTIFICATE OF VALIDATION

New validation

Validation Process: **Revalidation**

Provider Name	Dublin Business School
Date of Validation	09-Apr-26

	Code	Title	Award	Exit Only
Principal Programme	PG26632	Master of Science in Digital Marketing and Analytics	Master of Science (Masters Degree at NFQ Level 9) 9M23167 90 credits	N/A
Embedded Programme	PG26633	Postgraduate Diploma in Science in Digital Marketing and Analytics	Postgraduate Diploma in Science (Postgraduate Diploma at NFQ Level 9) 9M23169 60 credits	Yes

	First Intake	Last Intake
Enrolment Interval	Jan-27	Dec-31

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:	300	100	
Duration (months)	12	24	

Target Learner Groups

This programme is primarily aimed at graduates who hold a second class (2.2) honours bachelor degree in a cognate area, who aspire to advance their skills by gaining in-depth digital marketing and analytics knowledge with the specific goal of playing an active role in the digital marketing, content marketing, communications, or analytics function in their organisation. Cognate disciplines are defined as marketing, business, finance, IT with a component of marketing or related discipline.

The programme also targets graduates who hold a professional qualification such as MMII. Typical candidates include those who wish to upskill or reskill due to changes in employment, those already engaged in traditional marketing who require digital marketing upskill or career expansion, and those who have already found themselves in a digital marketing role in their company and wish to acquire a formal qualification for future sustainability in their career. Individuals will, upon completion of this programme, be able to enter the marketing sector and hold a general or expanded role in the digital marketing function of their organisation.

Brief Synopsis of the Programmes

The Master of Science in Digital Marketing and Analytics is designed to equip graduates with the advanced digital, analytical, and strategic skills required to thrive in today's fast-evolving, technology-driven marketing landscape. As businesses increasingly rely on data and digital platforms to connect with consumers, there is a growing demand for professionals who can bridge the gap between marketing creativity and data-driven decision-making. This programme directly addresses the current skills gap in the digital marketing industry by producing graduates with the practical expertise and strategic insight to lead marketing initiatives across a range of sectors. It caters to a diverse cohort of learners, whether from creative, business, or technical backgrounds, who seek to specialise in digital marketing and analytics. Graduates will gain a solid foundation in key areas such as inbound and content marketing, digital design and development, SEO and emerging technologies, digital advertising, brand strategy, and data analytics. The programme also emphasises the use of business intelligence tools and data visualisation techniques to support evidence-based marketing strategies and ethical decision-making.

The Master of Science in Digital Marketing and Analytics is available as a one-year full-time or two year part-time programme. It comprises eight taught modules (four 10 ECTS and four 5 ECTS) and a 30 ECTS Capstone Module, enabling learners to integrate theoretical knowledge with real-world application. Learning is structured across two semesters for full-time learners and three semesters for part-time learners with a mix of 5 ECTS modules and 10 ECTS modules that cover analytical and practical subject areas. Students will also develop strong research capabilities through dedicated Research Methods modules, culminating in a Capstone Project which is offered as a choice between a Dissertation, or industry Placement in semester 3 for full-time learners and semester 4 for part-time learners.

Minimum Intended Programme Learning Outcomes

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

1. Critically appraise theoretical and conceptual knowledge in the discipline of digital marketing and analytics, including their application in a rapidly evolving digital business environment.
2. Evaluate contemporary and emerging digital technologies and trends and their implications for marketing strategy and organisational performance.
3. Apply critical awareness of data analytics tools and techniques to inform evidence-based marketing decisions and performance measurement.
4. Design, develop, and evaluate digital assets and user experiences across web, mobile, and social platforms, demonstrating a synergy of creativity, technical skill, and strategic thinking
5. Develop integrated digital marketing strategies that align with organisational goals, demonstrating an ability to optimise content, channels, and campaigns for targeted outcomes.
6. Strategise and conduct independent, ethical research drawing on existing evidence-based studies and applying appropriate methodologies and analytical techniques to investigate and address real-world digital marketing challenges.
7. Demonstrate professional competencies in project management, communication, collaboration, and leadership within diverse and multidisciplinary environments.
8. Effectively plan and execute a successful digital marketing campaign, using a variety of skills and knowledge and apply these to the relevant context.
9. Critically assess and design digital marketing strategies that drive organisational growth, innovation, and competitive positioning.
10. Critically synthesise the planning, design, development, and management of an empirical research project that demonstrates appropriate competencies and technical ability, addresses real-world issues in the field of digital marketing and analytics, and complies with relevant ethical standards.

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. Group Discussions/Interactions 6. Lectures / Classes 7. On the job Training 8. Practical Sessions 9. Practical/workshop/Laboratories/studio sessions 10. Self Directed Learning 11. Tutorials 12. Webinars 13. Work experience
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Approved Countries	Ireland, Czech Republic
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Physical Resource Requirements

<p>Appropriately equipped computer work area.</p> <p>Lecture rooms of sufficient size for work in breakout groups/with appropriate multimedia resources.</p> <p>Appropriate software resources to be used in the teaching and learning of all modules.</p> <p>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.</p>

Staff Profiles	Qualifications and Experience	WTE
Academic Director	The Academic Director will be responsible for the overall management and development of the programme, the coordination of the organisation, and delivery of the programme, and the management and support of learners on the programme. The Academic Director has an important role in mentoring learners and providing them with guidance and support on both academic and non-academic matters related to learner life. Learner attendance is taken at every lecture and an 'early warning' system ensures that where a learner's attendance falls short, counselling is available from the Academic Director. Along with the Student Engagement Officer, the Academic Director determines any issue that warrants intervention and if required a range of measures can be adopted. Such measures include following up directly with the learner by telephone and email.	1
Assistant Academic Director	The Assistant Academic Director has responsibility of working with the Academic Director across all elements of programme development and delivery. They are responsible for overseeing programme team meetings and are a direct point of contact for students. They work to ensure all programmes developed and run are of a high academic standard.	2
Programme Level Manager	The Programme Level Manager provides professional leadership and management for an allocated subject area to facilitate teaching and learning and to secure effective use of resources. The key responsibility of the Programme Level Manager is the management and delivery of the programme(s) for which they hold responsibility. This includes undertaking teaching duties as appropriate to the requirements of a programme and consistent with the area(s) of expertise, keeping up to date with teaching and learning developments and being alert to best practice, whilst providing guidance to colleagues on content, methodology and resources regarding the subject area and answering subject specific queries from learners.	1
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	7

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38628L Dublin Business School	5	600

Additional Locations	Location Name	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	University of New York Prague	5	600

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

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	PG24664	Master of Science in Digital Marketing and Analytics	25-Apr-24

Embedded Programme

Validation Process: **Revalidation**

Code	Title	Award	Exit Only
PG26633	Postgraduate Diploma in Science in Digital Marketing and Analytics	Postgraduate Diploma in Science (Postgraduate Diploma at NFQ Level 9) 9M23169 60 credits	Yes

	Full Time	Part Time	Delivery Mode: full-time / part-time
Duration (months)	12	18	Full Time, Part Time

Target Learner Groups

The target group for the Postgraduate Diploma in Science in Digital Marketing and Analytics 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 Digital Marketing and Analytics programme.

Brief Synopsis of the Programmes

As an embedded exit award from the Master of Science in Digital Marketing and Analytics (90 ECTS, NFQ Level 9), the Postgraduate Diploma in Science in Digital Marketing and Analytics (60 ECTS, NFQ Level 9) is designed to equip graduates with the advanced digital, analytical, and strategic skills required to thrive in today's fast-evolving, technology-driven marketing landscape.

As businesses increasingly rely on data and digital platforms to connect with consumers, there is a growing demand for professionals who can bridge the gap between marketing creativity and data-driven decision-making. This programme directly addresses the current skills gap in the digital marketing industry by producing graduates with the practical expertise and strategic insight to lead marketing initiatives across a range of sectors. It caters to a diverse cohort of learners, whether from creative, business, or technical backgrounds, who seek to specialise in digital marketing and analytics. Graduates will gain a solid foundation in key areas such as inbound and content marketing, digital design and development, SEO and emerging technologies, digital advertising, brand strategy, and data analytics. The programme also emphasises the use of business intelligence tools and data visualisation techniques to support evidence-based marketing strategies and ethical decision-making.

The Postgraduate Diploma in Science in Digital Marketing and Analytics can be completed in one academic year by full-time learners and eighteen months by part-time learners. The overall aim of the programme is to provide graduates with the opportunity to attain a Level 9 award if they cannot complete the Capstone Elective of this programme for personal or professional reasons. Therefore, the Postgraduate Diploma in Science in Digital Marketing and Analytics (60 ECTS, NFQ Level 9) is offered only as an exit award from the Masters programme.

Learning is structured across two taught semesters for full-time learners and 3 taught semesters for part-time learners with a mix of 5 ECTS modules and 10 ECTS modules that cover analytical and practical subject areas. Students will also develop strong research capabilities through dedicated Research Methods modules.

Minimum Intended Programme Learning Outcomes

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

1. Critically appraise theoretical and conceptual knowledge in the discipline of digital marketing and analytics, including their application in a rapidly evolving digital business environment.
2. Evaluate contemporary and emerging digital technologies and trends and their implications for marketing strategy and organisational performance.
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7. Demonstrate professional competencies in project management, communication, collaboration, and leadership within diverse and multidisciplinary environments.
8. Effectively plan and execute a successful digital marketing campaign, using a variety of skills and knowledge and apply these to the relevant context.
9. Critically assess and design digital marketing strategies that drive organisational growth, innovation, and competitive positioning.

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. On the job Training
8. Practical Sessions
9. Practical/workshop/Laboratories/studio sessions
10. Self Directed Learning
11. Tutorials
12. Webinars
13. Work experience

Approved Countries

Ireland, Czech Republic

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.

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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.	7

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
	University of New York Prague	0	0

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

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	PG24732	Postgraduate Diploma in Science in Digital Marketing and Analytics	09-Sep-21

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

PG26632 Master of Science in Digital Marketing and Analytics

Name of Provider		Dublin Business School												
Programme Title		PG26632 Master of Science in Digital Marketing and Analytics												
Award Title		Master of Science						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; On the job Training; Practical/workshop/Laboratories/studio sessions; Self Directed Learning; Webinars; Work experience												
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake		ISCED Code					
Both	Major	9	7	Award Stage	9	90	Jan 2027		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 %	
Inbound and Content Marketing	1	M	5	125	24	0	101	0	100	0	0	0	0	
Digital Design and Development	1	M	10	250	48	0	202	0	100	0	0	0	0	
Research Methods 1	1	M	5	125	24	0	101	0	100	0	0	0	0	
Data and Digital Marketing Analytics	1	M	10	250	48	0	202	0	100	0	0	0	0	
Digital Advertising and Brand Strategy	2	M	10	250	48	0	202	0	100	0	0	0	0	
Strategic Planning, Search Engine Optimisation and	2	M	10	250	48	0	202	0	100	0	0	0	0	
Business Intelligence and Visualisation	2	M	5	125	24	0	101	0	100	0	0	0	0	
Research Methods 2	2	M	5	125	24	0	101	0	100	0	0	0	0	
Dissertation	3	E	30	750	6	0	744	0	100	0	0	0	0	
Placement	3	E	30	750	6	0	594	150	0	70	0	0	30	

PG26633 Postgraduate Diploma in Science in Digital Marketing and Analytics

Name of Provider		Dublin Business School												
Programme Title		PG26633 Postgraduate Diploma in Science in Digital Marketing and Analytics												
Award Title		Postgraduate Diploma in Science							Exit Award Only		Yes			
Teaching and learning modalities		Lectures / Classes; Practical Sessions; Tutorials; Directed Learning; E-learning (directed); E-learning (self-directed); Group Discussions; Group Discussions/Interactions; On the job Training; Practical/workshop/Laboratories/studio sessions; Self Directed Learning; Webinars; Work experience												
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake			ISCED Code				
Both	Major	9	7	Award Stage	9	60	Jan 2027			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 %	
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Digital Design and Development	1	M	10	250	48	0	202	0	100	0	0	0	0	
Research Methods 1	1	M	5	125	24	0	101	0	100	0	0	0	0	
Data and Digital Marketing Analytics	1	M	10	250	48	0	202	0	100	0	0	0	0	
Digital Advertising and Brand Strategy	2	M	10	250	48	0	202	0	100	0	0	0	0	
Strategic Planning, Search Engine Optimisation and	2	M	10	250	48	0	202	0	100	0	0	0	0	
Business Intelligence and Visualisation	2	M	5	125	24	0	101	0	100	0	0	0	0	
Research Methods 2	2	M	5	125	24	0	101	0	100	0	0	0	0	