



CERTIFICATE OF VALIDATION

Provider name	National College of Ireland
Date of validation	2 November 2016

	First intake	Last intake
Enrolment interval	September 2016	September 2020
Number of annual intakes	One	

	Code	Title	Award	Duration
Principal programme	PG22899	Bachelor of Arts (Honours) in Marketing Practice	Bachelor of Arts (Honours) - 8M20364	Three Years

	Name	Maximum number of learners	Minimum number of learners
Approved centre	National College of Ireland	As per the validated programmes	As per the validated programmes

Target learner groups	As per the validated programmes
Number of learners per intake	Minimum 15 Maximum 80
Approved countries for provision	Ireland
Delivery mode: Full-time/Part-time	Full-time/Part-time/Blended
The teaching and learning modalities	As per the validated programmes
Brief synopsis of the programme (e.g. who it is for, what is it for, what is involved for learners, what it leads to.)	As per the validated programmes
Specifications for teaching staff	As per the validated programmes
Specifications for the ratio of learners to teaching-staff	As per the validated programmes

Programmes being replaced		
Code	Title	Estimated closure date
PG20005	Bachelor of Arts (Honours) in Marketing Practice	31 December 2018

**Conditions of validation**

The statutory ([section 45\(3\) of the 2012 Act](#)) conditions of validation are that the provider of the programme shall:

- a) 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,
- b) 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,
- c) continue to comply with [section 65 of the 2012 Act](#) in respect of arrangements for the protection of enrolled learners, if applicable, and
- d) 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.

Conditions from HET Core Validation Policy and Criteria 2010, Revised 2013

The provider of the programme shall (for each programme):

1. Maintain the status of the programme(s) recognition;
2. Establish, having regard to existing quality assurance procedures, procedures for quality assurance for the purpose of further improving and maintaining the quality of education and training which is provided, organised or procured by that provider as part of the programme(s) concerned, and agree those procedures with QQI;
3. Operate quality assurance procedures agreed with QQI;
4. Implement procedures for the assessment of learners which are consistent with Assessment and Standards, Revised 2013;
5. Implement the procedures described in the document Policies, Actions and Procedures for Access, Transfer and Progression for Learners;
6. Implement any special conditions of validation attached to the relevant awards standards.

Other conditions from HET Core Validation Policy and Criteria 2010, Revised 2013

7. Notify QQI of any change in circumstances affecting the provider which could affect or be perceived to affect the provision of the programme(s). This includes significant changes in corporate or academic governance, ownership, legal status, profile of teaching staff, profile of learners, numbers enrolled, facilities, or resources;
8. Maintain learner data records (personal identification, progression, module marks, stage classification etc.) in order to assist QQI in the performance of its functions;
9. Provide the information required by QQI's award making and monitoring functions, including information in respect of completion rates;
10. Implement the programme in accordance with the **approved programme schedule(s)** (appended) and current assessment strategies;
11. Subject to Section 4.6.1 of *HET Core Validation Policy and Criteria 2010, Revised 2013*, obtain QQI's approval prior to substantially amending the programme's minimum intended learning outcomes, save in the case of incremental enhancements arising from the implementation of findings of the provider's agreed quality assurance procedures;
12. Notify QQI of any information concerning the programme(s), or circumstances that may reasonably be expected to give QQI cause to consider reviewing the programme. Explicitly this includes where another awarding body withdraws or seeks to withdraw validation from the programme(s) and /or any alterations to accreditations (additions or withdrawals) by a professional or regulatory body;
13. Implement the programme(s) as agreed with the resources indicated;
14. Adhere to, and implement the Provider Lifecycle of Engagements.



Approved Programme Schedule(s)

Name of Provider		National College of Ireland												
Programme Title (i.e. named award)		Bachelor of Arts (Hons) in Marketing Practice												
Award Title (HETAC named award)		Bachelor of Arts (Hons) in Marketing Practice												
Stage Exit Award Title														
Modes of Delivery (FT/PT/ACCS/BLENDED/OC etc.)		Full Time, Part Time, Blended												
Award Class	Award NQF Level	Award EQF Level	Stage	Stage NQF Level	Stage EQF Level	Stage Credit (ECTS)	Date Effective			ISCED Subject Code				
Major	8	6	1	6	5	60	1 st Sept 2016			342				
R e f	Module Title	Semester	Module		ECTS Credit Number	Total Student Effort			Allocation of Marks					
			Status (M/E)	NQF Level		Total Hours	Contact Hours	Independent Learning	CA %	Project %	Practical %	Final %	Total %	
	Fundamentals of Marketing	1	M	6	10	250	60	190	20	30		50	100	
	Brand Management	1	M	6	5	125	48	77	100				100	
	Economic & Market Practice	1	M	6	5	125	48	77	50			50	100	
	Management & the Organisation	1	M	6	10	250	60	190		40		60	100	
	Emerging Technologies for Business	2	M	6	10	250	60	190		50		50	100	
	Entrepreneurship	2	M	6	10	250	60	190		50	50		100	
	Financial Analysis & Reporting	2	M	6	5	125	48	77	30			70	100	
	Innovation & Creativity in Business	2	M	6	5	125	48	77		70	30		100	
Special Regulations:														



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Award Class	Award NQF Level	Award EQF Level	Stage	Stage NQF Level	Stage EQF Level	Stage Credit (ECTS)	Date Effective			ISCED Subject Code			
Major	8	6	2	7	6	60	1/9/2016			342			
R e f	Module Title	Semester	Module		ECTS Credit Number	Total Student Effort			Allocation of Marks				
			Status (M/E)	NQF Level		Total Hours	Contact Hours	Independent Learning	CA %	Project %	Practical %	Final %	Total %
	Consumer Behaviour	1	M	7	10	250	48	202	80	20			100
	Marketing Research	1	M	7	10	250	48	202		50		50	100
	Business Intelligence & Statistics	1	M	7	10	250	48	202	50	50			100
	Digital Marketing	2	M	7	10	250	48	202		35	15	50	100
	Integrated Marketing Communications	2	M	7	10	250	48	202	50	50			100
	Advanced Financial Analysis	2	E	7	5	125	36	89	50			50	100
	Digital Technologies for Business	2	E	7	5	125	36	89		50		50	100
	New Product Development	2	E	7	5	125	36	89		50		50	100
	Services Marketing Management	2	E	7	5	125	36	89	50			50	100



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Major	8	6	Award	8	6	60	1/9/2017			342			
R e f	Module Title	Semester	Module		ECTS Credit Number	Total Student Effort			Allocation of Marks				
			Status (M/E)	NQF Level		Total Hours	Contact Hours	Independent Learning	CA %	Project %	Practical %	Final %	Total %
	Marketing Law	1	M	8	10	250	48	202	30			70	100
	Marketing Strategy	1	M	8	10	250	48	202	50	50			100
	Project Mgmt.	1	M	8	10	250	48	202	100				100
	Distribution Channel Mgmt.	2	M	8	5	125	36	89		50		50	100
	Sales Mgmt.	2	M	8	5	125	36	89	40		60		100
	Capstone Project	2	M	8	20	400	28	372		100			100
Special Regulations: All learners must pass the capstone project													