CIT Institiúid Teicneolaíochta Chorcaí
Cork Institute of Technology

Report of Validation Panel

Named Award: Master of Science

Programme Title: Master of Science in Digital Marketing Strategy

Award Type: Master of Science

Award Class: Major Award

NFQ Level: 9

Intakes Commencing: February 2017

ECTS/ACCS Credits: 90

Named Award: Postgraduate Diploma

Programme Title: Postgraduate Diploma in Science in Digital Marketing Strategy

Award Type: Postgraduate Diploma in Science

Award Class: Major Award

NFQ Level: 9

Intakes Commencing: February 2017

ECTS/ACCS Credits: 60

PANEL MEMBERS

Name
Dr Ann M. Torres (Chairperson), Vice Dean of Internationalisation, College of Business, Public Policy & Law, Head of Discipline of Marketing, J.E. Cairnes School of Business & Economics, National University of Ireland Galway
Ms Brigid Crowley, Head of Department of Computing, Creative Media & Information Technology, Institute of Technology Tralee
Ms Colette Quinn, Founder and Managing Director, Real Insights, Cork
Ms Susie Horgan, Managing Director, Springboard PR and Marketing, Cork
Dr Gearóid O'Suilleabhain, Head of Technology Enhanced Learning, Technology Enhanced Learning, CIT
Dr Catherine Frehill, Module Moderator, Office of Registrar & Vice-President for Academic Affairs, CIT

PROPOSING TEAM MEMBERS

Name
Dr Pio Fenton, Head of Marketing & International Business
Mr Brian McGrath, Head of School of Business
Mr Ger O'Donovan, Head of Faculty Business
Ms Vivenne Griffin, Assistant Lecturer, Marketing & International Business
Mr Zahid Aslam, Assistant Lecturer, Marketing & International Business

Mr Stephen Ryan, Part-time Casual, Lecturer, Marketing & International Business
Dr Anne-Marie Ivers, Assistant Lecturer, Marketing & International Business

BACKGROUND TO THE PROPOSED PROGRAMME

The proposal seeks validation for a Master of Science in Digital Marketing Strategy which will be offered on a part-time basis. The programme has been designed to be offered initially as a blended programme with traditional delivery of modules employing technology to allow for blended provision. From September 2017 the programme will be offered fully on-line to new cohorts. The proposal also seeks validation for a 60 credit embedded award of a Postgraduate Diploma in Science in Digital Marketing.

The Department of Marketing and International Business has been to the forefront in offering provision of digital marketing education within the region. The Certificate in Digital Marketing has been offered since September 2014 with approximately 120 graduates to date. The Certificate which has a significant level of industry engagement on the programme has developed a reputation due to the knowledge and expertise of the lecturers and commitment of the learners. The modules of the Certificate in Digital Marketing form twenty credits of the proposed Masters.

While tools and technology can change quickly, strategic and managerial elements of marketing are solid foundations for success in the digital marketing environment. The Masters in Science in Digital Marketing Strategy has been developed for marketing professionals who would like to pursue a career in online marketing or those who understand the need to update their skills in the new digital media environment. The programme will provide students with comprehensive treatment to the concepts, analysis and application of digital marketing.

This proposal supports and underpins the Institution's strategic plan in a number of ways and this Masters programme responds to the strategic requirement of the Institute to further develop its role as a provider of continuing professional development opportunities, by adding to, and extending, the portfolio of programmes available to students. Applicants who hold a H22 level 8 award from a cognate area are eligible to apply for the MSc and embedded award. Applicants who hold a level 8 award but from a non-cognate area will be considered provided that they can demonstrate significant relevant industrial experience. An interview of admission will be held for holders of non-cognate degrees.

FINDINGS OF THE PANEL

*NOTE: In this report, the term "**Requirement**" is used to indicate an action or amendment which in the view of the Panel **must** be undertaken prior to commencement of the Programme. The term "**Recommendation**" indicates an item to which the Institute/Academic Council/Course Board should give serious consideration for implementation at an early stage and which should be the subject of ongoing monitoring.*

The Panel would like to **commend** the programme development team for the quality of the proposal. The enthusiasm of the proposers for the programme was clearly evident on the day of the validation panel itself.

The Panel has considered the documentation provided and has discussed the programme with the proposers. Based on this, the Panel has arrived at a number of Findings, Requirements and Recommendations as follows.

1. Programme-Level Findings

1.1 NEED FOR THE PROGRAMME

Validation Criterion: Is there a convincing need for the programme(s) with a viable level of applications?
Overall Finding: Yes

1.2 AWARD

Validation Criterion: Are the level and type of the proposed awards appropriate?
Overall Finding: Yes.

1.2.1 The programme designation as a Master of Science in Digital Marketing Strategy is appropriate. A detailed discussion regarding the proposed title of the programme took place and the panel **recommends** that the proposers identify the unique selling points of the programme e.g. live cases, projects, industry focus as part of the programme promotional and marketing literature. The promotional and marketing literature should also include a detailed description of the exit graduate profile.

1.2.2 The proposers included the appropriate documentation for the award of Postgraduate Diploma as an exit strategy should participants in the programme not be in a position to complete the third semester which includes the action project element. The panel **recommends** the proposers reconsider the title of the Postgraduate Diploma to retain the reference to strategy.

1.3 LEARNING EXPERIENCE

Validation Criterion: Is the learning experience of an appropriate level, standard and quality overall?
Overall Finding: Yes

The panel commends the proposers for designing the programme to be delivered fully on-line from September 2017. The panel visited the e-learning facilities in the Department of Technology Enhanced Learning to view, inter alia, the bespoke e-learning studio spaces from which it is proposed live online classes will be delivered and supported once the programme is offered in a fully online mode (September 2017).

1.4 PROGRAMME STRUCTURE

Validation Criterion: Is the programme structure logical and well designed (including procedures for access, transfer and progression)?
Overall Finding: Yes, subject to certain Requirements.

The Programme Outcomes as proposed to the panel on 4th October 2016 are in Appendix 1.
Findings, requirements and recommendations concerning individual modules (if any) are recorded in section 3 below.

1.4.1 Requirement: The Panel **requires** that the proposers reconsider the sequencing of the delivery of the modules. A detailed discussion took place regarding the positioning of the Integrated Strategy & Planning module in the third semester of delivery. The proposers indicated that the strategy theme is developed throughout the programme, however, the panel **requires** that strategy elements are articulated clearly in relevant module descriptors.

1.4.2 Requirement: Remap the module learning outcomes to the programme outcomes as the module learning outcomes for several modules meet all the programme outcomes.

1.4.3 Requirement: The panel **requires** that the proposers reconsider the grouping of electives as the current offering restricts learner choice.

1.5 PROGRAMME MANAGEMENT

Validation Criterion: Are the programme management structures adequate?

Overall Finding: Yes, subject to certain Requirements.

1.5.1 Requirement: An assessment matrix for the programme should be developed so as to guide the learners.

1.5.2 Requirement: A project handbook should be developed to include e.g. project guidelines, indicative project milestones, research and report writing guidelines.

1.6 RESOURCE REQUIREMENTS

Validation Criterion: Are the resource requirements reasonable?

Overall Finding: Yes.

1.7 IMPACT ON THE INSTITUTE

Validation Criterion: Will the impact of the programme on the Institute be positive?

Overall Finding: Yes

2. Module-Level Findings

The Panel notes that 10 modules on the proposed programme as presented to the panel are new modules. The panel was informed that the new draft modules have been subject to the internal scrutiny by the CIT module moderator (Dr Catherine Frehill).

In exercising its brief to consider the overall standard and appropriateness of modules, the Panel wishes to add the following findings, requirements and recommendations.

2.1 ALL MODULES

2.1.1 Requirement: Any revisions to Module Descriptors or Semester Schedules made to address the recommendations and requirements in this require sign-off from the CIT Module Moderator and the Registrar's Office prior to approval by the CIT Academic Council.

2.1.2 Requirement: Reading lists including journals and texts should be updated to ensure currency of content. Websites should be appropriately referenced.

2.1.3 Requirement: The coursework breakdown across the module descriptors should be reviewed and revised where necessary to clarify the actual assessment deliverables. The type and range of assessments should be reviewed to ensure suitability for expert level modules. The review should also ensure the spacing and timings of the assessments are appropriate.

2.1.4 Requirement: The titles of the modules should be revised to reflect the specific content of the modules e.g. Organic SEO.

2.1.5 Requirement: Duplication across the modules to be removed.

2.1.6 Requirement: Integrated assessment across modules should be utilised where appropriate and should be indicated in the coursework breakdown.

2.2. MODULES

2.2.1 Professional Dev for Marketing

Requirement: The learning outcomes and indicative content of the module should be reviewed.

Recommendation: The assessment of the module should also be reviewed as the panel suggest that the professional development plan which underpins the assessment methodology for the module should have increased weighting.

2.2.2 Applied Project Digital Mkting

Recommendation: The module descriptor should be revised to clarify the type of project and assessment requirements.

Other Findings

At the validation meeting the panel were very supportive of the programme due to the constructive engagement during the panel sessions. The panel supported and encouraged further development of the programme in line with discussions, requirements and recommendations made by the panel.

The panel wishes to commend the staff and management on their energy, teamwork and enthusiasm and dedication in putting together the programme proposal.

The additional documentation and module revisions has been reviewed and the updated submission meets all the requirements as set out previously. The approved semester schedules are shown in Appendix 3.

4. Conclusion

Based on the above findings, the Panel has arrived at the following Conclusions:

- The Master of Science in Digital Marketing Strategy and the Postgraduate Diploma in Science in Digital Marketing Strategy meet the required standards for an award in the Science field of study at Level 9 of the National Framework of Qualifications.

- The Programmes meet the criteria for validation of new programmes adopted by the Academic Council of Cork Institute of Technology.

The Panel therefore recommends that the two Programmes be validated for five academic years, or until the next programmatic review, whichever is soonest, subject to implementation of the Requirements above, and with due regard to the Recommendations made.

Implementation of Requirements and Recommendations

Requiring Registrar's Office Sign-Off:

1.2.1 Recommendation: A promotional plan is being devised which will entail online and offline material. The plan will include a focused digital marketing strategy as well as a relationship-based approach with local companies. The material will emphasise the applied nature of the programme and its practical benefits. A two-fold approach will ensure that benefits for companies and practitioners is highlighted.

1.2.2 Recommendation: The programme team will title the exit award Postgraduate Diploma in Science in Digital Marketing Strategy.

1.4.1 Requirement: Complete. Various changes have been implemented here. Strategy has been integrated more thoroughly into module descriptors ensuring that it has an impact on all modules. The modules have bene retitled to reflect the content and intention more clearly. The content of the modules has been altered to ensure a more obvious flow through the semester.

1.4.3 Requirement: Complete. At an operational level students will be given an open choice across all elective offerings to ensure ultimate flexibility with elective choice. This can be facilitated by allowing students to choose electives across semesters. Any student will be able to undertake any combination of electives.

1.5.1 Requirement: Complete.

1.5.2 Requirement: In progress. A programme handbook will be devised which will be given to all students upon commencement of the programme. Separately, specific induction sessions will be held to provide guidance around the skills highlighted above, amongst others.

2.1.1 Requirement: Complete.

2.1.2 Requirement: Complete.

2.1.3 Requirement: Complete. Assessment details have been enhanced in modules. Assessments have been reduced to a maximum of two per module in all cases (excluding peer assessment feedback mechanisms). Some minor alterations have been made to timings to reflect the above feedback. This will be reviewed on an ongoing basis.

2.1.4 Requirement: Complete. While titles have been changed on some modules to reflect updated content this change has not been implemented with respect to the module listed. In the case of the example given, a panel member suggested Organic SEO would be a more representative term. However it is possible that the panel had confused the terms SEO (Search Engine Optimisation) and SEM (Search Engine Marketing). This is quite a common mistake. SEM covers both SEO and Paid Advertising - and when discussing SEM the word Organic can be used to distinguish between non-Paid SEM (meaning SEO) and Paid SEM (meaning Paid Advertising).

The phrase SEM is heavily used in the USA, where companies tend to run SEO and Paid Advertising from the same department. In Europe the departments are more likely to be separate, and the terms SEO and Paid Advertising are far more common. The panel have explored the above with colleagues in Industry, and are confident the above is correct.

2.1.5 Requirement: Complete.

2.1.6 Requirement: Complete. It is the full intention of the team to include cross modular and integrated assessment in each semester (though this has not been prescribed in the module descriptors).

2.2.1 Requirement: Complete

2.2.2 Requirement: Complete

APPENDIX 1 – Proposed Programme Outcomes Master of Science in Digital Marketing Strategy

Programme Outcomes

Upon successful completion of this programme the graduate will be able to demonstrate... :

PO1	**Knowledge - Breadth**	
	(a)	Demonstrate knowledge of on-line environments, marketing strategies, social media platforms, market research, CRM, marketing principles, web optimisation and on-line engagement, on-line sales, digital story-telling and planning.
PO2	**Knowledge - Kind**	
	(a)	Integrate, synthesise and assess varied and emerging content relating to the digital marketing environment and how this relates to traditional marketing principles, activities and strategies.
PO3	**Skill - Range**	
	(a)	Apply skills and tools relating to marketing and advertising in digital and non-digital environments.
PO4	**Skill - Selectivity**	
	(a)	Develop elaborate plans for assessing complex marketing challenges and utilise a spectrum of appropriate tools to form a marketing solution that reflects integrated and nuanced through leadership.
PO5	**Competence - Context**	
	(a)	Apply tools, techniques and strategies in the on-line environment for a variety of complex and multi-faceted business scenarios that complement traditional marketing approaches building upon undiagnosed or inchoate problems to identify solution implementations.
PO6	**Competence - Role**	
	(a)	Work with others to devise and develop cogent plans and marketing solutions whilst demonstrating effective personal initiative.
PO7	**Competence - Learning to Learn**	
	(a)	Demonstrate an enthusiasm for new technologies and platforms in which their learning can be applied and tested.
PO8	**Competence - Insight**	
	(a)	Effectively apply their skills and knowledge in an ethical and reflective manner.

– Proposed Programme Outcomes: Postgraduate Diploma in Science in Digital Marketing

Programme Outcomes

Upon successful completion of this programme the graduate will be able to demonstrate... :

PO1	**Knowledge - Breadth**	
	(a)	Demonstrate knowledge of on-line environments, marketing strategies, social media platforms, market research, CRM, marketing principles, web optimisation and on-line engagement, on-line sales, digital story-telling and planning.
PO2	**Knowledge - Kind**	
	(a)	Integrate, synthesise and assess varied and emerging content relating to the digital marketing environment and how this relates to traditional marketing principles, activities and strategies.
PO3	**Skill - Range**	
	(a)	Apply skills and tools relating to marketing and advertising in digital and non-digital environments.
PO4	**Skill - Selectivity**	
	(a)	Develop plans for assessing marketing challenges and utilise a spectrum of appropriate tools to form a marketing solution that reflects integrated and nuanced thought leadership.
PO5	**Competence - Context**	
	(a)	Apply tools, techniques and strategies in the on-line environment for a variety of complex and multi-faceted business scenarios that complement traditional marketing approaches.
PO6	**Competence - Role**	
	(a)	Work with others to devise and develop cogent plans and marketing solutions whilst demonstrating effective personal initiative.
PO7	**Competence - Learning to Learn**	
	(a)	Demonstrate an enthusiasm for new technologies and platforms in which their learning can be applied and tested.
PO8	**Competence - Insight**	
	(a)	Effectively apply their skills and knowledge in an ethical and reflective manner.

Appendix 2 – Proposed Semester Schedules: Master of Science in Digital Marketing Strategy

Semester Schedules

Stage 1 / Semester 1

Mandatory									
Mod Code	**Module Title**	**Co-ordinator**	**Level**	**Credits**	**FT Contact Hours**	**PT Contact Hours**	**Course Work**	**Formal Exam**	
MRKT8005	Digital Marketing Environment (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0	
MRKT8006	Social Media Advertising (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0	
MRKT8008	App Digital Marketing Strategy (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0	
MRKT8007	Website Optimisation&Analytics (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0	

Stage 1 / Semester 2

Mandatory								
Mod Code	**Module Title**	**Co-ordinator**	**Level**	**Credits**	**FT Contact Hours**	**PT Contact Hours**	**Course Work**	**Formal Exam**
No Code Yet	Professional Dev for Marketing (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
No Code Yet	Digital Marketing Comms (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
No Code Yet	Digital Advertising& Analytics (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0

Elective								
Mod Code	**Module Title**	**Co-ordinator**	**Level**	**Credits**	**FT Contact Hours**	**PT Contact Hours**	**Course Work**	**Formal Exam**
No Code Yet	The Digital Consumer (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
No Code Yet	Ecommerce & Goal-Driven Sites (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0

Stage 2 / Semester 1

Mandatory

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
No Code Yet	SEO And Analytics (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
No Code Yet	Action Research Tools & Method (Draft)	Pio Fenton	Expert	5	2.00	2.00	100.0	0.0
No Code Yet	Integrated Strategy & Planning (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0

Elective

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
No Code Yet	Lead Generation & Sales (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
No Code Yet	Digital Storytelling (Draft)	Pio Fenton	Expert	5	2.00	2.00	100.0	0.0

Stage 2 / Semester 2

Mandatory

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
No Code Yet	Applied Project Digital Mkting (Draft)	Pio Fenton	Expert	30.0	0.50	0.50	100.0	0.0

Postgraduate Diploma in Science in Digital Marketing

Stage 1 / Semester 1

Mandatory								
Mod Code	**Module Title**	**Co-ordinator**	**Level**	**Credits**	**FT Contact Hours**	**PT Contact Hours**	**Course Work**	**Formal Exam**
MRKT8005	Digital Marketing Environment (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0
MRKT8006	Social Media Advertising (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0
MRKT8008	App Digital Marketing Strategy (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0
MRKT8007	Website Optimisation&Analytics (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0

Stage 1 / Semester 2

Mandatory								
Mod Code	**Module Title**	**Co-ordinator**	**Level**	**Credits**	**FT Contact Hours**	**PT Contact Hours**	**Course Work**	**Formal Exam**
No Code Yet	Professional Dev for Marketing (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
No Code Yet	Digital Marketing Comms (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
No Code Yet	Digital Advertising& Analytics (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0

Elective								
Mod Code	**Module Title**	**Co-ordinator**	**Level**	**Credits**	**FT Contact Hours**	**PT Contact Hours**	**Course Work**	**Formal Exam**
No Code Yet	The Digital Consumer (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
No Code Yet	Ecommerce & Goal-Driven Sites (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0

Stage 2 / Semester 1

Mandatory

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
No Code Yet	SEO And Analytics (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
No Code Yet	Action Research Tools & Method (Draft)	Pio Fenton	Expert	5	2.00	2.00	100.0	0.0
No Code Yet	Integrated Strategy & Planning (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0

Elective

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
No Code Yet	Lead Generation & Sales (Draft)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
No Code Yet	Digital Storytelling (Draft)	Pio Fenton	Expert	5	2.00	2.00	100.0	0.0

Appendix 3 – Approved Semester Schedule: Master of Science in Digital Marketing Strategy

Stage 1 / Semester 1

Mandatory

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
MRKT8005	Digital Marketing Environment (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0
MRKT8008	Strategy for Digital Marketing (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0
MRKT8006	Social Media Advertising (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0
MRKT8007	Website Optimisation&Analytics (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0

Stage 1 / Semester 2

Elective Regulation
Students must complete 10 elective credits. The electives may be selected from semester 2 or semester 3.

Mandatory

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
MGMT9048	Professional Dev for Marketing (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
MRKT9026	Digital Strategy Development (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
MRKT9021	Digital Advertising& Analytics (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0

Elective

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
MGMT9049	Ecommerce & Goal-Driven Sites (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
MRKT9022	The Digital Consumer (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0

Stage 2 / Semester 1

Elective Regulation
Students must complete 10 elective credits. The electives may be selected from semester 2 or semester 3.

Mandatory

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
MRKT9023	Action Research Methods (Approved)	Pio Fenton	Expert	5	2.00	2.00	100.0	0.0
MGMT9050	SEO & Analytics (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
MRKT9024	Integrated Strategy & Planning (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0

Elective

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
MGMT9051	Lead Generation & Sales (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
MRKT9025	Digital Brand Development (Approved)	Pio Fenton	Expert	5	2.00	2.00	100.0	0.0

Stage 2 / Semester 2

Mandatory

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
MGMT9052	Applied Project Digital Mkting (Approved)	Pio Fenton	Expert	30.0	0.50	0.50	100.0	0.0

Approved Semester Schedule: Postgraduate Diploma in Science in Digital Marketing Strategy

Stage 1 / Semester 1

Mandatory

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
MRKT8005	Digital Marketing Environment (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0
MRKT8008	Strategy for Digital Marketing (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0
MRKT8006	Social Media Advertising (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0
MRKT8007	Website Optimisation&Analytics (Approved)	Pio Fenton	Advanced	5.0	3.00	1.50	100.0	0.0

Stage 1 / Semester 2

Elective Regulation
Students must complete 10 elective credits. The electives may be selected from semester 2 or semester 3.

Mandatory

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
MRKT9026	Digital Strategy Development (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
MRKT9021	Digital Advertising& Analytics (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
MGMT9048	Professional Dev for Marketing (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0

Elective

Mod Code	Module Title	Co-ordinator	Level	Credits	FT Contact Hours	PT Contact Hours	Course Work	Formal Exam
MRKT9022	The Digital Consumer (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
MGMT9049	Ecommerce & Goal-Driven Sites (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0

Elective Regulation

Students must complete 10 elective credits. The electives may be selected from semester 2 or semester 3.

Mandatory								
Mod Code	**Module Title**	**Co-ordinator**	**Level**	**Credits**	**FT Contact Hours**	**PT Contact Hours**	**Course Work**	**Formal Exam**
MGMT9050	SEO & Analytics (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0
MRKT9023	Action Research Methods (Approved)	Pio Fenton	Expert	5	2.00	2.00	100.0	0.0
MRKT9024	Integrated Strategy & Planning (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0

Elective								
Mod Code	**Module Title**	**Co-ordinator**	**Level**	**Credits**	**FT Contact Hours**	**PT Contact Hours**	**Course Work**	**Formal Exam**
MRKT9025	Digital Brand Development (Approved)	Pio Fenton	Expert	5	2.00	2.00	100.0	0.0
MGMT9051	Lead Generation & Sales (Approved)	Pio Fenton	Expert	5.0	2.00	2.00	100.0	0.0