Report of Validation Panel
for a Special Purpose, Minor or Supplemental Award

Date of Meeting: 26th February 2014

Named Award:	Certificate
Programme Title:	**Certificate in Digital Marketing**
Award Type:	Special Purpose Award
NFQ Level:	8
Intakes Commencing:	April 2014
ECTS/ACCS Credits:	20

PANEL MEMBERS

Name / Function / External Institution OR CIT Academic Unit
Matthew Cotterell (Chair), Head of School of Mechanical, Electrical and Process Engineering , CIT
Dr. Gearóid Ó Súilleabháin, Lecturer, Media Communications, CIT-CCAD
Dr. Anthony Foley, Lecturer, Dept of Business, Management And Organisation, WIT
Maurice O'Mahony, Wine Alliance, Cork

PROPOSING TEAM MEMBERS

Name / Function / Academic Unit
Gerard O'Donovan Head of School of Business (CIT) Dr Pio Fenton Head of Dept. of Marketing and International Business (CIT) Catherine Murphy Lecturer Dept of Accounting & Information Systems (CIT) Colette Murphy Lecturer Dept. of Management & Economics (CIT) Michelle Kelleher (recording secretary)

BACKGROUND TO THE PROPOSED PROGRAMME

The Certificate in Digital Marketing is a 20 credits special purpose award at Level 8. It is a 15 week part-time programme entailing lab work, seminars and live-case work that is designed to provide the knowledge, skills and confidence required to successfully market business in a digital environment. The programme uses an innovative blend of real-world situations and problems to assist participants in exploring the opportunities of the digital environment. The industry focus of the programme coupled with the applied nature of teaching provides a practical bedrock of knowledge and experience which can be used to immediate effect in a multitude of business contexts. Participants will explore various social media platforms, website technologies, analysis tools in developing a toolbox of skills that is valuable and readily usable in a B2C and B2B environment.

Digital Marketing and related areas are relatively new to marketing and have served to advance their capabilities of organisations remarkably. However there remains great confusion about how to best leverage digital marketing. Industry has highlighted the challenges associated with this area through industry groups such as the Marketing Institute and the Sales Institute. At the moment, there are no digital marketing programmes available in Cork at level 8 and, more so, there are no programmes that integrate digital

marketing and strategic marketing. This programme seeks to remedy that. There is strong demand for this programme such that it is highly likely that this programme could run twice per academic year.

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 validation and commencement of the Programme. The term "**Recommendation**" indicates an item which the Course Board (or other relevant Institute unit) should implement at the earliest stage possible, and appropriate implementation of which should be the subject of ongoing monitoring.*

On consideration of the documentation provided and discussion of the programme with the proposers, the Panel has arrived at the following Findings, Requirements and Recommendations:

1.   Validation Criteria

1.1   Is there a convincing need for the programme with a viable level of applications?
Overall Finding: Yes

Finding(s): Panel believes there will be a strong demand for the programme
Requirement(s):
Recommendation(s): All candidates for the programme should be interviewed

1.2   Are the level and type of the proposed award appropriate?
Overall Finding: Yes

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

Finding(s):

Digital Marketing Enviroment
- It was noted that this was the only module which mentioned Mobile Marketing. It was suggested by the panel that this topic could be incorporated also into the other modules. Location-based mobile marketing and augmented reality are topics for consideration.
- A correction was to be made in the lecturing hours (3 hrs/wk. Full—Time 1.5 hrs per wk. Part-Time)
- An integrated essay with the Applied Digital Marketing Project Module merits consideration

Final remarks– The panel approved the module subject to the above comments and recommendations

Web Optimisation and Analytics
- Change to be made to the first line of the description, "solutions" to be put in before "existing".
- In LO 1 it was suggested that WORDPRESS be replaced by the more generic term of "Content Management Systems"
- It was noted that applicants could take this knowledge to design their own professional websites after completing this module.
- The Lab Practical contact hours should be 1.5 hrs/wk every week Part-Time

Final remarks– The panel approved the module subject to the above comments and recommendations

Digital Advertising and Social Media Marketing
- Additional LOs should be added to Assessment 1
- The Lab Practical contact hours should be 1.5 hrs/wk every week

Final remarks– The panel approved the module subject to the above comments and recommendations

Applied Digital Marketing Project
- Peer assessment should be implemented here and should be used to measure how effectively individuals engage with and contribute to the learning of others in the cohort. This component should contribute circa 10

to 30% of the total marks in the module. The rubrics for this assessment component should be developed by the cohort at the start of the module.
- There is scope for cross modular assessment with other modules in the programme.
- The Lecture contact hours should be 1.5 hrs/wk every week Part-Time

Final remarks– The panel approved the module subject to the above comments and recommendations.

Requirement(s): Corrections as noted above to be made to modules
Recommendation(s): Opportunities for cross-modular assessment to be explored. Peer assessment should be implemented as part of the assessment regime for the Applied Digital Marketing Project.

1.4 **Is the programme structure logical and well designed (including procedures for access, transfer and progression)?**
Overall Finding: Yes

1.5 **Are the programme management structures adequate?**
Overall Finding: Yes

1.6 **Are the resource requirements reasonable?**
Overall Finding: Yes

Finding(s): Resource approval from the Faculty of Business and Humanities was confirmed
Requirement(s):
Recommendation(s): The programme offers significant potential for the use of online delivery and assessment

1.7 **Will the impact of the programme on the Institute be positive?**
Overall Finding: Yes

Finding(s): This
Requirement(s):
Recommendation(s): The programme would be an attractive offering under the Springboard initiative and the Dept. may wish to consider this option

CONCLUSION

Based on the above findings, the Panel recommends to Academic Council:

That the Programme 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.