**Recognition of Prior Learning Process**

**Advanced Entry MSc in Digital Marketing Strategy**

**Guiding Principles**

* The application for Recognition of Prior Learning (RPL) pertains only to the application for the MSc in Digital Marketing Strategy.
* The details gathered herein are to help the programme team identify an expertise that demonstrates that the candidate is of sufficient and notable expertise as to gain advanced entry to the MSc in Digital Marketing Strategy and does not confer or imply the awarding of a degree.
* The information provided should be as evidenced by reference to situations of employment and other considerations that relate to the programme’s outcomes.

**Overall Process**

Stage 1

* Portfolio
* Statement of Intent
* Extended CV

Stage 2

* Interview

**Section A**

Portfolio

For each of the following listed Programme Outcomes (drawn from the Bachelor of Business (Honours)) identify how you have attained that particular outcome providing detail as to the context, roles and skills developed. List key learnings relating to this programme outcomes specifying relevant disciplines and topics. Finally for each programme outcome demonstrate how this particular outcome relates to your career development to date. Note that evidence of relevance to management, marketing, finance and/or accounting, HR and related areas will assist in the review of this application.

Proposed Structure

1. Programme Outcome 1 – Discuss your attainment of the Programme Outcome addressing the following headings. Concise and succinct responses without padding are more easily assessed:
   1. Overview
   2. Context, Roles and Skills
   3. Process of Development
   4. Key Disciplines in which these skills were applied.
   5. Relation to career development.
   6. Implications
2. Repeat for each Programme Outcome

The following are the Programme Outcomes that the application will be assessed against:

**Programme Outcomes**

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

|  |  |  |
| --- | --- | --- |
| **PO1** | Knowledge - Breadth | |
|  | (a) | An in-depth knowledge of a wide variety of industry and business types, with an understanding of the challenges, skills and techniques involved in business and management. |
| **PO2** | Knowledge - Kind | |
|  | (a) | The competence and the knowledge of best practice business techniques to take a holistic view of business situations in our current global context. Be able to interpret information and subsequently focus on the different components of a problem using appropriate models or techniques. |
| **PO3** | Skill - Range | |
|  | (a) | An in-depth knowledge of strategy, enterprise, financial management and other appropriate business disciplines to facilitate the analysis and evaluation of business problems. |
| **PO4** | Skill - Selectivity | |
|  | (a) | An ability to analyse business situations, identify solutions and opportunities while adopting creative thinking. Be able to apply business theory and techniques to plan and direct the future of organisations. |
| **PO5** | Competence - Context | |
|  | (a) | An understanding of appropriate theories and techniques applicable across a broad range of organisations in order to critically formulate and evaluate relevant options and solutions to business opportunities and problems. |
| **PO6** | Competence - Role | |
|  | (a) | An ability to contribute positively both autonomously and as a member of a team and to work ethically and professionally with the capacity for innovation and leadership. |
| **PO7** | Competence - Learning to Learn | |
|  | (a) | An ability to identify and address continuous learning requirements at a personal and professional level in recognition of the transience of applied skills. The graduate will be open to change and will be willing to engage with new developments and practices. |
| **PO8** | Competence - Insight | |
|  | (a) | The communication skills necessary to articulate their personal motivations and aims with respect to the field of business. The graduate will be confident in their knowledge, skills and potential and seek to interact with others in a way which can promote their own personal or business interests while being mindful of ethical considerations and their moral and legal responsibilities to others. |

**Section B**

Statement of Intent

Explain in 600 words what your key motivation is in undertaking this programme and how you would use your learning to date as a Springboard.

**Section C**

Please provide an extended CV overviewing your career development to date highlighting key roles undertaken and objectives fulfilled.

Following review of this application an interview will be arranged with the Head of Department, Marketing &International Business and others from CIT.