

CERTIFICATE OF VALIDATION

| | |
|---------------------------|----------------------|
| Provider Name | Independent Colleges |
| Date of Validation | 18-Jul-19 |

| | | |
|---------------------------|---------------------|--------------------|
| | First intake | Last intake |
| Enrolment Interval | Sep-19 | Aug-24 |

| | Code | Title | Award | Duration (Months) | Annual Intakes |
|----------------------------|---------|---|--|-------------------|----------------|
| Principal Programme | PG24130 | Bachelor of Arts (Honours) in Marketing | Honours Bachelor Degree (Major Award at NFQ Level 8) 8M20738 180 credits | 3 years | 2 |
| Embedded Programmes | na | N/A | | | |

Principal Programme

5 Year Plan: Planned total enrolment i.e. aggregated across all intakes and all approved centres

| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---------------------------------------|--------|--------|--------|--------|--------|
| Minimum Intake into first year | 25 | 25 | 25 | 25 | 25 |
| Maximum Intake into first year | 140 | 140 | 140 | 140 | 140 |

Target Learner groups

School leavers may apply directly.

International learners who are seeking to gain an Irish qualification in the area of Marketing (some of whom may have degrees from other third level institutions). Internal learners who are enrolled on other degrees may, after stage one, wish to change their chosen degree to that of the BA (Honours) in Marketing.

Learners from other institutions may wish to apply for direct entry to stages 2 and 3.

Applicants for any Level 7 or 8 QQI-validated degree programme at the College may qualify for entry through Irish Leaving Certificate as follows:

- Leaving Certificate – the candidate must have obtained a minimum of grade H5 or above in two higher level subjects together with a minimum of O6/H7 in four other subjects. A minimum of grade O6/H7 must be obtained in a language. A grade O6/H7 must be obtained in Mathematics.
- Pre-2017 Leaving Certificate Grading Scheme - the candidate must have obtained a minimum of grade C3 in at least two higher level papers, together with a minimum of four D3s in ordinary level subjects to include Maths and a language.
- A Level/GCSE – the candidate must have obtained a minimum of grade C or higher in at least two A Level papers, together with a minimum of four GCSEs to include Maths and a language.
- BTEC – the candidate must have obtained a minimum of a BTEC National Diploma in which four distinctions are required.
- QQI Level 5 – Independent College Dublin will accept applications onto its Level 8 Honours Degree programmes from any applicant holding a QQI Level 5 qualification where a minimum of 3 distinctions have been obtained as part of their QQI award. To obtain an overall award, learners must have completed 8 modules successfully. This does not have to be achieved in one year but can be accumulated over several years.
- Leaving Certificate Applied Programme (LCAP) – the College does not recognise LCA subjects as meeting its minimum entry requirements. If combined with a Grade 2 in any QQI Certificate, however, applicants may apply for any undergraduate course in the College.

Brief Synopsis of the programmes

This programme is a specialist degree that provides a solid grounding in the main management disciplines with an opportunity to specialise in marketing, allowing learners to examine how customers and consumers behave, how markets function and evolve and how firms interact with these markets.

The programme has been developed for learners who are interested in working in marketing or indeed as an entrepreneur.

Modules are taught using active learning techniques including business simulations, real-world case studies and social media.

Graduates of the programme are expected to enter gainful employment in a variety of marketing focused roles, including:

- Marketing Strategist
- Public Relations Officer
- Marketing Executive
- Account Executive
- Media Assistant
- Marketing Coordinator
- Assistant Brand Manager
- Media Account Executive
- Marketing Analyst
- Marketing Specialist
- Sales and Events Co-ordinator
- Sales Manager

Or progress to further studies in programmes such as the MSc in Marketing at UCD Michael Smurfit Graduate Business School or the various post graduate marketing programmes in Digital Marketing from TCD, UCD, DCU and DIT.

Delivery mode: full-time / part-time

Full-time

Teaching and Learning Modes

- Classroom lecturers
- Computer Lab
- Practical sessions
- Workshops
- Tutorials
- Individual work
- Group work

Approved countries

Ireland

Physical resource requirements

Teaching rooms with whiteboards, projector screen, computer with audio-visual equipment (projector and speakers), internet access and the library. Computer lab with MS Office access.

Staff Profiles

| Qualifications and Experience | WTE |
|---|------|
| Administration: Programme administration management, student experience, exams and similar activities. | .4 |
| Qualification – LLB – BCL or above | .16 |
| Experience – Teaching in Higher Education | |
| Qualification – MSc/MA or above in Marketing. | .87 |
| Digital Media Experience – Teaching in Higher Education | |
| Qualification – MSc/MA in HRM, Economics, IT, Organisational Behaviour, Leadership and Management, Management, Ethics, Entrepreneurship, Research | .32 |
| Based on 550 hours as 1 FTE | 1.75 |

Approved Centres

| Centre | Minimum Number of learners per intake per Centre | Maximum Number of learners per intake per Centre |
|--------|--|--|
| | | |

| | | |
|------------------------------|----|-----|
| Independent Colleges, Dublin | 25 | 140 |
|------------------------------|----|-----|

Learner Teacher Ratios

| Learning Activity | Ratio |
|--------------------------|--------------|
| Workshops | 1:70 |
| Lecture sessions | 1:70 |
| Computer lab | 1:25 |

Programme being replaced by this programme

| Prog Code | Programme Title | Validated | To Close |
|------------------|---|------------------|-----------------|
| PG19963 | BACHELOR OF ARTS (HONOURS) in Marketing | 11-Apr-18 | |

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

1. n/a

Part 2.5 Special Conditions of Validation

n/a

Part 3: Proposed programme schedules

| Name of Provider: | | | Independent College Dublin | | | | | |
|---|------------------------|------------------------|---|------------------------|------------------------|----------------------------|-----------------------|---------------------------|
| Programme Title | | | Bachelor of Arts (Honours) in Marketing | | | | | |
| Award Title | | | Bachelor of Arts (Honours) | | | | | |
| Stage Exit Award Title | | | N/A | | | | | |
| Modes of Delivery (FT/PT): | | | FT | | | | | |
| Teaching and learning modalities | | | FT Face to Face, Online Support | | | | | |
| Award Class | Award NFQ level | Award EQF Level | Stage | Stage NFQ Level | Stage EQF Level | Stage Credit (ECTS) | Date Effective | ISCED Subject code |
| Major | 8 | 6 | 1 | | | 60 | 1st September 2019 | 0414 |

| Module Title | Semester no. where applicable. (Semester 1 or 2) | Module | | Credit Number | Total Learner Effort Module (hours) | | | | | Allocation of Marks (from the module assessment strategy) | | | | |
|--|--|--------|---------------------------|---------------|-------------------------------------|---------------|---------------------------------|--------------------|-------------------------------|---|-------|----------------------|-------------------------------------|--------------------------|
| | | Status | NFQ level where specified | Credit Units | Total Hours | Contact Hours | Class (or equiv.) Contact Hours | Directed elearning | Learning Hours of Independent | Effort Work-based Learning | C.A.% | Supervised Project % | Proctored Practical Demonstration % | Exam % Proctored Written |
| | | | | HET Credits | | | | | | | | | | |
| Introduction to Financial Accounting | 1 | M | | 5 | 125 | 30 | 30 | 65 | | 50 | | | 50 | |
| Information Systems in Business | 1 | M | | 5 | 125 | 42 | 30 | 53 | | 50 | | | 50 | |
| Introduction to Marketing Perspectives | 1 | M | | 5 | 125 | 30 | 35 | 60 | | 30 | 70 | | | |
| Global Organisations & HRM | 1 | M | | 5 | 125 | 30 | 35 | 60 | | 50 | | | 50 | |
| Introduction to Economics | 1 | M | | 5 | 125 | 30 | 35 | 60 | | 100 | | | | |
| Learning to Learn | 1 | M | | 5 | 125 | 30 | 35 | 60 | | | 60 | 40 | | |
| Financial Accounting | 2 | M | | 5 | 125 | 30 | 35 | 60 | | 30 | | | 70 | |

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|---|---|---|--|---|-----|----|----|----|--|-----|--|--|----|
| Introduction to Statistics and Data Analytics | 2 | M | | 5 | 125 | 30 | 35 | 60 | | 100 | | | |
| Marketing Tools and Analysis | 2 | M | | 5 | 125 | 30 | 35 | 60 | | 50 | | | 50 |
| Organisational Behaviour | 2 | M | | 5 | 125 | 30 | 35 | 60 | | 50 | | | 50 |
| Leadership and Management | 2 | M | | 5 | 125 | 30 | 35 | 60 | | 50 | | | 50 |
| Legal Issues in Business | 2 | M | | 5 | 125 | 30 | 35 | 60 | | 30 | | | 70 |

Special Regulations (Up to 280 characters)

| Name of Provider: | | | Independent College Dublin | | | | | |
|---|------------------------|------------------------|---|------------------------|------------------------|----------------------------|-----------------------|---------------------------|
| Programme Title | | | Bachelor of Arts (Honours) in Marketing | | | | | |
| Award Title | | | Bachelor of Arts (Honours) | | | | | |
| Stage Exit Award Title | | | N/A | | | | | |
| Modes of Delivery (FT/PT): | | | FT | | | | | |
| Teaching and learning modalities | | | FT Face to Face, Online Support | | | | | |
| Award Class | Award NFQ level | Award EQF Level | Stage | Stage NFQ Level | Stage EQF Level | Stage Credit (ECTS) | Date Effective | ISCED Subject code |
| Major | 8 | 6 | 2 | | | 60 | 1st September 2019 | 0414 |

| Module Title | Semester no. where applicable. (Semester 1 or 2) | Module | | Credit Number | Total Learner Effort Module (hours) | | | | | Allocation of Marks (from the module assessment strategy) | | | | |
|---|--|--------|---------------------------|---------------|-------------------------------------|---------------|-------------------|--------------------|-------------------------------|---|-------|----------------------|-------------------------------------|--------|
| | | Status | NFQ level where specified | Credit Units | Total Hours | Contact Hours | Class (or equiv.) | Directed eLearning | Hours of Independent Learning | Work-based Learning Effort | C.A.% | Supervised Project % | Proctored Practical Demonstration % | Exam % |
| | | | | HET Credits | | | | | | | | | | |
| Consumer Behaviour | 1 | M | | 5 | 125 | 30 | 30 | 65 | | 40 | | | 60 | |
| Global Marketing | 1 | M | | 5 | 125 | 30 | 35 | 60 | | 40 | | | 60 | |
| Introduction to Digital Concepts | 1 | M | | 5 | 125 | 30 | 35 | 60 | | 70 | | | 30 | |
| Introduction to E-Commerce & E-Business | 1 | M | | 5 | 125 | 30 | 35 | 60 | | 40 | 60 | | | |
| Management | 1 | M | | 5 | 125 | 30 | 35 | 60 | | 40 | | | 60 | |
| Employability & Enterprise Skills | 1 | M | | 5 | 125 | 30 | 35 | 60 | | 100 | | | | |
| Managerial & Decision Economics | 2 | M | | 5 | 125 | 30 | 35 | 60 | | 50 | | | 50 | |

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|---|---|---|--|---|-----|----|----|----|--|----|-----|--|----|
| Management in Practice | 2 | M | | 5 | 125 | 30 | 35 | 60 | | 50 | | | 50 |
| Legal Issues in Marketing | 2 | M | | 5 | 125 | 30 | 35 | 60 | | 30 | | | 70 |
| Marketing Data Analysis | 2 | M | | 5 | 125 | 30 | 35 | 60 | | 40 | 60 | | |
| Marketing Communications & CRM | 2 | M | | 5 | 125 | 30 | 35 | 60 | | | 100 | | |
| Sales, Advertising & PR | 2 | M | | 5 | 125 | 30 | 35 | 60 | | 50 | 50 | | |
| Special Regulations (Up to 280 characters) | | | | | | | | | | | | | |

| Name of Provider: | | | Independent College Dublin | | | | | |
|---|------------------------|------------------------|---|------------------------|------------------------|----------------------------|-----------------------|---------------------------|
| Programme Title | | | Bachelor of Arts (Honours) in Marketing | | | | | |
| Award Title | | | Bachelor of Arts (Honours) | | | | | |
| Stage Exit Award Title | | | N/A | | | | | |
| Modes of Delivery (FT/PT): | | | FT | | | | | |
| Teaching and learning modalities | | | FT Face to Face, Online Support | | | | | |
| Award Class | Award NFQ level | Award EQF Level | Stage | Stage NFQ Level | Stage EQF Level | Stage Credit (ECTS) | Date Effective | ISCED Subject code |
| Major | 8 | 6 | Award | 8 | 6 | 60 | 1st September 2019 | 0414 |

| Module Title | Semester no. where applicable. (Semester 1 or 2) | Module | | Credit Number | Total Learner Effort Module (hours) | | | | | Allocation of Marks (from the module assessment strategy) | | | | |
|----------------------------------|--|--------|---------------------------|---------------|-------------------------------------|---------------|-------------------|--------------------|-------------------------------|---|-------|----------------------|-------------------------------------|--------------------------|
| | | Status | NFQ level where specified | Credit Units | Total Hours | Contact Hours | Class (or equiv.) | Directed eLearning | Hours of Independent Learning | Work-based Learning Effort | C.A.% | Supervised Project % | Proctored Practical Demonstration % | Proctored Written Exam % |
| | | | | HET Credits | | | | | | | | | | |
| Applied Project 1* | 1 | M | 8 | 5 | 125 | 30 | 30 | 65 | | 100 | | | | |
| Strategic Management | 1 | M | 8 | 5 | 125 | 30 | 35 | 60 | | 50 | | | 50 | |
| Marketing Contexts | 1 | M | 8 | 5 | 125 | 30 | 35 | 60 | | 60 | | | 40 | |
| Services Marketing | 1 | M | 8 | 5 | 125 | 30 | 35 | 60 | | | 100 | | | |
| Innovative Marketing | 1 | M | 8 | 5 | 125 | 30 | 35 | 60 | | 40 | | | 60 | |
| Brand Management | 1 | M | 8 | 5 | 125 | 30 | 35 | 60 | | 30 | 70 | | | |
| Applied Project 2* | 2 | M | 8 | 5 | 125 | 30 | 35 | 60 | | | 100 | | | |
| Strategic Management in Practice | 2 | M | 8 | 5 | 125 | 30 | 35 | 60 | | 50 | | | 50 | |

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|---|---|---|---|---|-----|----|----|----|--|----|-----|----|----|
| Marketing Channel Management – Etail, Retail | 2 | M | 8 | 5 | 125 | 30 | 35 | 60 | | | 50 | 50 | |
| Implementation of Digital Strategies | 2 | M | 8 | 5 | 125 | 30 | 35 | 60 | | 70 | | | 30 |
| Entrepreneurship | 2 | M | 8 | 5 | 125 | 30 | 35 | 60 | | | 100 | | |
| Leadership Ethics and Corporate Social Governance | 2 | M | 8 | 5 | 125 | 30 | 35 | 60 | | 30 | | | 70 |
| Special Regulations Pass by compensation cannot be applied to Applied Project 1* or Applied Project 2* | | | | | | | | | | | | | |