

ATHLONE INSTITUTE OF TECHNOLOGY

Meeting Report of: One-year, full-time programme leading to a Bachelor of Business (Hons) in Digital Marketing Level 8 Qualification

Provider Athlone Institute of Technology

School/Department Business School (Department of Business Studies)

Programme Titles Bachelor of Business (Hons) in Digital Marketing (Level 8)

Award Title As above

Date Thursday, 11 June 2015

Venue Athlone Institute of Technology Boardroom

Named Awards	
Programme Titles	Bachelor of Business (Hons) in Digital Marketing Level 8
Award Type	Major
Award Class	
Level	8
First Intake	September 2015
ECTS/ACCS Credits	60
Date & Status of report	<i>Final</i>
Note	

Chairperson of Panel: Mr. Billy Bennett, Registrar, Letterkenny Institute of Technology, Port Road, Letterkenny, Co. Donegal.

Secretary to Panel: Dr. Ashling Jackson, Senior Lecturer, Athlone Institute of Technology.

Other Panel Members:

Ms. Maricka Burke Keogh, Founder of OIMG (On-line Marketing in Galway), 78, Woodfield, Cappagh Road, Barna, Co. Galway.

Mr. Eoghan Sadlier, Head of Department of Business Studies, Limerick Institute of Technology, Moylish Park, Limerick.

Mr. Stephen O'Reilly, Sales Manager Growth Markets, SAS.

Dr. Pio Fenton, Head of Department of Marketing & International Studies, Cork Institute of Technology, Rossa Avenue, Cork.

Introduction

The proposal is to provide a Bachelor of Business (Hons) in Digital Marketing (Level 8) which is a one-year full-time programme. This offering is a Level 8 programme under the National Framework of Qualifications, open to candidates who meet the minimum

entry requirements. It is envisaged that there will be an initial cohort of 11 learners taken on 07 September 2015

General comments

The panel welcomed the opportunity to review the programme submission and to meet the management group of the Institute and the teaching faculty in the Dept. of Business Studies. The programme development team are to be commended for developing this add-on innovative opportunity for students. The relevance of this programme to industry needs is very noteworthy. The panel particularly recognised how well the industry element had been thought out and genuinely considered for the programme. The panel would like to acknowledge the enthusiasm of the staff development team in their engagement with the panel. The retention initiative in the Dept. of Business Studies and its success to date was also noted as praiseworthy. Based on the materials provided to the panel and the subsequent interaction with both the management group and the teaching faculty in the Dept. of Business Studies, the panel is satisfied that the capability exists within the School of Business Studies to offer this programme subject to the **conditions** and **recommendations** set out below.

Education and training requirements

The panel is satisfied that the programme is consistent with the Institute's mission, that it does not constitute redundant provision, and that it makes efficient use of existing staff resources. The panel is also satisfied with the Institute's case on the rationale for the programme and the research undertaken, and especially with the consultation undertaken with the profession, before the programme was proposed by the Institute.

Protection of learners

The Institute will not seek the validation of any programme of education and training pursuant to section 29 of the Act, such programme being of a duration of three months or more, unless it is satisfied that arrangements are in place, as specified under Section 43 of the Act, which make provision for learners where that provider ceases to provide the programme concerned. The panel is satisfied that this provision was not applicable to the programme in question, as the Institute did not intend providing the programme on a basis as set out in Section 43 (1) (b) of the Act.

Quality assurance

The panel heard how the submission had been developed and approved internally as a result of the application of the Institute's quality assurance procedures. The panel is satisfied that those procedures have been applied to the development of the proposed programme and that quality assurance mechanisms are in place to ensure its provision, monitoring, and review.

Programme and award titles

The proposed title Bachelor of Business (Hons) in Digital Marketing, (Level 8 qualification) was acceptable to the panel.

Ethics

It is expected that the providers will have procedures in place to ensure that any teaching, learning, or research activity at any level shall be conducted in a manner that is morally and professionally ethical. The panel is satisfied that ethical issues are covered in the syllabi of the programme. However, the panel made a specific recommendation that there needs to be a particular focus on law in the context of ethics and digital marketing. This is outlined below.

Particular aspects of the proposed programme:***Unity***

The programme design is consistent with the Council's Policy on Accumulation of Credits and Certification of Subjects (ACCS). The programme has an underlying unifying theme and the modules are bonded by linkages which are either implicit or explicit. It is also clear how the standards of knowledge, skill, and competence, determined by the Council for the named award to which the programme proposes to lead, evolve throughout the programme as a whole.

Teaching and learning

The proposed approaches to teaching and learning were indicated and justified.

Standards

The panel recommends a reconsideration of the number of PLOs for this programme, as well as the language used to measure PLOs and MLOs. This is detailed below.

Learner assessment

Overall, the learner assessment methods are elaborated and consistent with the Council's and the Institute's policy on fair and consistent assessment. The assessment methods are capable, amongst other things, of demonstrating attainment of the standards of knowledge, skill, or competence determined by the Council for the related award.

Access, transfer, and progression

The programme incorporates the procedures for access, transfer, and progression that have been established by the Authority. The programme is in line with the requirements of the Act and the operational principles of the Authority.

Staffing and physical resources

The panel is satisfied that the necessary staffing levels are in place, or can be put in place, and is satisfied with the level of qualifications and competence of the staff concerned. The panel is also satisfied that the Institute is committed to the support of the proposals and has the physical resources to deliver same.

Module-specific comments:

Applied Digital Project (ADP) Proposal/ADP Reflective Practice/ADP

- Consider opportunity for repeat within the semester
- Support learners in the development of presentation skills

Digital Content

- SEO can be incorporated here

Integrated Marketing Communications

- More substantial continuous assessment and peer assessment could be considered

Advanced Analytics

- Extend beyond Google analytics

Contemporary Issues in Marketing

- Make content less prescriptive

These are **not** conditions or recommendations. They are for possible consideration by the programme development team.

Feedback to school management commenced at 4pm.

CONCLUSION, CONDITIONS, & RECOMMENDATIONS

CONDITIONS:

1. Revise the Programme and Module Learning Outcomes in line with Level 8 (QQI) award standards and ensure they are written using measurable active verbs. Reconsider the overall number of Programme Learning Outcomes.

RECOMMENDATIONS:

1. Applied Digital Project Proposal/ Applied Digital Project Reflective Practice/ Applied Digital Project. Consider merging Applied Digital Project and Applied Digital Project Reflective Practice into one 15 ECTS capstone module. Applied

Digital Project should attract a grade, rather than being assessed as Pass/Fail. The repeat assessment strategy for the Applied Digital Project Proposal should be reconsidered. It is recommended that a facility should be provided for students who fail this module to repeat it during the semester, before completion of the Applied Digital Project.

2. Consider changing the title of the module Advanced Analytics to Advanced Web Analytics. The analytics tools which can be used should be broadened beyond a single platform such as Google. The programme learning outcomes should be altered appropriately to reflect this.
3. Consider changing the title of the module Ethics and Digital Marketing to Ethics, Law and the Digital Environment and revise the content in the module descriptor accordingly.
4. A formal project manual for learners should be designed by the Dept. of Business Studies. This should detail the operation of the module as well as addressing issues such as such as confidentiality.
5. Ensure contact hours for students are presented consistently throughout the document.

Signed:



Dated: 13 July 2015

Mr Billy Bennett