

Part 1 Programme details

Proposed title	MSc in Digital and Content Marketing
Existing titles and codes	MSc in Digital Marketing TU325
Mode and duration of programme	1 year full-time
ECTS	90
TU Dublin Award(s) sought	Master of Science in Digital and Content Marketing
Classifications of award(s)	Honours: First Class Honours, Second Class Honours, 1 st Division, Second Class Honours, 2 nd Division and Pass
School responsible	Marketing and Entrepreneurship
Professional body accreditation and relevant dates (where applicable)	N/A
External provider type (where applicable)	N/A
Delivery location	Aungier Street

Part 2 Programme approval information

Date of initial approval (of Q1A) by SLT's Academic and Research Committee/SLT	N/A
Date of validation/review event	2 nd June 2022
Date of approval by Academic Council and Governing Body	
Proposed date of re-commencement	September 2022

Part 3 Programme background/structure

Background

The MSc in Digital Marketing was first validated in April 2016. The MSc Digital and Content Marketing has been re-designed in response to industry and graduate demand for key digital marketing skills in content creation.

Stated aims and learning outcomes of the programme

This programme is designed for business graduates wishing to pursue a career in Digital and Content Marketing. In addition to academic and research focus, the programme aims to provide participants with strategic, analytical, technology and content skills informed by industry engagement. On successful completion of this programme the learner should be able to demonstrate that they have achieved the following learning outcomes.

Programme Learning Outcomes

Indicator		Programme Learning Outcome
Discipline-Specific Knowledge	<i>Knowledge – Breath, Kind & Cross Disciplinary</i>	1. The ability to demonstrate advanced knowledge of the theoretical underpinnings and applied skills necessary to analyse, critically evaluate and apply the principles and practices of relevant fields of digital marketing, content marketing and related disciplines.
Know-How and Skill	<i>Know-How and Skill - Communication Know How & Skill – Range</i>	2. The ability to select and apply research tools and techniques of inquiry, to critically evaluate the broad range of digital and content marketing theory and practice, and to communicate persuasively to a range of audiences using excellent interpersonal skills.
	<i>Business Analysis and Problem- Solving (Know- How and Skill – Selectivity, Competence - Context)</i>	3. Ability to apply an integrated skillset of digital and content marketing techniques, platforms and tools, including novel and emerging technologies and explore, interpret current and emerging issues and develop appropriate solutions across a range of industry and business contexts.
Competence	<i>Competence – Context & Insight</i>	4. A critical awareness of and the ability to convincingly articulate the professional, legal, social, ethical and sustainability considerations and implications for the practice and research of digital and content marketing across a variety of contexts.
	<i>Competence – Role</i>	5. An ability to initiate, plan, lead and manage projects of significant complexity involving peers while effectively communicating and defending findings and conclusions.
	<i>Competence – Learning to Learn</i>	6. Adopt a reflective approach to personal and professional development and embrace the philosophy of

Documentation submitted: Self Evaluation and Overview, Student Handbook, Q5 Annual Monitoring Reports, External Examiner Reports, Programme Committee Minutes

Part 5 Summary of Panel findings against key questions

Note: the Panel's findings (ie yes/no) and any additional comments against each of the key questions should be recorded below. Where a 'no' is recorded, an associated condition or recommendation should be included in Part 6, Findings of the Panel.

Programme Review Terms of Reference	Yes / No
Is the market demand and need for the programme clear and articulated?	Yes
Are the aims, objectives and learning outcomes of the programme well-founded and clearly formulated?	Yes
Are the entry requirements clear and appropriate?	Yes
Are the arrangements for access, transfer and progression in accordance with University policy and NFQ?	Yes
Are the programme learning outcomes at the appropriate level as set out by the NFQ requirements?	Yes
Do the individual modules 'add up' to a coherent programme?	Yes
Are Graduate Attributes embedded within the programme?	Yes
Will the accumulation of the module learning outcomes result in the attainment of the programme learning outcomes?	Yes
Is there appropriate use of student-centred learning, teaching and assessment strategies, recognise the needs of diverse student groups?	Yes
Do the curricula and teaching schemes in each module descriptor give realisable substance to the module's aims, objectives and learning outcomes?	Yes
Are the assessment methods and criteria aligned to the learning outcomes in each module?	Yes
Are facilities and resources, including staff, in place to support the delivery of the programme at the standard proposed?	Yes
Is the programme maintaining appropriate academic standards commensurate within the University's awards and standards ?	Yes
Was feedback sought and utilised from relevant stakeholder groups including students, staff, external examiner, industry, community and the profession ?	Yes
Does the programme adhere to TU Dublin Policies, Guidelines, Educational Model and good practice in learning, teaching and assessment?	Yes
Are adequate resources allocated for the effective delivery of the programme?	Yes,
Are the quality enhancement procedures being effectively implemented, including the implementation of a quality enhancement plan?	Yes

Part 6 Recommendations of the Panel

- Overall recommendations of the Panel

The panel commends the programme team on developing this programme focusing on Marketing content creation which is relevant to industry and was welcomed by the students with whom the panel met and will give this MSc programme a distinct advantage. It was clear to the panel that the programme team is innovative and responsive to their stakeholders. It was clear that the students valued how the learning in the programme prepared them for roles for industry. The panel was impressed was the high calibre mix of staff with different specialisms on the programme.

The panel recommends continuing approval of the programme with the following awards at Level 9 on the National Framework of Qualifications:

- Master of Science in Digital and Content Marketing

The panel makes the following recommendations for the consideration of the programme team

Recommendations

- Keep under review the role of Data Analytics in the programme and ensure that Data analytics is addressed in each module as appropriate and emphasis on Data Analytics is maintained on the programme.
- Revise the module content to ensure that there is clear evidence that critical and societal outputs are explicitly included, this should include sustainability and EDI Issues.
- Put more information in the User Experience Design module to explain the relevance of Robotics and Internet of Things.
- Continue to explore ways to deliver the material in line with emerging technologies and best pedagogical practices as the programme team is developing the delivery model for this programme. Ensure that the student handbook is updated to advise students on the delivery mechanisms and their requirements for attendance and engagement.
- Ensure consistency of the total learning hours across modules and provide a rationale where contact hours differ between the modules.
- Review the programme and module learning outcomes, with a view to enhancing consistency and alignment between the learning outcomes and content while ensuring use of active verbs.
- In the Student Handbook include an assessment calendar and clarify details of bursaries and scholarships.
- The panel notes the importance of retaining group work as a reflection of real-life and recommends the team review how well it operates across the 2 programmes and how groups are selected such that members are rotated to ensure a fairness of opportunity while maintaining peer review where appropriate.

Summary of Changes Approved

Change of Title from MSc in Digital Marketing to MSc in Digital and Content Marketing.

Reduce Data analytics modules from 20 ECTS core modules to a 5 ECTS core module and a 5 ECTS optional module.

Add 4 new modules: Creative Thinking, Copy and Content, Advanced Content Creation, Digital Portfolio.

Reduction of the Dissertation from 20 ECTS to 15 ECTS