

TALLAGHT EXTERNAL VALIDATION REPORT

FOR

Bachelor of Arts (Hons) in Digital Marketing Technologies

Level 8

School of: Business and Humanities

Department of: Marketing

Panel Meeting date:	12 th December 2018	
Decision:	Recommended	
<i>tick one only</i>	Recommended subject to modification	√
	Not recommended	

Proposed Commencement Date:	September 2019
Period of Validation:	5 years

EXTERNAL REVIEW PANEL REPORT

PART 1:

1.1 GENERAL INFORMATION

School	Business and Humanities
Department	Management
Date of panel visit	12 th December 2018
Programme evaluated	Bachelor of Arts (Hons) in Digital Marketing Technologies (Level 8 ab-initio) Bachelor of Arts (Hons) in Digital Marketing Technologies (Level 8 add-on)
Programme approved title	Bachelor of Arts (Hons) in Digital Marketing Technologies
Exit Awards	
Delivery Mode(s)	Full-time, Part-time, On-line, Distance, Blended
Panel	Chair: Billy Bennett, Vice President for Academic Affairs and Registrar, LYIT Owen Ross, Head of Department, Business and Marketing, AIT Dr. Bríd Lane, Head of School, IBAT College Patrick Devitt Aifric O'Connell, ITT CDM Graduate Secretary: Sinéad O'Neill, Quality Manager, IT Tallaght Recording Secretary: Dagmara Sala-Heidrych

1.2 INSTITUTE STAFF

Name	Grade / Responsibility
Dr Damien Roche	Head of School

Glenn Mehta	Head of Department
Dean Creevey	Lecturer
Eleni Rozaki	Lecturer
Rodger Faherty	Lecturer
Gerard Phelan	Lecturer
Ciara Graham	Lecturer
Lesley Haughan	Lecturer
Deryck Payne	Lecturer
Patricia Medcalf	Lecturer
Joyce Walsh- Byrne	Lecturer
Mary Thornton	Lecturer

PART II COMMENDATIONS, RECOMMENDATIONS & CONDITIONS

The External Review panel recommends the validation of the programmes and awards:

Bachelor of Arts (Hons) in Digital Marketing Technologies

(Level 8 ab-initio)

Bachelor of Arts (Hons) in Digital Marketing Technologies

(Level 8 add-on)

Subject to the conditions and recommendations set out below:

2.1 Commendations:

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| 1. The Panel commends the Programme Team on the timely development of the Programme. |
| 2. The Panel supports the inclusion of a credit-bearing work placement. |
| 3. The Panel commends the contribution and constructive engagement of the Programme Team. |

2.2 Conditions:

The evaluation panel requires that the Programme Development Team should take note of the following conditions and that a satisfactory response to those conditions shall be received before the validation is considered by Academic Council of the Institute.

1	<p>Ensure that the entry requirements for the level 8 ab-initio are consistent with the standard requirements for entry to an NFQ Level 8 Programme and that these are clearly outlined in all documentation.</p> <ul style="list-style-type: none">• ACTION COMPLETED - the following text now appears on page 58 of the ab-initio document: "To be eligible for entry to the programmes an applicant must obtain at least grade H5 in two Leaving Certificate subjects at higher level, as well as three other O6 grades (ordinary level). A minimum grade of O6 must be obtained in English or Irish, and Mathematics"
2	<p>Ensure that the entry requirements for the level 8 add-on are consistent with the standard requirements for entry to an add-on NFQ level 8 Programme and that these are clearly outlined in all documentation. Remove any references to 'Level 5 FE' where it appears in the context of entry requirements to this Programme.</p> <p>(1) Remove Level 7 entry references (add-on)</p> <ul style="list-style-type: none">• ACTION COMPLETED - removed from page 59 (add-on document), and additions in relation to Level 7 requirement for entry to Level 8 now appears on page 55 onwards (add-on document). <p>(2) Remove FE Level 5 entry references (add-on)</p> <ul style="list-style-type: none">• ACTION COMPLETED - removed from page 59 (add-on document)

2.3 Recommendations:

Recommendations are suggestions made by the Programme Evaluation Panel in the spirit of improving the proposed Programme. While these are not

binding, the reasons for not incorporating a recommendation have to be clearly stated by the Programme Development Team in its response to the Evaluation Report.

1	<p>Review the level and language of all Programme learning outcomes and module learning outcomes in stage four to ensure that they are appropriate to Level 8 award standard.</p> <ul style="list-style-type: none"> • ACTION COMPLETED
2	<p>Review the Programme assessment strategy: consider reducing the number of assessments and incorporating integrated assessments where appropriate. Provide and publish a schedule of assessments for learners in advance.</p> <ul style="list-style-type: none"> • WORK IN PROGRESS - the programme team will ensure that the Programme Handbook (Moodle site) clearly illustrates a fair and balanced CA schedule with appropriate integration between modules within any given semester.
3.	<p>Work Placement.</p> <ol style="list-style-type: none"> a. Ensure that the total learning hours for work placement are equivalent to 30 ECTS x 25 hours per credit. <ul style="list-style-type: none"> • Amend total learning hours to reflect 30 ECTS x 5 hours per credit (i.e. start placement earlier in January) <ul style="list-style-type: none"> ○ ACTION COMPLETED - reflected 20 ECTS placement module - see point C below b. Develop a Programme specific Placement Manual which clearly outlines roles and responsibilities and operational guidelines for all stakeholders. <ul style="list-style-type: none"> • Ensure there is a placement manual borrowing from best Institute practice to make obligations, rules and procedures clear for ITT, the student and the organisation <ul style="list-style-type: none"> ○ ACTION COMPLETED - the Department of Humanities have given permission for the BA (Hons) Social Care Practice placement handbook to be used as our template c. Consider assigning 10/30 credits to placement preparation and reflection and assessing the remaining 20 credit placement on a pass/fail basis. Remove placement preparation content from the two new modules: Digital Design and Development and E-

	<p>Commerce.</p> <ul style="list-style-type: none"> • Consider a 20 credit/10 credit split for placement - 20 credits at pass/fail, 10 credits as placement preparation, assessment, reflection, paperwork. <ul style="list-style-type: none"> ○ ACTION COMPLETED - 2 modules now in Semester 8 (see Grids on attachments and in books of modules in next emails) • Point c above would free up placement preparation from semester 7 modules. <ul style="list-style-type: none"> ○ ACTION COMPLETED in Semester 7 modules <p>d. Consider introducing a formal mentoring programme for students on placement.</p> <ul style="list-style-type: none"> ○ WORK IN PROGRESS - the programme team will implement this, and have included its provision within the Work Placement module as a content element
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PART III FINDINGS OF THE VALIDATION PANEL

3.1 INTRODUCTION

The panel was welcomed to the Institute by Glenn Mehta, Head of Department. The panel used the external review template as per the Quality Assurance Manual to assist in their deliberations. The panel met in advance of the meeting with management and staff to discuss the submission document and plan for the meeting with management and staff of the department.

3.2 MEETING WITH MANAGEMENT AND STAFF

The Panel was given an overview of the Institutional strategy and recent developments with regard to Technological University Dublin by the President and an outline of the rationale for the development of the Programmes by the Head of Department and Head of School.

3.3 Programme Title and Award Title.

The panel was satisfied that the title of the Programme is clear, accurate and fit for the purpose of informing prospective learners and other stakeholders.

3.4 Justification for the Programme

The justification for the proposed Programme was discussed and the panel was satisfied that the Programme fulfils skills requirement of employers within industry catchment area.

3.5 Conformance with Institute's Mission and Strategy

The panel was satisfied that the proposed Programme is in keeping with the Institute's strategic objectives with regard to the widening of participation in higher education, creation of career ready graduates for industry, providing comprehensive lifelong learning opportunities for the region, and educational supports to industry.

3.6 Access, Transfer and Progression Arrangements

The panel was satisfied with the stated arrangements for access, transfer and progression. The Panel made a condition that the entry requirements are clearly outlined (see above). The Panel noted that the Programme will be offered full-time and part-time. It will enable current graduates of the Level 7 in Digital Marketing to progress to a level 8.

3.7 Programme Structure and Design

The Programme structure and design were well documented and the panel was satisfied with the information supplied. The Panel made recommendations in relation to including work placement preparation in the work placement module in semester 8 and removing similar content from the two new modules, see above.

3.8 Programme Learning Outcomes and Award Standards.

The panel made a recommendation that the learning outcomes of the Programme are reviewed to ensure that they are compliant with the award standard, see above.

3.9 Teaching and Learning Strategy

The proposed approaches to teaching and learning were indicated and justified. The learning and teaching strategy is designed to provide flexible delivery that can accommodate a diversity of learners.

3.10 Learner Assessment

The overall assessment strategy was explored by the Panel, in particular, the number of assessments, the appropriateness of the assessments, rationale for not having terminal exams in semester, the work placement assessment and whether critical thinking and independent skills are being addressed. The Panel noted that the strategy is informed by the fact that there is work placement in the second semester in level 8 and that there are terminal exams in every other semester. The Panel made recommendations in relation to the assessment strategy, see above.

3.11 Quality Assurance

The procedures in developing the Programme were outlined to the panel as per the Institute's quality assurance procedures. The panel was satisfied with the procedures that were applied to the development of the proposed Programme and that the quality assurance mechanisms are in place to ensure its provision, monitoring and review.

3.12 Information Provision

The panel was satisfied with the proposed information that would be available to learners and potential learners. The Panel made a recommendation concerning the information relating to entry requirements, see above.

3.13 Library and Physical Facilities / Resources

The panel was satisfied that the library and physical resources available to deliver the proposed Programme are adequate to the task.

3.14 Academic Staff and Qualifications


The panel was satisfied that the lecturing and support staff is available within the Institute to deliver the content of this Programme.

PART IV: PROGRAMME SCHEDULES

Amended Programme Schedules for each stage of each programme to incorporate the conditions and recommendations set out in under points 2.2 and 2.3, and all Programme Abstracts, must be submitted with the Response to this Panel Evaluation Report.

Part V: Approval

Programme Evaluation Report Approved by:

<p>Signature: </p>	<p>Signature:</p> <p><i>Sinéad O'Neill</i></p>
<p>'Print name': Billy Bennett</p>	<p>Print name: Sinéad O'Neill</p>
<p>Chairperson to Panel</p>	<p>Secretary to Panel</p>
<p>Title: Vice President for Academic Affairs and Registrar, LYIT</p>	<p>Title: Academic Quality Manager</p>
<p>Date: 31st Jan 2018</p>	<p>Date: 31st Jan 2018</p>