Institute of Technology Sligo

INSTITIÚID TEICNEOLAÍOCHTA SLIGEACH

PROGRAMME VALIDATION REPORT

Date of Evaluation: **18th Nov 2020**

Programmes Evaluated:

Programme Title: Level 6 Special Purpose Award in Social Media Marketing 20 ECTS

Award Title: Certificate in Social Media Marketing

Unique Programme Reference Number PRN: SG_BSOCI_S06

Panel of Assessors:

Name & title	Job title & place of work	Role on panel
Dr Breda McTaggart	Head of Department of Social Sciences	Chairperson
Mr Niall McEvoy	Head of Innovation, Institute of Technology Sligo	Panel member
Ms Roisin Woods	Retails Apprenticeship E-Learning and Communications Manager, IBEC	Panel member
Dr Aodhmar Cadogan	Assistant registrar, ITSLIgo	Recording Secretary

Declaration Regarding Any Conflicts of Interest: The members of the Panel signed a form confirming that they did not have any conflict of interest.

Meeting groups

Institute Management: Mr John Kelleher, Head of Department of Marketing Tourism and Sport, Head of Faculty Dr Michael Barrett.

Persons met by validation panel

Name & title	Role in Institute	Rationale for presence at validation.
Alan Kelly	Lecturer	Programme Development Team
Áine Doherty	Lecturer	Programme Development Team
Susan Leonard	Lecturer	Programme Team Member
Suzanne Ryan	Lecturer	Programme Team Member

Validation criteria	Insufficient / Sufficient evidence
Rationale for the programme • Philosophy underpinning the programme e.g. market for programme in the region and its relevance to the region • Graduate profile and employment opportunities for graduates • Rationale for the programme e.g. School's/Institute's strengths/opportunities • Programme Aims and Objectives • Expected intellectual development and Programme learning outcomes • Related existing programmes.	**Sufficient Evidence Provided.** Market need for the programme clearly articulated. Route into formal educations at level 6.
Commendation: Focus on practical training in this award is commendable and making very accessible for persons in business with no prior academic qualifications was to be welcomed. **Condition:** N/A **Recommendation:** N/A	
Programme structure • Delivery type (semesterised or stage-based) • Proposed mode of delivery (i.e. in-class, on-line, blended, full time and/or part time) • Planned intake numbers (over the full duration of the programme)	Sufficient evidence of programme structure planning. Planned intake 25 per annum
Commendation: N/A **Condition:** N/A **Recommendation:** N/A	
Resources (over the full duration of the programme)	**Sufficient evidence provided**

• Facilities and human and material resources available to mount the programme for on-line • Clarification of any staffing requirements • Specific s requirements: lecture rooms, laboratories, library, Information technology and other student supports • Confirmation regarding any new facilities and staffing requirements • Special requirements (e.g. remote access for distance learners)	No additional staffing required, similar modules currently run on full time programmes. No physical resources required.
Commendation: N/A **Condition: N/A** **Recommendation:** N/A	
Access, Transfer and Progression Criteria • Student admission requirements • Progression criteria from one stage to the next and to higher levels on the NFQ • Non-standard entry (e.g. mature candidates and candidates with experiential learning) • Transfer policy into the programme and onto other programmes	**Insufficient Evidence provided.** RPL discussed in the context of a L6 special purpose award, see panel condition.
Commendation: N/A **Condition:** 1. The information about recognition of prior learning in the Entry requirements and Access Routes is not applicable to a special purpose award programme of this size at level 6 and should be removed. Also remove /clarify the 'L7' in Progression pathways **Recommendation:** N/A	
Curriculum • The consistency between the programme content, teaching methods and the programme learning outcomes • Balance between the depth and breadth of the programme • Rigour of the academic standard in the final stage of the programme • Student workload • Practice: the role and management of placement or work-based projects.	**Insufficient Evidence provided.** Good balance of content. Some additional conditions requested by panel. Emphasis on assessment through practice setting.

Commendation: N/A
Condition:
    2. The repeat Assessment section of the module ANYL06006 must be completed.
    3. Revise DIGT06013 and DIGT06014 as per the panel report from the SPA in Digital Marketing Practice.
Recommendation: **N/A**	

Assessment
 	
    • The appropriateness of the modes of assessment to be used
    • The balance between the marks awarded for different assessment modes (e.g. continuous assessment, projects, reports, sit-down examination)
    • Confirmation that all of the programme learning outcomes are appropriately and adequately assessed within the set of module assessments.
	Insufficient Evidence provided.
	Panel requested additional detail on the assessment for the benefit of students.

Commendation:
Condition:
    4. Programme Learning Outcome 'Competence Context' needs to be fixed in Module Manager.
Recommendation:
    1. Consider providing additional detail in the assessment strategy for Social Media Software and Analytics ANYL 06006.	

Staffing
    • Quality and specialities of staff available to support the programme
    • Technical and administrative support
    • Staff development
    • Industrial/commercial profile of staff
    • Research and publications
	Sufficient Evidence provided.
	No additional staffing requested by the programme.

Commendation: N/A **Condition:** N/A **Recommendation** N/A	

Programme Administration and Quality Assurance	Sufficient Evidence Provided
- Procedure for managing programme - Student support student counselling and tutorial arrangements - Aspects of programme which highlight and foster study skills, independent learning and the inculcation of individual responsibility in students - EU and international aspects if appropriate - Feedback mechanisms e.g. use of surveys, focus groups and follow-up actions.	Current QA processes adequate.
Commendation: N/A **Condition:** N/A **Recommendation** N/A	

Overall decision of the panel	
The panel agreed to recommend to the Academic council the approval of the following programme: Certificate in Social Media Marketing	

Chairperson: Dr Breda McTaggart

_____   Date _____

Secretary: Dr Aodhmar Cadogan

_____   Date: _____

Approved Programme Schedule

Approved Programme Schedule - SG_BSOCI_S06 Level 6 Special Purpose Award in Social Media Marketing

Stage 1

Delivery	Code	Module Title	Level	Credit	M/E	IL	OL	FO	CA	PF	EXAM	PROJ	PRAC	Total
SEM 1	ANLY06006	Social Media Software and Analytics	06	10	M	12.00	2.50	0	100	0	0	0	0	100
SEM 1	DIGT06013	Content Creation	06	05	M	6.00	1.25	0	0	0	0	100	0	100
SEM 1	DIGT06014	Digital & Social Media Planning	06	05	M	6.00	1.25	0	0	0	0	100	0	100
		Credit Total		20										

Semesters Per Stage	Elective Rules Per Stage	Credits Required	Award Percentage
1	0	20	0

Special Regulation
Module(s) with Failed Elements: ANLY06006 Soc Media S/W & Analytics

Key
M/E - Mandatory/Elective, OL - Online Learning, FO - Formative, CA - Continuous Assessment, PF - Pass/Fail, EXAM - Final Exam, PROJ - Project, PRAC - Practical,