Institute of Technology Sligo
INSTITIÚID TEICNEOLAÍOCHTA SLIGEACH
PROGRAMME VALIDATION REPORT

Date of Evaluation: **10th March 2021**

Programmes Evaluated: **B**achelor of Business in Marketing L7 Full time
Bachelor of Business (Honours) in Marketing L8 Full time
Bachelor of Business (honours) in Marketing L8 On-line Stage 4 only

Award titles: Bachelor of Business in Marketing
Bachelor of Business (Honours) in Marketing

Unique Programme Reference Number PRN: SG_BMARK_B07, SG_BMARK_H08
TBD

Panel of Assessors:

Name & title	Job title & place of work	Role on panel
Mr Stephen McManus,	Former Registrar, Dundalk IT	Chairperson
Dr Pio Fenton	Head of Department, Marketing and International Business, CIT/MTU	Academic Panel member
Dr James Griffin	Head of Department, Marketing, Enterprise and Digital Communications, LIT	Academic Panel member
Ms Roisin Woods	Retail Apprenticeship E-Learning and Communication Manager, IBEC	External Expert
Dr Aodhmar Cadogan	Assistant Registrar, Institute of Technology, Sligo	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: John Kelleher Head of Marketing, Tourism and Sport, Dr Michael Barrett, Head of Faculty of Business and Social Sciences.

Programme development team. Suzanne Ryan.

Persons met by validation panel

Name & title	Role in Institute	Rationale for presence at validation.
Suzanne Ryan	Lecturer	Programme Development Team
Lisa Dunne	Lecturer	Programme Development Team

Áine Doherty	Lecturer	Programme Development Team
Emer Ward	Lecturer	Programme Development Team
Susan Leonard	Lecturer	Programme Development Team
John Gaynor	Lecturer	Programme Development Team
Mary Gilmartin	Lecturer	Programme Development Team
Louise Walsh	Lecturer	Programme Development Team
Cillian O Murchu	Lecturer	Programme Development Team
Catherine McGuinn	Lecturer	Programme Development Team
Joan Morrison	Lecturer	Programme Development Team
Clodagh Crowe	Lecturer	Programme Development Team
Lorraine Murphy	Lecturer	Programme Development Team
Christopher McGurrin	Lecturer	Programme Development Team
Gillian O Donovan	Lecturer	Programme Development Team
Marie Keane	Lecturer	Programme Development Team
Alan Kelly	Lecturer	Programme Development Team
Carol Moran	Lecturer	Programme Development Team
Denise Lowe	Lecturer	Programme Development Team
Mary McGuckin	Lecturer	Programme Development Team
Mary O Keeffe	Lecturer	Programme Development Team
Sarah O Beirne	Lecturer	Programme Development Team
Gary Reynolds	Lecturer	Programme Development Team
Clare Kelly-Lahon	Lecturer	Programme Development Team
Caroline Casey	Lecturer	Programme Development Team
Clodagh Caslin	Lecturer	Programme Development Team
Diolinda Coyle	Lecturer	Programme Development Team
Joanna Sweeney	Lecturer	Programme Development Team
Riona Lyons	Lecturer	Programme Development Team
David O Halloran	Lecturer	Programme Development Team
Caroline McNulty	Lecturer	Programme Development Team
Ruth Walsh	Lecturer	Programme Development Team
Adrian Durcan	Lecturer	Programme Development Team
Juan Manual Real Espinosa	Lecturer	Programme Development Team

Validation criteria	Sufficient evidence / Insufficient 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

Commendation 1: The panel commended the radical changes that are proposed to reform the suite of current marketing programmes and the significant effort and engagement from the programme team that was evident throughout the discussions. They also acknowledge that while the quantum of changes required a full validation, additional changes to shared modules in particular, are envisaged as part of the Faculty Programmatic Review in the coming year. This will need to be reflected in the timing of the response to some of the conditions and recommendations of the panel. **Commendation 2:** The panel commended the comprehensive analysis of the regional market demand and the historical student data that was included in the documentation. **Condition:** None **Recommendation 1**: A list of job titles and roles that a graduate would obtain on immediate completion of the programme should be included in the documentation. This would help to inform the knowledge and skills to be included in the programme structure. **Recommendation 2:** The aims and objectives for the programme should be articulated clearly in the programme documentation.	
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) - Role of placement	The panel articulated a concern that the student should move from more assisted learning to a higher level of independent learning as they move to the final stages of the programme. Typically this would mean a decrease in class contact for the student though not necessarily a decrease in resourcing, this was not evident in the discussion or documentaiton. The panel noted that there was a substantial emphasis on finance, accountancy and economics in the final stage of the programme which may not be essential for a B Bus in marketing. Neither are they required for the MII or the Teaching council The delivery of contemporary marketing modules from year 2/3 in year 1 would engage year 1 students, acknowledge there may be an administrative constraint.
Commendation 3: The panel commended the workplace module and the engagement and relationships with workplaces in the immediate locality that have developed. **Condition 1:** Following the completion of the programmatic review process the programme should complete and document a review to ensure that a student will achieve independent learning, as expected at level 8 award, over the duration of the programme. This could be achieved by significantly reducing the contact hours faced by a student in the later stages of the programme. **Recommendation 3:** Review the final stage of the programme and in particular the finance, accountancy and economics input. Consider the role of more marketing modules or newer business areas such as change management / leadership / B2B marketing / Project as mandatory or electives. **Recommendation 4**: Review modules to reduce duplication in content or syllabi in stage 4 modules where they build on previous modules, e.g. Marketing Planning, Strategic Marketing Management **Recommendation 5:** For the next review in 5 years the panel would advise the programme to consider larger work placement.	
Resources (over the full duration of the programme)	Sufficient evidence provided

- Facilities and human and material resources available to mount the programme - Clarification of any staffing requirements - Location of the delivery - 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)	
Commendation: None **Condition: None** **Recommendation: None**	
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	Sufficient evidence provided The panel noted there is a substantial increase in the digital and technology components at stage 1-3 of the programme
Commendation: None **Condition: None** **Recommendation 6:** It is strongly recommended that legacy students with the existing L7 applying for advanced entry to the new L8 award should be subject to formal RPL process to ensure the currency of their learning and skills to meet the revised outcomes of the L7. **Recommendation 7:** The institute should review its policy with respect to the admission criteria for L7 and L8 programmes where the programmes are delivered in common. This situation implies that the entry requirements for Level 8 programmes is 5 passes in the Leaving Certificate or equivalent.	
Curriculum - A matrix exhibiting the academic pathway and the relationship between modules - 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.	Sufficient evidence provided In regards to the language stream, the panel felt the attainment of the CEFR standards was a challenge given the differing language skills of students entering the course. Good progression on the digital marketing throughout the programme, positive to see an e-commerce module While the programme was able to highlight examples of technology in e.g. accounting
Commendation: None **Condition: None**	

Recommendation 8: The programme should monitor the attainment of the CEFR standards on an annual basis to ensure learning outcomes are being met or revise accordingly. **Recommendation 9:** Review the accounting discipline modules to ensure that references to technology are evident where it forms a part of the learning outcomes or syllabi. **Recommendation 10:** Review the learning outcomes of the specific modules highlighted at the panel discussions to ensure the verbs used are aligned to the Blooms Taxonomy and are appropriate to the Level of the module. Special note in relation to the language modules.	discipline modules, this was not sufficiently evident in the module descriptors. With one possible exception, the learning outcomes of the business modules do not mention technology.
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.	Sufficient evidence provided The panel have a concern over the number of assessments cumulatively across each semester. The Shared Assessment in Ethical and sustainable practice & Customer Experience Management is excellent however there is more scope in this area.
Commendation: None **Condition: None** **Recommendation 11:** Review assessment of the specific modules highlighted at the panel discussions to ensure that they meet institute policy and that the number of assessments are not excessive for the student.	
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 The current resources are adequate to facilitate the running the programme
Commendation: The panel commended the range of skills demonstrated by the programme team and their commitment and engagement to the redevelopment of the programme. **Condition: None** **Recommendation: None**	
Programme Administration and Quality Assurance • 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.	Sufficient evidence provided The current QA policies and procedures are sufficient to meet the needs of the proposed programme
Commendation: None **Condition: None**	

Recommendations : none	
Minor comments in relation to specific modules will be provided in a separate file.	
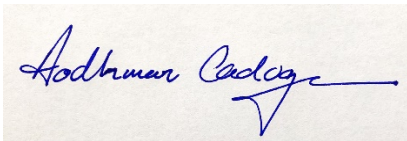
Overall decision of the panel	
The panel agreed to recommend to the Academic council the approval of the following programmes: **B**achelor of Business in Marketing L7 Full time Bachelor of Business (Honours) in Marketing L8 Full time Bachelor of Business (Honours) in Marketing L8 On-line Stage 4 only	

Chairperson: Stephen McManus

_____   Date ___15/03/2021_____

Secretary: Dr Aodhmar Cadogan, Assistant Registrar

_____   Date: _____15/03/2021_____

Programme Schedule - SG_BMARK_H08 Bachelor of Business (Honours) in Marketing
Year 1-3 are equivalent the SG_BMARK_B07 Bachelor of Business in Marketing

Stage 1

Delivery	Code	Module Title	Level	Credit	M/E	IL	FT	OL	FO	CA	PF	EXAM	PROJ	PRAC	Total
SEM 1	MKTG06055	Principles of Marketing	06	05	M	3.00	4.00	0.00	0	20	0	80	0	0	100
SEM 1	ORBE06011	Organisational Behaviour	06	05	M	4.00	3.00	0.00	0	100	0	0	0	0	100
SEM 1	COMM06075	Skills for Success	06	05	M	4.00	3.00	0.00	0	100	0	0	0	0	100
SEM 1	CAPP06045	Business Application Software	06	05	M	4.00	3.00	0.00	0	100	0	0	0	0	100
SEM 1	ACCT06029	Financial Accounting 1	06	05	M	3.00	4.00	0.00	0	20	0	80	0	0	100
SEM 1	COMP06217	Design Thinking	06	05	E1	4.00	3.00	0.00	0	100	0	0	0	0	100
SEM 1	LANG06110	French Language, Culture and Contemporary Media 1.1	06	05	E1	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 1	LANG06103	German Language, Culture and Contemporary Media 1.1	06	05	E1	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 1	SPAN06001	Spanish Language, Culture and Contemporary Media 1.1	06	05	E1	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 2	MKTG06088	Marketing Research	06	05	M	3.00	4.00	0.00	0	40	0	60	0	0	100
SEM 2	MATH06103	Data Analytics	06	05	M	4.00	3.00	0.00	0	100	0	0	0	0	100
SEM 2	COMM06039	Teamwork and Creativity	06	05	M	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 2	MGMT06043	Business Management	06	05	M	3.00	4.00	0.00	0	20	0	80	0	0	100
SEM 2	CAPP06046	ICT Applications	06	05	M	4.00	3.00	0.00	0	0	0	0	100	0	100
SEM 2	POLT06005	Irish Business Environment	06	05	E2	4.00	3.00	0.00	0	20	0	50	30	0	100
SEM 2	LANG06111	French Language, Culture and Contemporary Media 1.2	06	05	E2	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 2	LANG06104	German Language, Culture and Contemporary Media 1.2	06	05	E2	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 2	SPAN06002	Spanish Language, Culture and Contemporary Media 1.2	06	05	E2	3.00	4.00	0.00	0	100	0	0	0	0	100
Stage 2															
elivery	Code	Module Title	Level	Credit	M/E	IL	FT	OL	FO	CA	PF	EXAM	PROJ	PRAC	Total
SEM 3	MKTG06064	Creative Marketing Practice	06	05	M	3.00	4.00	0.00	0	0	0	0	50	50	100
SEM 3	MKTG06087	Marketing Communications	06	05	M	3.00	4.00	0.00	0	40	0	60	0	0	100
SEM 3	MKTG06058	Consumer Buyer Behaviour	06	05	M	4.00	3.00	0.00	0	50	0	50	0	0	100
SEM 3	LAW06021	Business Law 1	06	05	M	3.00	4.00	0.00	0	20	0	80	0	0	100
SEM 3	TOUR06052	Events Management	06	05	M	4.00	3.00	0.00	0	60	0	40	0	0	100

Delivery	Code	Module Title	Level	Credit	M/E	IL	FT	OL	FO	CA	PF	EXAM	PROJ	PRAC	Total
SEM 3	POLT06006	European Business Environment	06	05	E1	4.00	3.00	0.00	0	50	0	50	0	0	100
SEM 3	LANG06113	French Language, Culture and Contemporary Media 2.1	06	05	E1	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 3	LANG06112	German Language, Culture and Contemporary Media 2.1	06	05	E1	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 3	SPAN06003	Spanish Language, Culture and Contemporary Media 2.1	06	05	E1	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 4	DIGT06015	Digital Content	06	05	M	4.00	3.00	0.00	0	0	0	0	100	0	100
SEM 4	MKTG06074	Web Analytics	06	05	M	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 4	ACCT06023	Introduction to Management Accounting L6	06	05	M	3.00	4.00	0.00	0	20	0	80	0	0	100
SEM 4	ECON06023	Introductory Microeconomics	06	05	M	4.00	3.00	0.00	0	30	0	70	0	0	100
SEM 4	LAW06022	Business Law 2	06	05	M	3.00	4.00	0.00	0	20	0	80	0	0	100
SEM 4	MKTG06086	Public Relations	06	05	E2	4.00	3.00	0.00	0	100	0	0	0	0	100
SEM 4	LANG06115	French Language, Culture & Contemporary Media 2.2	06	05	E2	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 4	LANG06114	German Language, Culture and Contemporary Media 2.2	06	05	E2	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 4	SPAN06004	Spanish Language, Culture and Contemporary Media 2.2	06	05	E2	3.00	4.00	0.00	0	100	0	0	0	0	100

Stage 3

Delivery	Code	Module Title	Level	Credit	M/E	IL	FT	OL	FO	CA	PF	EXAM	PROJ	PRAC	Total
SEM 5	HRM07007	Managing People 1	07	05	M	3.00	4.00	0.00	0	40	0	60	0	0	100
SEM 5	ACCT07020	Introduction to Financial Management	07	05	M	3.00	4.00	0.00	0	20	0	80	0	0	100
SEM 5	ENTR07010	Enterprise Development	07	05	M	3.00	4.00	0.00	0	50	0	50	0	0	100
SEM 5	MKTG07126	eCommerce	07	05	M	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 5	MKTG07127	Sales Practice	07	05	M	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 5	MGMT07025	Operations Management 1	07	05	E1	0.00	4.00	0.00	0	15	0	60	0	25	100
SEM 5	LANG07081	French Language, Culture and Contemporary Media 3.1	07	05	E1	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 5	LANG07079	German Language, Culture and Contemporary Media 3.1	07	05	E1	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 5	SPAN07002	Spanish Language, Culture and Contemporary Media 3.1	07	05	E1	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 6	MKTG07081	Search Engine Marketing	07	05	M	4.00	3.00	0.00	0	0	0	0	50	50	100
SEM 6	DIGT07010	Social Media and Digital Marketing Planning	07	05	M	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 6	WORK07026	Erasmus Semester Abroad (MKTS)	07	30	E1	0.00	20.00	0.00	0	100	0	0	0	0	100
SEM 6	MKTG07128	Marketing Work Placement	07	15	M	16.00	2.00	0.00	0	0	0	0	0	100	100
SEM 6	RSCH07010	Research Methods for Business	07	05	M	3.00	4.00	0.00	0	100	0	0	0	0	100

		Stage 4													
Delivery	Code	Module Title	Level	Credit	M/E	IL	FT	OL	FO	CA	PF	EXAM	PROJ	PRAC	Total
SEM 7	MGMT08026	Business Strategy 1	08	05	M	0.00	5.00	0.00	0	30	0	70	0	0	100
SEM 7	ECON08005	Macroeconomics 1 for Bachelor of Business L8	08	05	M	4.00	3.00	0.00	0	30	0	70	0	0	100
SEM 7	MKTG08020	Ethical and Sustainable Marketing Practice	08	05	M	3.00	3.00	0.00	0	100	0	0	0	0	100
SEM 7	MKTG08046	Customer Experience Management	08	05	M	4.00	3.00	0.00	0	0	0	30	70	0	100
SEM 7	MKTG08038	Strategic Marketing Management	08	05	M	7.00	4.00	1.00	0	40	0	60	0	0	100
SEM 7	MKTG08052	Marketing Metrics	08	05	E1	4.00	3.00	0.00	0	100	0	0	0	0	100
SEM 7	ACCT08023	Business Finance 1	08	05	E1	3.00	6.00	0.00	0	20	0	80	0	0	100
SEM 7	SPAN08011	Spanish Language, Culture and Contemporary Media 4.1	08	05	E1	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 7	LANG08033	French Language, Culture and Contemporary Media 4.1	08	05	E1	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 7	LANG08034	German Language, Culture and Contemporary Media 4.1	08	05	E1	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 8	MGMT08027	Business Strategy 2	08	05	M	0.00	5.00	0.00	0	30	0	70	0	0	100
SEM 8	ECON08006	Macroeconomics 2	08	05	M	4.00	3.00	0.00	0	30	0	70	0	0	100
SEM 8	MKTG08014	Professional Marketing Practice	08	05	M	4.00	3.00	0.00	0	100	0	0	0	0	100
SEM 7	MKTG08018	Global Marketing Practice	08	05	M	4.00	3.00	0.00	0	60	0	0	40	0	100
SEM 8	MKTG08013	Marketing Planning	08	05	M	6.00	4.00	0.00	0	40	0	60	0	0	100
SEM 8	MKTG08043	Strategic Sales Management	08	05	E6	4.00	3.00	0.00	0	50	0	50	0	0	100
SEM 8	ACCT08024	Financial Analysis and Interpretation	08	05	E2	2.00	6.00	0.00	0	50	0	50	0	0	100
SEM 8	LANG08035	French Language, Culture and Contemporary Media 4.2	08	05	E2	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 8	LANG08036	German Language, Culture and Contemporary Media 4.2	08	05	E2	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 8	SPAN08012	Spanish Language, Culture and Contemporary Media 4.2	08	05	E2	3.00	4.00	0.00	0	100	0	0	0	0	100
Credit Total				100											