



Audit of Validated Programmes

Programme Code	Programme Title	Validation Panel Date:
MKTG07123	Single Subject Certificate in Sales and Customer Service for Insurance and Financial Products	18 th Nov. 2020

Attendance: Dr Aodhmar Cadogan – Assistant Registrar, Gemma Lyons – QA Administrator Compliance
 Head of Department / School – Dr Michael Barrett, Head of School of Business and Social Sciences
Programme Team (if attending):
Date of Audit: 10 Sep. 2021

Conditions	Response to Conditions	Evidence of revised documentation presented. Attachment, Link to module etc.	Outstanding issues
1. Amend the module description to remove references to special purposes awards and remove the programme membership to other programmes if possible	The links to the springboard programme and mention of the springboard programme were removed from the module descriptor.	AMM MKTG07123 2020	None, closed.
2. As the module is at level 7, the programme will need to define how the students will be assessed for entry on to the programme in a way that is commensurate with a 5 credit module.	The entry requirements below were included, these were taken from the existing SPA entry requirements, with the addition that registration on or completion of one of the SPA's meets the entry requirements.	AMM	None, closed.

Recommendations	Response to recommendations	Evidence of revised documentation presented. Attachment, link to module etc.	Outstanding issues
1. Consider incorporating topics e.g. use of video conferencing / Live chat / lifetime value of Customer sales as discussed with the panel.	The following additional topics were added: Understand the planning and execution of an effective sales presentation both face to face and online. Recognise the importance of customer lifetime value, customer loyalty and repeat business.	AMM MKTG07123 (in section 4 of syllabus) (in section 6 of syllabus)	None, Closed.

All recommendation reviewed by the Assistant Registrar and this concludes the QA process.

A. Lacey
 Dr Aodhmar Cadogan
 Assistant Registrar

16/09/21
 Date

Name _____

Date _____

* Head of Department / School

** On leave, has been signed on return. G. Lyons 29/9/21*