



**Audit of Validated Programmes**

Programme Code	Programme Title	Validation Panel Date:
SG BSOCI S06	Certificate in Social Media Marketing	18 <sup>th</sup> Nov. 2020
SG BDIGI S06	Certificate in Digital Marketing Practice	18 <sup>th</sup> Nov. 2020

**Attendance:** Dr. Aodhmar Cadogan – Assistant Registrar, Gemma Lyons – QA Administrator Compliance

**Head of Department –** John Kelleher

**Programme Team (if attending):**


**Date of Audit:** 01 Sep. 2021

Conditions	Response to Conditions	Evidence of revised documentation presented. Attachment, Link to module etc.	Outstanding issues
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.	Amended as indicated in Module Manager. L6 progression pathway retained.	In AMM	None, closed
2. The repeat Assessment section of the module ANYL06006 must be completed.	Now amended as suggested	In AMM	None, closed

3. Revise DIGT06013 and DIGT06014 as per the panel report from the SPA in Digital Marketing Practice.	Now amended as suggested	In AMM	None, closed
4. Programme Learning Outcome 'Competence Context' needs to be fixed in Module Manager.	This bug now fixed.	In AMM	None, closed

Recommendations	Response to recommendations	Evidence of revised documentation presented. Attachment, link to module etc.	Outstanding issues
1. Module DIGT06011 Search Engine Marketing Introduction, consider addition of Voice search and emerging trends / SEO 2.	Now amended as suggested	In AMM	None, closed
2. Module DIGT06012 Digital marketing Analytics Consider including email analytics in the syllabus 3.	Now amended as suggested	In AMM	None, closed
3. Module DITG06014 Digital and Social Media Planning, consider addition of social selling	Now amended as suggested	In AMM	None, closed
4. Consider providing additional detail in the assessment strategy for Social Media Software and Analytics ANYL 06006 and in all modules	Now amended as suggested	In AMM	None, closed

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

  
Dr Aodhmar Cadogan  
Assistant Registrar

14/9/2021  
Date

\_\_\_\_\_  
Name  
Head of Department

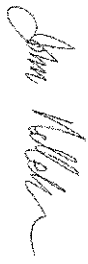
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All recommendation reviewed by the Assistant Registrar and this concludes the QA process.

\_\_\_\_\_  
Dr Aodhmar Cadogan

\_\_\_\_\_  
Date

Assistant Registrar



24-9-21 \_\_\_\_\_  
Date

Name

Date

Head of Department