



Letterkenny Institute of Technology

Report of the Panel of Assessors

PART 1

GENERAL INFORMATION

SCHOOL/DEPARTMENT: Business Studies

DATE OF VISIT: 19 June 2018

PROGRAMMES EVALUATED:

Diploma in Digital Marketing (60 ECTS)

Certificate in Digital Marketing Skills (30 ECTS)

Certificate in Advanced Online Marketing (10 ECTS)

Certificate in Sales and Customer Service (30 ECTS)

Certificate in Sales (10 ECTS)

Certificate in Customer Service (10 ECTS)

MEMBERS OF PANEL OF ASSESSORS:

- Chairperson: Ms Ann Campbell, Former President IT Dundalk
- Mr Owen Ross, Head of Department of Business and Management, AIT
- Ms Leanne Doohan, Sales and Marketing Manager, The Red Door
- Ms Patricia Medcalf, Lecturer Dept. of Management and Business Computing, IT Tallaght
- Ms Aine Doherty, IT Sligo
- Secretary: Dr Simon Stephens

INSTITUTE STAFF:

Mr Michael Margey, HoS Business
Ms Patricia Doherty, HoD Department
Dr Sarah Diffley, Dept of Business
Dr Isobel Cunningham, Dept of Business
Ms Vicky O'Rourke, Dept of Business
Mr Michael Carey, Dept of Computing
Ms Deirdre Casey, Dept of Business
Mr Paul McGuckin, Dept of Business
Dr George Onofrei, Dept of Business
Ms Joanne Enright, Dept of Business

PART 2 FINDINGS OF ASSESSORS

The Panel of Assessors are satisfied that the proposal adequately addresses the following criteria:

(1) Education and Training Requirements

The programme is consistent with the Institute's mission, avoids redundant provision and makes efficient use of resources (collaborating where this is beneficial).

(2) Unity

There is an underlying unifying theme and the modules are bonded by interactions which are either implicit or explicit. The proposal demonstrates how the standard (of knowledge, skill and competence), determined by QQI for the named award to which the programme proposes to lead, evolves throughout the programme as a whole.

(3) Teaching and Learning

The proposed approach to teaching and learning is clearly indicated and justified.

(4) Learner Assessment

The learner assessment methods are fully elaborated and consistent with QQI's policy on fair and consistent assessment. The assessment methods are capable, among other things, of demonstrating attainment of the standards of knowledge, skill or competence, determined by QQI, for the related award.

(5) Resources

The proposed staffing levels are appropriate and the levels of qualifications and competence of the staff is sufficient to deliver the programme. The necessary facilities available in terms of accommodation, equipment, and library and information technology resources are satisfactory to support the proposed programme.

(6) Quality Assurance

The proposal demonstrates how the Institute's quality assurance procedures have been applied in the development of the proposed programme and satisfactory procedures exist for the on-going monitoring and periodic review of programmes.

(7) Programme Title and Award Title

The award title is consistent with the named awards determined by QQI. The programme title is clear, accurate, succinct and fit for the purpose of informing prospective learners and other stakeholders.

(8) QQI Standards

The learning outcomes of the programme are stated in such a way that the compliance with the appropriate QQI standard is demonstrated.

(9) Access Transfer and Progression

This programme incorporates the procedures for access transfer and progression that have been established by the NQAI and is consistent with QQI policy in accommodating a variety of access and entry requirements.

PART 3 Outcome

The Panel of Assessors advises Academic Council of the following **commendations**:

1. The panel commends LYIT for its ongoing industry collaboration. The panel commends the Programme Board for their commitment and energy to developing this programme.

The Panel of Assessors advises the Academic Council of approval of the programmes subject to general conditions of approval together with the following **condition**:

1. Articulate more precisely assessment modalities for each module and ensure constructive alignment to the module learning outcomes.

Assessment modalities, constructively aligned to module learning outcomes, are now clearly articulated in the programme document, see pages 49-51, Diploma in Digital Marketing and pages 41-42, Certificate in Sales and Customer Service.

The Panel of Assessors advises the Academic Council that the Institute and the School/Department should take cognisance of following **recommendations**:

N/A

Programme Schedules

Title of Award:

Diploma in Digital Marketing

Area Of Specialisation:

Date Effective:

September 2018

Semester	Module Title	Subject status	ECTS		Total Contact hours				Independent Learning	Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online		Coursework	Final Exam	Total
1	Introduction to Online Marketing*	M	7	10	24	-	-	12	168	100	-	100
1	Social Media Marketing*	M	7	10	-	-	24	12	168	100	-	100
1	Data Analysis	M	7	10	24	-	-	12	168	100	-	100
2	Advanced Online Marketing	M	7	10	-	-	24	12	168	100	-	100
2	E-Business	M	7	10	24	-	-	12	168	100	-	100
2	Applied Learning - Work Based Learning*	M	7	10	12	Supervisor Visits			168	100	-	100

*Validated Modules

Title of Award:

Certificate in Digital Marketing Skills

Area Of Specialisation:

Date Effective:

September 2018

Semester	Module Title	Subject status	ECTS		Total Contact hours				Independent	Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online		Coursework	Final Exam	Total
1	Introduction to Online Marketing*	M	7	10	24	-	-	12	168	100	-	100
1	Advanced Online Marketing	M	7	10	-	-	24	12	168	100	-	100
2	Applied Learning - Work Based Learning*	M	7	10	12	Supervisor Visits			168	100	-	100

*Validated Modules

Note: It is Institute policy to publish the final reports of the Panel of Assessors

Title of Award: **Certificate in Advanced Online Marketing**
Area Of Specialisation:
Date Effective: September 2018

Semester	Module Title	Subject status	ECTS		Total Contact hours					Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online	Independent	Coursework	Final Exam	Total
1	Advanced Online Marketing	M	7	10	-	-	24	12	168	100	-	100

Title of Award: **Certificate in Sales and Customer Service**
Area Of Specialisation:
Date Effective: September 2018

Semester	Module Title	Subject status	ECTS		Total Contact hours				Independent Learning	Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online		Coursework	Final Exam	Total
1	Enhanced Customer Care	M	7	10	24	-	-	12	168	100	-	100
1	Sales Skills	M	7	10	24	-	-	12	168	100	-	100
2	Applied Learning - Work Based Learning*	M	7	10	Supervisor Visits				168	100	-	100

*Validated Module

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Title of Award: **Certificate in Sales**
 Area Of Specialisation:
 Date Effective: September 2018

Semester	Module Title	Subject status	ECTS		Total Contact hours				Independent	Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online		Coursework	Final Exam	Total
1	Sales Skills	M	7	10	24	-	-	12	168	100	-	100

Title of Award: **Certificate in Customer Service**
 Area Of Specialisation:
 Date Effective: September 2018

Semester	Module Title	Subject status	ECTS		Total Contact hours				Independent	Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/	Online		Coursework	Final Exam	Total
1	Enhanced Customer Care	M	7	10	24	-	-	12	168	100	-	100

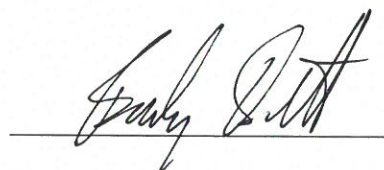
Programme Evaluation Report Approved by:



Ann Campbell

Chair to Panel

(Former President, Dundalk IT)



Billy Bennett

(Registrar, Letterkenny IT)

Date 15.7.2018

Date 17/7/18

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