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Institiúid Teicneolaíochta Leitir Ceanainn
Letterkenny Institute of Technology

School/Department:	School of Business/Department of Business Studies
Date:	10 th June 2019
Title of the Programme:	Certificate in Applied Marketing and Design (20 ECTS)
Chairperson:	Carmel Brennan, Assistant Registrar (Quality), GMIT (Chair)
Members of the Panel:	Shane Hill, Head of Department of Management and Financial Studies, Dundalk IT Terry Mc Namara, Regional Director IBEC North West
Secretary:	Dr Seán Duffy (LYIT)
LYIT Staff:	Patricia Doherty (Head of Department of Business Studies) James Kearns Joe Coll

Criteria for the Validation of a New Programme

- 1.** The Programme Aims and Objectives are clear and consistent with the Award sought.
- 2.** The Programme concept, implementation strategy are well informed and soundly based.
- 3.** The Programme's Access, Transfer and Progression arrangements are satisfactory.
- 4.** The Programme's written curriculum is well structured and fit for purpose.
- 5.** There are sufficient qualified and capable programme staff.
- 6.** There are sufficient physical resources to implement the programme as planned.
- 7.** The learning environment is consistent with the needs of the programme learners.
- 8.** There are sound Teaching, Learning and Assessment Strategies.
- 9.** Learners enrolled on the Programme will be well informed, guided and cared for.
- 10.** The Programme will be well managed.

Note: It is Institute policy to publish the Final Reports of the Panel of Assessors

The panel appreciate the time and effort from the programme team in the development of this programme. The panel particularly noted the quality of the documentation provided.

Commendations

1. This programme is a very good example of the department's response to an identified skills gap.
2. The collaborative nature of this programme across two departments is very positive.

(For the attention of the Academic Council)

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

1. Clarify that the basic elements of 'Introduction to Marketing' and 'Introduction to Design' are included in the initial stages of the relevant modules given the diverse student cohort envisaged.
2. Expand the description of the assessment as it relates to the project, ensuring that it is clear that both individual and group projects are required.
3. Ensure that all programme learning outcomes are addressed through the programme assessment strategy.
4. Develop a delivery schedule for the programme to include classroom-based delivery, online delivery and guest speakers.

Department Response to the Recommendations

1. Clarify that the basic elements of 'Introduction to Marketing' and 'Introduction to Design' are included in the initial stages of the relevant modules given the diverse student cohort envisaged.
[Complete. Modules revised to include introductory elements to both syllabi.](#)
2. Expand the description of the assessment as it relates to the project, ensuring that it is clear that both individual and group projects are required.
[Complete. It is now clearly specified that learners will completed both an individual and group assessment, see Section 6.2.1.](#)
3. Ensure that all programme learning outcomes are addressed through the programme assessment strategy.
[All assessments have now been mapped to the Programme Learning Outcomes, see new table 6.2.3.](#)
4. Develop a delivery schedule for the programme to include classroom-based delivery, online delivery and guest speakers.
[A sample delivery schedule has now been included as Appendix B.](#)

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

No conditions.

PART 4 PROPOSED PROGRAMME SCHEDULE(S) please attach final schedule to bottom of the report.

Title of Award:

Certificate in Applied Marketing and Design

Area Of Specialisation:

Date Effective:

September 2019

Semester	Module Title	Subject status	ECTS		Total Contact hours				Independent Learning	Total Hours	Allocation of marks (%)		
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online			Coursework	Final Exam	Total
1	Marketing in a Business Context	M	7	10	24	-	-	12	214	250	100	-	100
1	Design in Business	M	7	10	24	-	-	12	214	250	100	-	100

Programme Evaluation Report Approved by:

Carmel Brennan

Carmel Brennan

Chair to Panel

(Assistant Registrar (Quality) GMT)

Billy Bennett

Billy Bennett

(VP for Academic Affairs and Registrar,
Letterkenny IT)

Date 8/7/19

Date 12/7/19

