



**School/Department:** Business Studies

**Date:** 1 May 2020

**Title of the Programme:** Bachelor of Business (Hons) in Marketing with Online Technologies (180 ECTS) Bachelor of Business (Hons) in Marketing Practice with Online Technologies and Work Placement (240 ECTS)

**Chairperson:** Dr Michael Hannon, Vice President for Academic Affairs & Registrar, GMIT

**Members of the Panel:** Dr Michael Hannon, Vice President for Academic Affairs & Registrar, GMIT; Glenn Mehta, Head of Department of Marketing and Business Computing, TU Dublin; Dr Sinead Mc Hugh, Marketing Lecturer, NUIG; Lisa Moore, Research Masters Student, Letterkenny IT; Grace Ann Mc Garvey, Grace Ann Consultancy.

**Secretary:** Mr Thomas Dowling

**LYIT Staff:** Mr James Kearns, Dr Vicky O'Rourke, Ms Nicola Dunnion, Dr Sarah Diffley, Ms Suzi Roarty, Dr Isobel Cunningham, Mr Paul McCusker, Dr Amir Azadnia, Dr Meadh Ruane, Ms Eugenia Moran, Ms Kathleen McGettigan, Ms Joanne Enright, Mr Michael Margey, Ms Patricia Doherty

### **Criteria for the Validation of a New Programme**

1. The Programme Aims and Objectives are clear and consistent with the Awardsought.
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 programmelearners.

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.

### **Commendations**

- The quality and presentation of the documentation was excellent.
- The enthusiasm, passion, drive and team spirit of the course developers made the submission a great success.
- The course meets the needs of the national and global economy.

(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:

- In the case of shared modules, the module feedback from the validation panel should be considered in the next PPE.

Noted, all suggestions to be considered during the next PPE.

- The course development team should further consider the horizontal integration of assessments and should clarify and articulate in the documentation where this is happening.

All integrated assessments now described under Programme Assessment Strategy, p124.

- Reemphasise the word “global” in the Social Media Marketing module and bring social media brands into the Global Marketing module.

Modules updated to reflect the above.

- Rename Applied Marketing Research Project to add the word Capstone to the title, with the objective of giving this module a higher status.

Module renamed to Capstone Project: Applied Marketing Research.

- **Consider the marketing strategy for the course and possibly develop a course flyer that captures the unique and innovative aspects of this programme.**

A marketing strategy will be drafted by the Department with input from LYIT's Marketing Officer and School Liaison Officer.

- **Enhance the module description for the User Experience and Design Thinking module by mentioning, for example: 'DICE' and other innovations as appropriate.**

Module updated to reflect the above.

- **Include Netnography, Social Listening and Experimental Design in the Generating Consumer Insight module.**

Module updated to include the above.

- **Consider the sequencing of the 'Fundamentals of Marketing' and 'Principles of Marketing' modules.**

Due to the sharing of these modules with other programmes, it is not possible to change the sequencing. It was, however, decided that it was better to have both modules included in the new programme to enhance the level of marketing delivery. It will also be seen as a positive way of immersing students into marketing earlier within the programme. A number of plans are in place to ensure the smooth delivery of both modules in the same semester:

1. Timetables will be 'blocked' to allow for Fundamentals of Marketing to be delivered before Principles of Marketing.
2. The content will be delivered in an ordered fashion to facilitate the introduction of marketing topics and then a more in-depth exploration of them. For example, 'introduction to the marketing mix' and then 'elements of the marketing mix'.
3. Assessments, where possible, will ensure the best delivery of outcomes for the student with respect to minimising the overlap of topics.

The respective lecturers will work closely with each other to ensure the smooth delivery of both modules.

**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.

**Programme Evaluation Report Approved by:**

*Michael Hannon*

Michael Hannon  
Chair to Panel  
(VP for Academic Affairs and Registrar, GMTI)

Date 16-12-2020

*Billy Bennett*

Billy Bennett

(VP for Academic Affairs and Registrar, Letterkenny IT)

Date 16/12/20