VALIDATION REPORT

1.	Title of Programme(s): (incl. Award Type and Specify Embedded Exit Awards)	Certificate in Digital Media Strategy Advancement
2.	NFQ Level(s)/ No. ECTS:	L9 10 ECTS
3.	Duration:	1 year
4.	ISCED Code:	0410 – Business and Administration
5.	School / Centre:	ATU Galway Mayo
6.	Department:	Enterprise & Technology
7.	Type of Review:	New Programme
8.	Date of Review:	07.11.2022
9.	Delivery Mode:	Online
10.	Panel Members:	Dr Joe McGarry (Chairman) Mr Alan Kelly (ATU Sligo) Ms Louise Murray (TUS) Ms Tracey Smith (Foxford Woollen Mills) Ms Carmel Brennan (Secretary)
11.	Proposing Staff:	Dr Seamus Lennon Dr Janine McGinn Ms Noreen Henry
12.	Programme Rationale:	This programme will meet a clearly defined need (expressed by business owners, emerging digital enterprises, and EU and government reports) for strategic digital entrepreneurial and hybrid business training and talent development along the western seaboard, nationally, and at European level (Europe's Digital Decade: digital targets for 2030, 2021). The EU commission and HEA have articulated the need for "strategic higher education-enterprise partnerships" and for

the provision of "employer access to skills and research development opportunities" (Collaborating for talent and growth: strategy for higher education-enterprise engagement 2015-2020, HEA).

There is a need for further postgraduate digital innovation training and talent development, enhancing the postgraduate portfolio of ATU Business School, within the Department of Enterprise and Technology, adding further postgraduate offerings and enhancing pathways towards postgraduate research and professional development at advanced levels. This programme will provide much needed advanced digital skills to service economic and social enterprise objectives. Traditional business mechanisms have been totally transformed over the last two years, and, during the pandemic period.

13.	Proposed Student Intake:	30
14.	Stakeholder Engagement:	The programme development team engaged in extensive desktop research and industry consultation which have resulted in the initiative to tailor this programme to address clearly defined needs. A dissemination of digital skills and knowledge needs survey was conducted followed by intensive research into Irish and EU digital entrepreneurial needs in tandem with colleagues in the DIEM consortium A survey conducted on current post graduate students in the department and there was industry engagement at relevant conferences. The findings of the research phase influenced the content and structure of the programme.
15.	Graduate Demand/Employment:	It is anticipated that most participants on this programme will be in employment. Graduates from this level 9 certificate can continue their education and progress on, to other academic post-graduate level 9 programmes and subsequently, if eligible, to doctoral programmes or professional qualifications in strategy, digital media, marketing, data analysis, research etc.
16.	Entry Requirements, Access, Transfer & Progression:	For entry to this level 9 certificate, candidates must hold a level 8 Bachelor (Honours) degree with a minimum grade classification of H2.2 or equivalent in specified disciplines. Candidates who do not meet this entry criteria will be considered for entry to the programme under a formalised process of recognition of prior learning (RPL). This RPL process will be conducted to determine applicant eligibility, in line with approved marks and standards.

17.	Programme Structure:	This programme comprises one 10 credit module. The programme will be delivered online in weekly sessions, comprising both live and asynchronous modes of content delivery and interactive networking. Reusable digital objects for discussion and learning will be posted periodically for self-reflection and review in the participants own time between the live networking discussions.
18.	Learning, Teaching & Assessment Strategies:	The teaching and learning strategy in this programme places participants at the centre of all interactions and engagement. In the programme design, close attention has been paid to integrate new learning with examples of practice. Opportunities for peer networking and reflection on learning engagements are a core feature of this programme. A core objective is the development of an interactive community of peers, whose contributions to fora will greatly enhance programme outcomes for learners. The fast-paced field of digital media and strategic innovation in technology for enterprise requires this kind of participant interaction, enabling participants to gain maximum benefit from new knowledge generation and to benefit from regional and national networking circles which reach far beyond the confines of programme engagements. This programme is delivered or deployed online in part-time mode. It is expected that the duration will not exceed two semesters in one year. In this programme there will be several instruments employed for assessment, both formative and summative. The emphasis throughout the programme will be on formative assessment via self-evaluation of learning and to this end, several quizzes will be provided which auto generate results.
19.	Resource Implications:	Relevant lecturing expertise is available in the university. Further expertise will be outsourced from industry and across the ATU for the development of asynchronous reusable digital assets which may include videos and virtual lectures, quizzes and other documents. This programme is supported by the Education 4.0 platform resources and management staff in addition to departmental and school supports.

20.	Synergies with Existing Programmes:	None. The module in this programme may constitute part of future programme development and delivery.	
21.	Findings and Recommendations:	**Commendations:** 1. The panel welcomed the development of the programme as it responds to a clear market need. 2. The approach taken by the programme team is innovative and customer focussed involving industry experts and collaboration across ATU.	
		Conditions: 1. Review and reduce the Programme Learning Outcomes to reflect what is intended and achievable by the programme, having regard to the volume of the award, The programme and module learning outcomes should be interconnected. 2. Revise the module assessment strategy to ensure that it appropriately and comprehensively measures students' assessment of the module learning outcomes. The sole use of MCQs to assess the articulated module learning outcomes is limited. Additional assessment tools to assess at level 9 are required. Clearly articulate how academic integrity will be addressed given the online nature of the programme. 3. Be more specific about the entry requirements for the programme, setting out the experience and other RPL requirements for non-cognate degree applicants. Bridging studies may be useful in some cases.	
		Recommendations: 1. Review the programme title to ensure that it is all encompassing and understandable to the target market. The inclusion of media in the title may cause confusion. 2. Outline details of the proposed mini conference in the teaching and learning strategy. 3. Given the dynamic nature of this discipline consider including scope in the module learning outcomes to cover contemporary issues. 4. Identify the specialist themes that will be covered by this programme. These should permeate the learning outcomes, syllabus, and marketing materials. 5. Review the reading materials listed ensuring that they appropriately reflect digital strategy.	
22.		Approved:	