



Report of the Panel of Assessors

Faculty/Department: Business – Design and Creative Media

Date: May 20th

Title of the Programme:

Diploma in Lifestyle Retail & Digital Marketing (Level 7, 60 ECTS)

Postgraduate Certificate in AR and VR for the Creative Industries (Level 9, 30 ECTS)

Postgraduate Certificate in Applied Brand Strategy & Identity (Level 9, 30 ECTS)

Chairperson: Dr Colette Moloney (SETU)

Members of the Panel:

- Dorothy Keane, Programme Director, MSc in Digital Marketing and Analytics, SETU
- Joseph Egan, Lecturer in Faculty of Business & Hospitality, TUS
- David Roche (Prudential)
- Andrew McCollum, Research Masters Student, ATU

Secretary: Dr Simon Stephens (ATU)

LYIT Staff: Michael Margey, Nollaig Crombie, Hoe Coll, Matt McDonagh, Sharon Maxwell and Eilish Kennedy.

Criteria for the Approval 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.

For the attention of Academic Council

The Panel approve all 3 programmes.

Academic Council, ATU and the Faculty/Department should take cognisance of following:

Diploma in Lifestyle Retail & Digital Marketing (Level 7, 60 ECTS)

Commendations

The panel commend ATU Donegal and the programme team for:

1. Their constructive engagement with the panel during the review.
2. Their response to industry needs.
3. Their positive commitment to their subject areas.
4. The innovative content and module design.
5. ATU's Donegal innovative approach to new programme design and development.

Recommendations

1. Review the Entry requirements to ensure their consistency (Leaving Cert or L5 equivalent).
2. Review the Programme Title to reflect the programme content and ensure its appeal to industry and applicants.
3. Revise the Assessment Strategy to describe how non-industry based learners can engage with the WBL.
4. Revise MLOs and module content, as appropriate, to include "ESG" elements across relevant modules.
5. For the *Brand Communication* module please add "Business-to-Consumers" texts and resources.
6. For the *Digital Marketing* module change SEO title to "Search" and include "Search Marketing."
7. Consider adding content on "Customer Relationship Management" across relevant modules.
8. Consider adding content on "Content Management Systems" across relevant modules.
9. Include additional detail on the range of online resources available to students.
10. Consider adding content on "Data Protection" elements across relevant modules.
11. Prioritize the use of guest lecturers and webinars to aid the delivery of additional contemporary content.

Conditions

N/A

Postgraduate Certificate in AR and VR for the Creative Industries (Level 9, 30 ECTS)

Recommendations

1. Revise the PLOs and the MLOs to ensure that they are all at Level 9 and are measurable.
2. Review the Programme Title to ensure its appeal to industry and applicants. Consider using “Postgraduate Certificate in AR and VR for *Content Creation*”.
3. Revise the description of the approach to delivery to capture the diversity of approaches.
4. Prioritize the use of guest lecturers and webinars to aid the delivery of additional contemporary industrial content.
5. Revise the assessment strategy to make explicit the potential for students to be supported to achieve additional microcredentials and/or industry certification (i.e. *Google Digital Garage*).
6. Explore further opportunities for cross-module assessment.
7. Consider the options for developing a Masters Programme.

Postgraduate Certificate in Applied Brand Strategy & Identity (Level 9, 30 ECTS)

Recommendations

1. Consider adding content on the “Regulatory Environment” and “Brand Guidelines” elements across relevant modules.
2. Revise the description of the approach to delivery to capture the diversity of approaches.
3. Explore further opportunities for cross-module assessment.
4. Prioritize the use of guest lecturers and webinars to aid the delivery of additional contemporary content (i.e. legal implications).

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