Ollscoil
Teicneolaíochta
an Atlantaigh

Atlantic
Technological
University

Atlantic Technological University Sligo

PROGRAMME VALIDATION PANEL REPORT FORM

Date of Evaluation	27th April 2023

Programmes Title(s)	Master of Science in Marketing Full time(1yr) / Online (3yr)/ Full time(2yr)
	Postgraduate Diploma in Science in Marketing
	Postgraduate Certificate in Digital Marketing
	Postgraduate Certificate in Marketing
Award Title(s):	Master of Science in Marketing Full time-online / Online / Full time-Part time
	Postgraduate Diploma in Science in Marketing
	Postgraduate Certificate in Digital Marketing
	Postgraduate Certificate in Marketing
Programme Code(s)	SG_BMARM_M09 Full time /Online one year 90ECTS
	SG_BMARL_M09 Online Three years 90ECTS
	SG_BMARK_M09 Full time two years 90 ECTS
	SG_SMARK_O09
	SG_SMARK_S09
	SG_SDIGI_S09
NFQ Level	Level 9 (All)
ECTS credits	Master programme 90ECTS
	Postgraduate Diploma 60 ECTS
	Postgraduate Certificate 30 ECTS

Evaluation Panel Member:

Name & title	Job title & place of work	Role on panel
Brendan O'Donnell	Vice President Academic Affairs & Registrar, MTU Kerry	Chairperson
Vivienne Griffin	Lecturer & Programme Director, MTU	Academic member

Professor Damien McLoughlin	Professor of Marketing, UCD	Academic member
Philip O'Brien	Managing Director, Creation Media, Sligo and Dublin	Industry member
Aodhmar Cadogan	Assistant Registrar, ATU Sligo	Recording Secretary

Declaration Regarding Any Conflicts of Interest: The members of the Panel signed a form confirming that they did not have any conflict of interest.

Meeting groups

Institute Management: Dr Breda McTaggart, Dr Tomás O Faherty.

Programme development team: Dr Tomás O Faherty,

Persons met by validation panel

Name & title	Role in Institute	Rationale for presence at validation.
Dr Tomás O Faherty,	Head of Department of Marketing Tourism and Sport	Head of Department
Catherine McGuinn	Lecturer, ATU Sligo	Programme Team lead
Angela Bartlett	Lecturer, ATU Sligo	Programme Team
Adrian Durcan	Lecturer, ATU Sligo	Programme Team
Brian Coyne	Lecturer, ATU Sligo	Programme Team
Dr Siobhan O'Connor	Lecturer, ATU Sligo	Programme Team
Diolinda Coyle	Lecturer, ATU Sligo	Programme Team
Suzanne Ryan	Lecturer, ATU Sligo	Programme Team
Cillian O Murchu	Lecturer, ATU Sligo	Programme Team
Alan Kelly	Lecturer, ATU Sligo	Programme Team

Note: In the context of this report, a condition indicates an action or amendment which in the view of the validation panel must be undertaken prior to the commencement of the new (or revised) programme. Conditions are mandatory for Approval of the Programme(s). A recommendation indicates an action or amendment which in the view of the panel should be given serious consideration by the programme development team for implementation.

Validation criteria	
Rationale for the programme • Philosophy underpinning the programme e.g. market for programme in the region and its relevance to the region • Graduate profile and employment opportunities for graduates • Rationale for the programme e.g. School's/Institute's strengths/opportunities • Programme Aims and Objectives • Expected intellectual development and Programme learning outcomes • Related existing programmes.	Sufficient evidence provided The panel agreed the need for the programme was well established and there was evidence of significant research to support this from the programme team. The aim of the team was to incorporate more digital aspects and also to support the regional needs and university remit where students may not want to register directly for a masters and prefer the certificate first route.
Commendation: 1. **T**he panel commended the extensive documentation that was prepared and provided and the very flexible approach to entry at certificate / posgraduate certificate or masters award. 2.	
Programme structure • Delivery type (semesterised or stage-based) • Proposed mode of delivery (i.e. in-class, on-line, blended, full time and/or part time) • Planned intake numbers (over the full duration of the programme) • Role of placement N/A	Sufficient evidence provided. The online and online/part time version of the Masters programme will be offered in the first instance. The full time programme may be offered in the future as demand dictates.
Resources (over the full duration of the programme) • Facilities and human and material resources available to mount the programme • Clarification of any staffing requirements • Location of the delivery	Sufficient evidence provided

• Specific s requirements: lecture rooms, laboratories, library, Information technology and other student supports • Confirmation regarding any new facilities and staffing requirements • Special requirements (e.g. remote access for distance learners)	No new staffing resources or physical resources are required for the delivery of the programmes.
Access, Transfer and Progression Criteria • Student admission requirements • Progression criteria from one stage to the next and to higher levels on the NFQ • Non-standard entry (e.g. mature candidates and candidates with experiential learning) • Transfer policy into the programme and onto other programmes	Sufficient evidence provided. The entry requirements were discussed in detail . See Condition 4
Curriculum • A matrix exhibiting the academic pathway and the relationship between modules • The consistency between the programme content, teaching methods and the programme learning outcomes • Balance between the depth and breadth of the programme • Rigour of the academic standard in the final stage of the programme • Student workload • Practice: the role and management of placement or work-based projects. N/A	Sufficient evidence provided. See condition 2 and condition 3 in regard to the curriculum
Assessment • The appropriateness of the modes of assessment to be used • The balance between the marks awarded for different assessment modes (e.g. continuous assessment, projects, reports, sit-down examination) • Confirmation that all of the programme learning outcomes are appropriately and adequately assessed within the set of module assessments.	Sufficient evidence provided The total assessment across the master programme was discussed. The shared assessment across two of the modules was commended. The final exams in four subjects was supported. Nevertheless the number of individual assessment elements was considered high.

	See condition 1
Staffing • Quality and specialities of staff available to support the programme • Technical and administrative support • Staff development • Industrial/commercial profile of staff • Research and publications	Sufficient evidence provided
Programme Administration and Quality Assurance • Procedure for managing programme • Student support student counselling and tutorial arrangements • Aspects of programme which highlight and foster study skills, independent learning and the inculcation of individual responsibility in students • EU and international aspects if appropriate • Feedback mechanisms e.g. use of surveys, focus groups and follow-up actions.	Sufficient evidence provided. General QA requirements covered through the ATU and legacy IT SLigo QA processes.

Over all Conditions and Recommendations

Conditions:

1. In regard to the overall assessment load for the students on each programme(s), review the number of assessment elements across the modules to reduce some of the assessments, and focus on depth of learning in a smaller number of assessment elements. This may be accommodated in an individual module or developing more innovative approaches for example through more cross modular assessment as already shown in CSR and Sustainability in Marketing and Strategic Marketing.

2. Revise the module Sales practice, to ensure a focus on contemporary digital selling rather than traditional sales practices. This needs to be more evident in the learning outcomes and the topics in the module.

3. While the panel acknowledge the need for some students who have not come with a marketing or business qualification to cover some of the more elementary marketing concepts, these could be covered through recommended background reading. In particular, in the Strategic Marketing module, revise to ensure that is does not replicate an undergrad marketing module or a marketing management module. Instead, the

focus should be on Level 9 Strategic Marketing outcomes and topics in particular the importance of the leadership of the marketing function in the context of the organisation as a whole. Consider inclusion of topics such as customer life cycle, customer lifetime value, integrating online and offline marketing channels etc.

4. Clarify the entry requirements for applicants with a level 7 qualification, the entry should specify a time period or type of experience e.g., management experience for the 'relevant work experience'. Equally for the Level 8 applicant from an alternative discipline, they should not be limited by a lack of marketing experience.

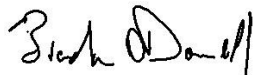5. In the SG_SMARM_M09 Full time/One year version of the programme, change the Dissertation Module to Elective.

Recommendations:
1. While the panel is happy to recommend the approval of the programme, they are recommending strongly that the programme build on their experience and demonstrated capability and consider a more radical and forward thinking approach to the overall structure. This would mean a change to the overall format of the programme, and the necessity for an individual capstone or dissertation. Other successful international programmes have very different structure for example 9x10 ECTS modules, and should be explored . Consideration of the appropriateness and necessity of a Dissertation / Capstone project.
2. In the module Brand Management, consider a change of title to Digital Brand management with a change to content and learning outcomes to reflecting an enhanced digital element.
3. Consider increasing the focus on artificial intelligence (AI) and neuro marketing in an appropriate module.
4. The teaching and learning strategy should be described in more detail in some of the newer modules for example MKTG09026, MKTG09025, MKTG09027, RSCH09057

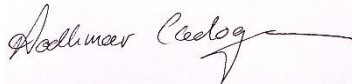| Overall decision of the panel	
The panel agreed to recommend to the Academic council the approval of the following programmes,	

Master of Science in Marketing   (various delivery modes Full time-online / Online / Full time-Part time)

Postgraduate Diploma in Science in Marketing

Postgraduate Certificate in Digital Marketing

Postgraduate Certificate in Marketing

Chairperson:

_____   Date: __24/5/2023_____

Secretary:

_____   Date: __18/5/2023_____

Dr Aodhmar Cadogan

Programme Schedule (*table from AMM***)**

Master of Science in Marketing

SG_SMARL_M09

Module Code	Module Title	Semester	M/E	OL Hours	Credits	FO %	CA %	PRAC %	PROJ %	EXAM %
CAPP09001	Business Analytics	Semester 1	Mandatory	3	10	0	100	0	0	0
MKTG09028	Digital Marketing	Semester 1	Mandatory	2	5	0	0	0	100	0
MKTG09024	Digital Customer Experience	Semester 2	Mandatory	2	5	0	100	0	0	0
DSGN09014	Design Thinking for Innovation	Semester 2	Mandatory	2	5	0	100	0	0	0
MKTG09030	Digital Brand Management	Semester 2	Mandatory	2	5	0	50	0	0	50
TECH09004	Emerging Technologies and Applications	Semester 3	Mandatory	2	5	0	100	0	0	0
MKTG09029	Digital Sales Practice	Semester 3	Mandatory	2	5	0	50	0	0	50
RSCH09057	Research Methods	Semester 3	Mandatory	1.5	5	0	100	0	0	0
MKTG09027	Strategic Marketing	Semester 4	Mandatory	2	10	0	50	0	0	50
MKTG09025	CSR and Sustainability in Marketing	Semester 4	Mandatory	2	5	0	50	0	0	50
RSCH09058	Dissertation	Semester 5	Elective	1	30	0	100	0	0	0
MKTG09026	Capstone Project Marketing	Semester 5	Elective	1	30	0	30	0	70	0

Master of Science in Marketing

SG_SMARM_M09

Module Code	Module Title	Semester	M/E	FT Hours	OL Hours	Credits	FO %	CA %	PRAC %	PROJ %	EXAM %
CAPP09001	Business Analytics	Semester 1	Mandatory	3	3	10	0	100	0	0	0
MKTG09028	Digital Marketing	Semester 1	Mandatory	2	2	5	0	0	0	100	0
MKTG09029	Digital Sales Practice	Semester 1	Mandatory	2	2	5	0	50	0	0	50
TECH09004	Emerging Technologies and Applications	Semester 1	Mandatory	2	2	5	0	100	0	0	0
RSCH09057	Research Methods	Semester 1	Mandatory	1.5	1.5	5	0	100	0	0	0
MKTG09030	Digital Brand Management	Semester 2	Mandatory	2	2	5	0	50	0	0	50
MKTG09024	Digital Customer Experience	Semester 2	Mandatory	2	2	5	0	100	0	0	0
DSGN09014	Design Thinking for Innovation	Semester 2	Mandatory	2	2	5	0	100	0	0	0
MKTG09027	Strategic Marketing	Semester 2	Mandatory	2	2	10	0	50	0	0	50
MKTG09025	CSR and Sustainability in Marketing	Semester 2	Mandatory	2	2	5	0	50	0	0	50
RSCH09058	Dissertation	Semester 2	Elective	1	1	30	0	100	0	0	0
MKTG09026	Capstone Project Marketing	Semester 2	Elective	1	1	30	0	30	0	70	0

Master of Science in Marketing

SG_SMARK_M09

Module Code	Module Title	Semester	M/E	FT Hours	Credits	FO %	CA %	PRAC %	PROJ %	EXAM %
CAPP09001	Business Analytics	Semester 1	Mandatory	3	10	0	100	0	0	0
MKTG09028	Digital Marketing	Semester 1	Mandatory	2	5	0	0	0	100	0
MKTG09024	Digital Customer Experience	Semester 2	Mandatory	2	5	0	100	0	0	0
DSGN09014	Design Thinking for Innovation	Semester 2	Mandatory	2	5	0	100	0	0	0
MKTG09030	Digital Brand Management	Semester 2	Mandatory	2	5	0	50	0	0	50
TECH09004	Emerging Technologies and Applications	Semester 3	Mandatory	2	5	0	100	0	0	0
MKTG09029	Digital Sales Practice	Semester 3	Mandatory	2	5	0	50	0	0	50
RSCH09057	Research Methods	Semester 3	Mandatory	1.5	5	0	100	0	0	0
MKTG09027	Strategic Marketing	Semester 4	Mandatory	2	10	0	50	0	0	50
MKTG09025	CSR and Sustainability in Marketing	Semester 4	Mandatory	2	5	0	50	0	0	50
RSCH09058	Dissertation	Semester 4	Elective	1	30	0	100	0	0	0
MKTG09026	Capstone Project Marketing	Semester 4	Elective	1	30	0	30	0	70	0

Postgraduate Diploma in Science in Marketing

SG_SMARK_O09

Module Code	Module Title	Semester	M/E	OL Hours	Credits	FO %	CA %	PRAC %	PROJ %	EXAM %

Module Code	Module Title	Semester	M/E	OL Hours	Credits	FO %	CA %	PRAC %	PROJ %	EXAM %
CAPP09001	Business Analytics	Semester 1	Mandatory	3	10	0	100	0	0	0
MKTG09028	Digital Marketing	Semester 1	Mandatory	2	5	0	0	0	100	0
MKTG09024	Digital Customer Experience	Semester 2	Mandatory	2	5	0	100	0	0	0
DSGN09014	Design Thinking for Innovation	Semester 2	Mandatory	2	5	0	100	0	0	0
MKTG09030	Digital Brand Management	Semester 2	Mandatory	2	5	0	50	0	0	50
TECH09004	Emerging Technologies and Applications	Semester 3	Mandatory	2	5	0	100	0	0	0
MKTG09029	Digital Sales Practice	Semester 3	Mandatory	2	5	0	50	0	0	50
RSCH09057	Research Methods	Semester 3	Mandatory	1.5	5	0	100	0	0	0
MKTG09027	Strategic Marketing	Semester 4	Mandatory	2	10	0	50	0	0	50
MKTG09025	CSR and Sustainability in Marketing	Semester 4	Mandatory	2	5	0	50	0	0	50

Postgraduate Certificate in Marketing

SG_SMARK_S09

Module Code	Module Title	Semester	M/E	OL Hours	Credits	FO %	CA %	PRAC %	PROJ %	EXAM %
TECH09004	Emerging Technologies and Applications	Semester 3	Mandatory	2	5	0	100	0	0	0
RSCH09057	Research Methods	Semester 3	Mandatory	1.5	5	0	100	0	0	0
MKTG09029	Digital Sales Practice	Semester 3	Mandatory	2	5	0	50	0	0	50
MKTG09027	Strategic Marketing	Semester 4	Mandatory	2	10	0	50	0	0	50

Module Code	Module Title	Semester	M/E	OL Hours	Credits	FO %	CA %	PRAC %	PROJ %	EXAM %
MKTG09025	CSR and Sustainability in Marketing	Semester 4	Mandatory	2	5	0	50	0	0	50

Postgraduate Certificate in Digital Marketing

SG_SDIGI_S09

Module Code	Module Title	Semester	M/E	OL Hours	Credits	FO %	CA %	PRAC %	PROJ %	EXAM %
CAPP09001	Business Analytics	Semester 1	Mandatory	3	10	0	100	0	0	0
MKTG09028	Digital Marketing	Semester 1	Mandatory	2	5	0	0	0	100	0
MKTG09024	Digital Customer Experience	Semester 2	Mandatory	2	5	0	100	0	0	0
DSGN09014	Design Thinking for Innovation	Semester 2	Mandatory	2	5	0	100	0	0	0
MKTG09030	Digital Brand Management	Semester 2	Mandatory	2	5	0	50	0	0	50