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Midlands Midwest**
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**Dámh an Ghnó agus na nDaonnachtaí
Faculty of Business and Humanities**

**An Roinn Margaíochta, Fiontar agus Cumarsáide Digiteach
Department of Marketing, Enterprise and Digital Communications**

Report of Differential Validation Panel

Differential Validation Panel, 29th April 2024

for the

Master of Science in Digital Marketing and Analysis

and embedded

Postgraduate Diploma in Science in Digital Marketing and Analytics

1.0 INTRODUCTION

This report outlines, in summary form, the proceedings of the differential validation visit for the proposed Master of Science in Marketing and Analysis and the findings and conclusions of the Panel held on 29th April 2024. The validation was undertaken in accordance with TUS Academic Regulations. A differential validation panel makes an independent impartial judgement on a programme proposal.

2.0 GENERAL INFORMATION

2.1 Higher Education Provider

Institute: Technological University of the Shannon
Faculty: Business and Humanities
Department: Marketing, Enterprise, and Digital Communications
Date of Visit: 29th April 2024

2.2 Programmes Evaluated

Programme	Master of Science in Digital Marketing and Analytics
Award Title	Master of Science
NFQ Level	Level 9
ECTS Credits	90
Format	Masters Degree
Delivery Mode	Full-time/ACCS
Proposed Start Date	September 2024
Duration	1.0 Year

Programme	Postgraduate Diploma in Science in Digital Marketing and Analytics
Award Title	Postgraduate Diploma
NFQ Level	Level 9
ECTS Credits	60
Format	Postgraduate Diploma
Delivery Mode	Full-time/ACCS
Proposed Start Date	September 2024
Duration	1.0 Year

2.3 Differential Validation Panel of Expert Assessors

<u>Name</u>	<u>Affiliation</u>
Prof. Marie Parker-Jenkins	Prof. Emeritus of Education
Mr. Shane Hill	Dundalk Institute of Technology
Ms. Katie O’Sullivan	KOS Consulting and Training
Ms. Shruti Nadagouda	Student Representative
Secretary to Panel: Dr. Brendan Murphy	
Quality Officer: Claire Frawley	

2.4 Institute Staff

Dean of Faculty of Business and Humanities

TUS Midwest

Mr. Donnacha McNamara

Acting Dean of Business and Humanities

TUS Midlands

Mr Michael Tobin

Head of Department of Marketing,
Enterprise and Digital Communications
Programme Coordinator

Dr. James Griffin
Ms. Rachel Walsh

Programme Team

Cara Callaghan

Jennifer Lawler

Dr. Derek McInerney

Nora O’Mahony

Ronan Walsh

2.5 Documentation

1. Proposed Programme Document.
2. Summary of Rationale for the Proposal.
3. Summary of Comparative Programme Changes.
4. Report of Original Programme Validation Panel.
5. TUS Policy and Procedures for Differential Validation Policy if a Major Award.

3.0 FINDINGS AND RECOMMENDATIONS OF EXTERNAL VALIDATION PANEL

3.1 Main Findings

The Panel of Assessors recommends approval of the proposed *Master of Science in Digital Marketing and Analytics* and embedded *Postgraduate Diploma in Science in Digital Marketing and Analytics*.

3.2 Conditions

No conditions apply.

3.3 Recommendations

- 1) The panel notes the importance of the dedicated class space to facilitate independent learning and recommends that this is maintained and enhanced as required, in line with the renewed emphasis on independent learning in the refreshed programme.
Further to this, the panel recommends that the Management and Programme team:
- 2) Consider if the delivery of some of the current assessments could be on a cross modular basis as joint assessments.
- 3) Consider how students can be further supported in finding companies to work with on consultancy projects, particularly students who may not have local knowledge.
- 4) Consider how the excellent links with industry can be formalised, e.g. Industry Advisory Board at programme or department level.
- 5) Consider the introduction of Work Placement during future Programmatic Reviews.
- 6) Consider how the marketing of the revised programme will reflect the new title of Marketing and Analytics.

3.4 Commendations and Observations

- 1) The panel commend the team for utilising the opportunity to refresh the overall programme, including the revised indicative content, module titles and programme title. The change of programme title is appropriate and will enhance the overall focus of the offering.
- 2) The panel thank the programme team for the helpful documentation including the rationale for the programme changes and comparative mapping.

- 3) The panel notes the success of the programme, its work-based relevance and the evident links of the Department and Programme Team with industry.
- 4) The panel commend the incorporation of embedded accredited Certificates as part of the programme offering, which enhance the overall industry focus.
- 5) The panel commend the adjustment and reallocation of directed to independent learning in a manner that supports learning. The development of the assessment strategies and their linking to the enhanced independent learning hours is appropriate.
- 6) The panel appreciated the detailed and rigorous discussions, and the helpful clarifications provided by Management and the Programme Team.

A rectangular image showing a handwritten signature in black ink on a light-colored background. The signature is cursive and appears to read "P. M. Parker-Jones".

Signature of Chairperson

Date: 20/08/2024