



**Institiúid Teicneolaíochta Luimnigh  
Limerick Institute of Technology**

**Dámh an Ghnó agus na nDaonnachtaí  
Faculty of Business & Humanities**

**Report of Peer Review Panel**

**Programmatic Review**

**of the**

**Department of Marketing, Enterprise and Digital  
Communications**

**11<sup>th</sup> December 2020**

## 1 INTRODUCTION

This report outlines, in summary form, the proceedings of the External Panel visit to LIT for the Programmatic Review of the Department of Marketing, Enterprise and Digital Communications and the findings and conclusions of the External Panel. The Programmatic Review visit was undertaken in accordance with Section 3 of the LIT document ‘Academic Council Regulations and Procedures for Taught Programmes (ACRP): Academic Year 2020/2021’. The ACRP is published on the LIT website. An External Panel makes an impartial judgement on the Critical Self Study and programme changes proposed within the Programmatic Review.

## 2 GENERAL INFORMATION

### 2.1 Higher Education Provider:

Institute:	Limerick Institute of Technology
Faculty/School:	Business and Humanities
Department:	Marketing, Enterprise and Digital Communications
Date of Visit:	11 <sup>th</sup> December 2020
Venues:	Virtual Meeting

### 2.2 Programmes Evaluated:

Department of Marketing, Enterprise and Digital Communications:

Bachelor of Business (Hons) in Business Studies (Marketing & Management)  
Bachelor of Business in Business Studies (Marketing & Management)  
Bachelor of Business (Hons) in Business Studies (Digital Marketing)  
Bachelor of Business in Business Studies (Digital Marketing)  
Bachelor of Business (Hons) in Business Studies (Enterprise & Innovation)  
Bachelor of Business in Business Studies (Enterprise & Innovation)  
M.Bus. in Strategic Business Management  
M.Sc. in Digital Marketing  
Higher Diploma in Business in Business Studies with Marketing  
Higher Diploma in Business in International Business  
Higher Diploma in Business in Business Management

### 2.3 Members of the External Programmatic Review Panel:

Mr. Damien Courtney, Chairperson,  
Fellow Emeritus, Cork Institute of Technology  
Dr. Michael Barrett,  
Institute of Technology Sligo;  
Dr. Michael C Hall,  
Institute of Technology Tralee;  
Dr. Karen Hennessy,  
Institute of Technology Carlow;  
Dr. Ciaran McLaughlin,

Letterkenny Institute of Technology;  
Ms. Clare Ellis,  
Cook Medical;  
Ms. Katrin Weittenhiller,  
Student Representative.

#### 2.4 Institute Staff:

Prof. Vincent Cunnane, Institute President  
Ms. Marian Duggan, Vice President Academic Affairs and Registrar  
Mr. Donnacha McNamara, Head of Faculty of Business and Humanities  
Dr. James Griffin, Head of Department of Marketing, Enterprise and Digital Communications

Department of Marketing, Enterprise and Digital Communications Programme Team:

Cara Callaghan, Marion Carroll, Gilliam Clogan, Laura Dargan, Emma Dillane, Gillian Dooley, Patrick Fitzgerald, Tara Frawley, James Griffin, Sara Kate Hurley, Jennifer Lawler, Sharon Lucey, Geraldine McGrath, Derek Mc Inerney, Teresa Nash Casey, Louise Nugent, Ken O'Brien, Ronan O'Connell, Nichola O'Connell, Paul O'Keeffe, Nora O Mahony Nora, Patricia Quigley, Pj Ryan, Eoghan Sadlier, Rachel Walsh.

#### 2.5 Selected Stakeholders:

Employers/Industry and Alumni Representatives:

Ms. Breige Grogan,  
Magico, Co Clare;  
Ms. Niamh Power,  
Shopify;  
Ms. Allana Ryan,  
Treaty Brewery;  
Ms. Lavinia Ryan  
VHI  
Mr Kieran Koyce  
Beckman

#### 2.6 Current Students:

Mr. Dylan Murphy	B.Bus in Business Studies (Marketing and Management) Year 3
Mr. James Clifford	B.Bus (Hons) in Business Studies (Marketing and Management) Year 4
Ms. Courtney Smith	B.Bus in Business Studies (Digital Marketing) Year 3
Ms. Sadhbh Shortt	B.Bus.(Hons) in Business Studies (Enterprise and Innovation) Year 4
Ms. Cindy Blaney	MA Research L9
Mr. Ronan McDonnell	MA Research L9

2.7 Documentation:

2.7.1 Critical Self-Study, Faculty of Business and Humanities

2.7.2 Critical Self-Study, Department of Marketing, Enterprise and Digital Communications

2.7.3 B.Bus (Hons) in Business Studies (Digital Marketing)

2.7.4 B.Bus (Hons) in Business Studies (Enterprise and Innovation)

2.7.5 B.Bus (Hons) in Business Studies (Marketing and Management)

2.7.6 Higher Certificate in Business in Business Studies (Digital Marketing)

2.7.7 Higher Certificate in Business in Business Studies (Enterprise and Innovation)

2.7.8 Higher Certificate in Business in Business Studies (Marketing and Management)

2.7.9 B.Bus in Business Studies (Digital Marketing)

2.7.10 B.Bus in Business Studies (Marketing and Management)

2.7.11 B.Bus in Business Studies (Enterprise and Innovation)

2.7.12 H.Dip in Business in Business Management

2.7.13 H.Dip in Business in Digital Marketing

2.7.14 H.Dip in Business in International Business

2.7.15 Master of Business in Strategic Management and Marketing

2.7.16 Master of Science in Digital Marketing

## **2.8 Visit Agenda**

- 9.00am Private Meeting of the Panel of Assessors
- 10.00am Meeting with LIT Executive Management (President, Vice President Academic Affairs and Registrar, Dean of Faculty and Head of Department)
- 11.00am Break
- 11.15am Meeting with Dean of Faculty, Head of Department and Programme Representatives (Introduction to Programmes)
- 11.45pm Initial Meeting with Programme Staff
- 12.45pm Private Meeting of the Panel of Assessors – Mid-point Review
- 1.15pm Break
- 2.00 pm Meeting with Programme Staff
- 3.15pm Meeting with Students
- 4.00pm Break
- 4.15pm Meeting with Employers/Industry and Alumni Representatives
- 5.00pm Private Meeting of the Panel of Assessors
- 5.30pm Meeting with President, Vice President Academic Affairs and Registrar, Dean of Faculty and Head of Department
- 5.45pm Close

### **3 FINDINGS AND RECOMMENDATIONS OF EXTERNAL VALIDATION PANEL**

#### **3.1 Main Findings**

The External Validation Panel of Assessors recommends the re-validation of programmes presented by the Department of Marketing, Enterprise & Digital Communications, Faculty of Business and Humanities, subject to the following conditions and recommendations.

#### **3.2 Conditions**

None

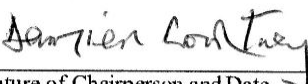
#### **3.3 Recommendations**

- 3.3.1 Include the pedagogical rationale for the inclusion of a module on work placement in the programmes. Highlight the skills development and confidence building elements of work placement.
- 12.3.2 Remove the reference in the documentation to 50% minimum requirement to progress from Level 7 to Level 8 programmes.
- 12.3.3 Review assessment load, including the possibility of joint assessment. Assessment for the following modules to be examined: The Making of a Global Economy, Commercial Analysis, Active Consulting.
- 12.3.4 Review mapping of module learning outcomes to programme learning outcomes for each programme to ensure mapping is complete.
- 12.3.5 Include a chart to illustrate module commonalities across the undergraduate and postgraduate programmes offered by the Department.
- 12.3.6 Consider devising an employability statement for each programme.
- 12.3.7 Include a chart to illustrate the streams/pillars within each programme, in particular the Marketing & Management programme.
- 12.3.8 Include progression statistics and data in documentation.
- 12.3.9 Continue to identify and include contemporary issues in taught programmes e.g. modern business subjects, internal communications, digital world, data analytics, ethical requirements and responsibilities.
- 12.3.10 Devise a strategy to retain identity for each programme, as a large number of modules are common/shared across programmes presented. Need to include more specific modules relevant to discipline, especially in final year of programmes.
- 12.3.11 Need to include / emphasise more digital marketing content in Marketing & Management programme.
- 12.3.12 Business Communications module marketing communications skills could be represented more significantly here. This content could also be incorporated into the Integrated Marketing Communications module.
- 12.3.13 Need to emphasise for each programme the consideration of ethics in relevant modules.
- 12.3.14 Choice allowed in Stage 4 of Enterprise & Innovation Programme in terms of Dissertation vs Research Project to be considered for other programmes, especially Digital Marketing Level 8 Programme.
- 12.3.15 Need to exploit opportunities to offer programmes on a part-time basis to upskill employees in industry. This could be achieved by greater collaboration / engagement with industry to identify needs and therefore develop programme to satisfy needs.

- 12.3.16 Need to extend links with industry through establishment of industry forum and greater engagement with Regional Skills Forum not only in terms of programme development but also exposure of students to industry.
- 12.3.17 Strengthen formal feedback mechanisms to and from students.
- 12.3.18 Inclusion of a section in the teaching and learning strategy on contingency planning for events that may disrupt future teaching – build on experience gained over the last few months.

### 3.4 Commendations and Observations

- 3.4.1 The panel commends the dedication, knowledge and enthusiasm of the team, and engagement with panel.
- 3.4.2 The panel commends the impressive portfolio of programmes presented for review.
- 3.4.3 The problem-based learning approach adopted in the Master Degree Programme serves to as good foundation for preparing graduates for the workplace.
- 3.4.4 The number of staff members in the Department undertaking PhD studies is to be commended.
- 3.4.5 The quality of documentation, including the self-evaluation document, is to be highlighted.
- 3.4.6 The number work groups, and timeframe leading into the submission of programmatic review documentation is to be commended, because facilitated an extensive consultation process. The strategic review undertaken is to be highlighted, including conducting a SWOT and days away sessions held.
- 3.4.7 Clear inclusion of the student and industry voice throughout the document.
- 3.4.8 Acknowledgement by students of support and adaptability shown by lecturers to students over the last few months in the current environment dealing with COVID19 pandemic.
- 3.4.9 Evidence of appreciation from alumni of the skills, knowledge and competencies gained from undertaking a programme in the Department.
- 3.4.10 Strategic programme development undertaken by the Department to be commended, especially in digital marketing

  
Signature of Chairperson and Date

26<sup>th</sup> February 2021.