



Micro-Credentials

Information Sheet and Descriptor

Definition

A micro-credential is a proof of the learning outcomes that a learner has acquired following a short learning experience. These learning outcomes have been assessed against transparent standards. The proof is contained in a certified document that lists the name of the holder, the achieved learning outcomes, the assessment method, the awarding body and, where applicable, the qualifications framework level and the credits gained. Micro-credentials are owned by the learner, can be shared, are portable and may be combined into larger credentials or qualifications. They are underpinned by quality assurance following agreed standards (working definition approved by HCI Steering, 11 February 2021**).**

Micro-credentials – range of credits from 2.5* ECTS, 5 ECTS, 10 ECTS.

*Note: for the 2021/22 academic year micro-credentials will consist of 5 ECTS or 10 ECTS.

Micro-credentials:

- Consist of credit offered for continuing/professional development purposes.
- Are specifically designed to upskill the workforce.
- May be stackable.
- Offer flexible delivery to meet the needs of industry, business and employees.

MC = Micro-Credential



HCI Pillar 3

Micro-Credentials: Descriptor

HCI Cluster and Work Package for the proposed micro-credential:	Cluster 1: Work-package 1
To whom will the micro-credential be offered?	Specify the <i>specific industry/profession targeted</i> : This micro-credential aims to empower business professionals with a deep understanding of the tactical and strategic elements of digital marketing. It gives participants the necessary skills to assess the planning of digital marketing strategy initiatives, including in their own organisations, as well as facilitating the implementation of these strategies. It is ideally suited to marketing professionals looking to further develop their careers, however it could also be viewed as an intensive immersion into the formulation and implementation of digital campaigns for professionals across IT, finance, HR, entrepreneurship, innovation, marketing and business administration.
Micro-credential title:	Leading Digital Marketing Strategy
Is the proposed micro-credential a new or existing module (repurposed)?	New module/MC
(For Existing Modules Only)	
Existing module detail	<p><i>If this is an existing module to be repurposed as a micro-credential, please respond to the questions below.</i></p> <p><i>If not, proceed to the next section.</i></p> <p>State the name of the module and programme (<i>and enclose module descriptor if available</i>): Click or tap here to enter text.</p> <p>Is the module shared with another discipline/School? If so, name the discipline/School: Click or tap here to enter text.</p> <p>Existing Module details: Select UG or PG.</p>



	<p>State year group.</p> <p>No. of ECTS of module: Click or tap here to enter text.</p> <p>NFQ level: Click or tap here to enter text.</p> <p>School (owner and discipline): Click or tap here to enter text.</p> <p>Module coordinator: Click or tap here to enter text.</p> <p>Code in SITS: Click or tap here to enter text.</p> <p><i>If changes are required to the existing module so that it can exist coherently as a micro-credential please give details (please also outline how the existing module will meet the criteria of a micro-credential in terms of meeting the needs of industry and, providing flexible delivery):</i></p> <p>Click or tap here to enter text.</p>	
Micro-credential information		
NFQ level (if applicable)	9	PG
ECTS	<p><i>Note: 5 ECTS: 100–125 hrs student effort (PG: 1 ECT: 25 hrs student effort)</i></p> <p>5 ECTS (125 student effort hours)</p>	
School (owner) and discipline	Trinity Business School	
MC Coordinator (name) <i>(Must be academic / teaching staff)</i>	<p>Dr. Laurent Muzellec, Professor in Marketing, TBS</p> <p>(Dr. Muzellec is co-head of the TBS Centre for Digital Business and Analytics).</p>	
State other Schools/external organisations involved in the delivery of the micro-credential (if applicable)	N/A	
Industry/profession	<p>Specify the industry/profession targeted by the micro-credential:</p> <p>Professionals who require a greater understanding of Digital Marketing Strategy in their role. A broad range of professionals across IT, finance, HR, entrepreneurship, innovation and business administration would greatly benefit from this programme as well as those engaged in marketing and</p>	



	<p>communications. The design of this programme has been created in collaboration between the TBS Centre of Digital Business and Analytics and TBS Executive Education and in response to the rapid acceleration in the digitalisation of business including in the marketing arena.</p> <p>What market need is addressed by the micro-credential:</p> <p>Ireland has gained a status of special significance in the global digital economy with eight of the top ten global information technology companies having a significant presence in the country, helping to make Ireland the second largest exporter of computer and IT services in the world. This status primes the country and its academic institutions to be at the centre of global research and practice in the digital economy, notably in the fields of digital marketing and online advertising. Global leaders such as Google, Facebook, LinkedIn, Microsoft and Twitter all have European Headquarters in Dublin and the forging of strong links between academia and industry will facilitate and foster research and education initiatives in the emerging field of digital marketing. Participants will also be introduced to the range of tactics used in digital marketing including search engine advertising, search engine optimisation, display and video advertising, content and native marketing and an introduction to analytics used in digital marketing.</p> <p>State the industry/employer-related skills addressed by the micro-credential:</p> <p>The skills addressed by the micro-credential are: Introduction/Developing a Digital Strategy Analysing the Digital Landscape and Consumers Journey Developing a Digital Channel Strategy Developing Content for e-WOM and Influencers Marketing Measuring Digital Effectiveness and Analytics</p>
Teaching staff & if appropriate institutional/industry affiliation	<p>Name all teaching staff involved and if external, the name of the organisation.</p> <p>Dr. Laurent Muzellec, Professor in Marketing, TBS</p> <p>Dr. Eamon O'Raghallaigh, Adjunct Teaching Fellow, TBS</p> <ul style="list-style-type: none">(Dr. O'Raghallaigh has been a member of the TBS PG teaching panel for over 6 years including on the MBA and MSc Digital Marketing programmes, is an industry subject matter expert (M. D. of Digital Strategy Consultants and a collaborator within the TBS Centre for Digital Business and Analytics).



Min./max. number of students	Min. number of students: 12 Max. number of students: 25		
Mode of delivery	Blended The micro-credential consists of 12 hours of online delivery and 12 hours of face-face delivery The online part of the micro-credential will be delivered in 6 live sessions of 2 hours. Those sessions will be recorded. The Face-to-Face part of the micro-credential will be delivered over 2 full day session of 6 hours to facilitate workshops and live interactions.		
MC entry & admission requirements/pre-requisites (if applicable)	<p>The micro-credential course targets professional learners from mid and senior levels from the private, public and third sectors and will be open to graduates with a degree (or equivalent) with a strong academic record in any discipline from a recognised third level institution.</p> <p>Applicants without a degree are welcome to apply provided they can show a proven managerial track record. All applicants are required to have a minimum of 3 years professional or managerial work experience (this is in-line with entry criteria for other TBS post-experience postgraduate programmes such as the MBA and Executive MBA programmes).</p> <p>Language requirements for students whose first language is not English are IELTS 6.5 or TOEFL IBT 90 for non-native English speakers.</p> <p>In case of heavy competition for places or concern regarding a particular applicant's suitability, applicants may be interviewed.</p>		
Proposed commencement date	September 2021		
Micro-credential frequency, duration and term	<i>Frequency of delivery during the academic year:</i> Up to twice per year	<i>Duration of the MC (e.g. 6 weeks). If block delivery applies provide details:</i> The online sessions can be delivered over 4 to 6 weeks The Face-to-Face sessions may be inserted mid-term and at the	<i>Indicate term(s):</i> Michaelmas <input checked="" type="checkbox"/> Hilary <input checked="" type="checkbox"/> Trinity <input checked="" type="checkbox"/>



		end of the program, i.e. they will take place within the 4 to 6 weeks' timeline.	
Contact and independent study hours (include total)	<p>(1 ECTS = 25 hrs) Note: contact hours also relate to online delivery.</p> <p>Lectures – 24 hours.</p> <p>Study/Self Study – 66 hours.</p> <p>Assignment – 35 hours.</p> <p>Total – 125 hours</p>		
Micro-credential aims	<p>This micro-credential course aims to give participants a broad understanding of the concepts and techniques used in the formulation and application of digital marketing strategy. Participants will be introduced to the underlying principles of digital strategy including assessing the digital ecosystem in specific case studies, understanding the consumer in a digital context and understanding their behaviour.</p>		
Micro-credential learning outcomes (approx. 5)	<p>Resources: Academic Practice and QQ I</p> <p>Note: Learning outcomes should stem from and align with the MC aims and start with an explicit and assessable verb.</p> <p>On successful completion of this micro-credential, learners should be able to:</p> <p>LO1 Demonstrate a systematic understanding of the different digital marketing tools and techniques.</p> <p>LO2 Critically evaluate the company competitive positioning and conduct a digital audit.</p> <p>LO3 Apply the necessary skills to guide the development of effective digital strategies.</p> <p>LO4 Formulate an approach for the optimisation of digital marketing within their organisation.</p> <p>LO5 Describe and illustrate metrics for the measurement of efficacy of a digital marketing strategy.</p>		
<p>MC content areas. (Bullet points can be used)</p> <p>If the MC (or components) will be delivered in a blended format, identify the content that will be delivered online.</p>	<p>The content areas covered by this micro-credential are:</p> <ul style="list-style-type: none"> • Developing a Digital Strategy (online session 1) • Consumer Journey in a digital world (online session 2) • Analysing the Digital Landscape & Digital Audit (online session 3) • Face-to- Face Workshop 1 (Strategy Formulation) • Developing a Digital Channel Strategy (online session 4) • Developing Content for e-WOM (online session 5) • Measuring Digital Effectiveness (online session 6) 		



	<ul style="list-style-type: none"> • Face-to- Face Workshop 2 (Strategy Implementation and evaluation)
<p>Teaching and Learning Methods (state pedagogical approach).</p> <p>Include the online environment(s) to deliver the MC e.g. Blackboard/Zoom, if appropriate.</p>	<p>Resources: Academic Practice</p> <p>This micro-credential comprises of lectures and interactive workshops with additional reading material and independent learning and reviewing.</p> <p>Classes will be supported by a variety of teaching and learning methods including case discussions, group work, student-led discussion, self and peer evaluation.</p> <p>This is a 4 to 6-week blended micro-credential comprising mid-term and closing face-to-face 6 hours sessions, and 6 live two-hours online weekly webinars (which will be recorded to enable flexibility), directed online work (e.g. engagement with discussion boards) and independent learning.</p> <p>In a ‘flipped’ learning model participants will engage in preparatory or follow-up readings or activities so as to enable maximum engagement in the synchronous online webinars.</p> <p>The VLE (BlackBoard) will be used to host activities including Collaborate Ultra and discussion boards. It will also be used to provide structured access to all resources and assessment information.</p>
<p>MC assessment components</p> <p><i>Please include the following...</i></p> <p><i>How will the MC be assessed?</i></p> <p><i>Indicate the LO assessed for each assessment (e.g. LO1 etc.)</i></p> <p><i>Indicate the % of overall mark each assessment is worth.</i></p> <p><i>Indicate if summative/formative (e.g. essay/research paper)</i></p>	<p>Assessment is based on continuous assessment constituted by an “into action” learning project within an organization (100%) with 2 subcomponents:</p> <p>1) 20% of the mark will be allocate to participants presentations.</p> <p>The first presentation will take place during the first F2F workshop. This will see participants assess the digital capabilities of the company, the digital competitive landscape to define clear potential strategic objectives (LO1, LO2). Presentation is a format, the content of which is an initial brief audit analyzing where the company stands digitally. It allows the participants to receive initial feedback prior to submitting their final report worth 80% of the assessment The second presentation will take place during the final F2F workshop and will be focusing on an initial draft strategy aimed at achieving the objectives define during the initial workshop (LO4). Participants get the opportunity to obtain feedback on their strategy. The presentations are low stakes graded attempts (10% x 2). They are assessment FOR learning while the Report is an assessment OF learning (High stakes : 80%).</p>



	<p>II) A final written report (80%) taking the form a comprehensive digital marketing strategy. Taking into account the feedback received during the initial presentations, it will be used to demonstrate that the participant has achieved all learning outcomes but in particular, LO3, LO4 and LO5. The report can serve as a base document for leading the transformation of their company towards a more effective and efficient digital marketing strategy.</p> <p>The report can serve as a base document for leading the transformation of their company towards a more effective and efficient digital marketing strategy.</p> <p>The report will be due 2 weeks after the second and final F2F session.</p> <p>This format allows participants to receive initial feedback (during the presentation) before submitting their final assignment (report).</p> <p>A detailed assessment brief and rubric will be attached to the course outline. Lecturer will be available for consultation throughout the scheduled delivery period of the Micro-credential.</p>
State how the MC will be reassessed if failed	Failure is defined as a module grade of less than 50%. Students who fail to achieve a minimum of 50% in an assessment element may resubmit with a deadline for resubmission of one month from the publication of the initial results. Only one resubmission will be allowed per assessment element, and the maximum mark awarded for the resubmitted assignment is 50%. Students who, following re-submission, have failed to pass a module will be deemed to have failed overall, and may apply to repeat the course.
Pass standard & any special requirements for passing the micro-credential	50% required for pass.
Penalties for late submission	Late submissions without an extension will be capped at 50%
Core reading (if applicable)	To be provided on the first day of class.
Are there subject experts in other Schools/disciplines?	No If yes, name of School and discipline Click or tap here to enter text. Has the MC been discussed with the School and DTLP? - Yes No
Proposed student fee	External student fee €2,000



Faculty Dean and School Executive Approval:

Date of approval of the proposed micro-credential by the School Executive: 18/05/2021 (Letter of Support provided)

Date of approval of financial information by Faculty Dean: 13/05/2021 |

Signed by Head of School:

Handwritten signature of Andrew Cole in black ink.

Date: 21.06.21

Faculty Dean:

Handwritten signature of Gail McElroy in black ink.

Date: 08.06.21