

SECTION 2

Part II

City of Dublin ETB POLICY AND PROCEDURES FOR PROGRAMME DEVELOPMENT AND COURSE DELIVERY – CENTRE APPLICATIONS

Section 2 Part II: City of Dublin ETB Policy and Procedures on Course Title, Tagline* and Description

The purpose of the policy is to ensure that the prospective learner will be in a position to make informed decisions based on accurate and clear information, which is verifiable by them. The style and design used to convey the above information is a matter for each centre.

The appropriate format for conveying course information for programmes leading to QQI Awards is as follows:

The following information must appear in the order listed:

1. The Correct Title of the City of Dublin ETB Programme Validated by QQI if this mirrors the award title it only has to be listed once. Some programme titles include the award code. However this should appear clearly as being the award to which the programme leads and not the programme title itself.
2. Centre Course Title – reflecting its specialism; clearly showing the academic and/or industry focus of the programme. This should be supported by the programme module offering.

The following should be clearly visible but may appear in any order:

3. The Correct QQI award and its code to which the above programme leads to
4. The NQF level
5. Description of the programme including any confirmed progression paths or industry employment opportunities
6. Clear minimum entry requirements for the course
7. Any unique features of the course including trips, Learner exchanges, work placement opportunities etc.
8. A disclaimer on course formation and possible programme alterations not leading to a fundamental change in the course advertised.

New Courses Applications: the titles of new courses must adhere to this policy. Ensure to apply this as part of naming the new course in your FET FORM 01 application. The policy is also contained in the instructions.

Procedures: Centres are asked to check their promotional material for each course offered including their websites against the City of Dublin ETB policy on Course Title, Tag Lines* and Description.

Referencing the QQI Award

The following system should be used when referencing a QQI Award:



For example:

Early Childhood Care and Education QQI Award (Major) Level 5 - further education and training

Please note:

The former awarding bodies, FETAC and HETAC, should not form any part of the award identity.

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01 Centre Checklist: to identify required updates in line with the City of Dublin ETB policy. For any of the required updates below or where you need to delete any previous titles/taglines you had connected to your course you do not required CDTEB approval.

If the Answer is No to any of the questions below, you need to update.

1. Do you have the City of Dublin ETB Programme title as validated by QQI appearing first, before the Centre Course Title?
2. Is your course title a tagline appearing after or below the City of Dublin ETB Programme title?
3. Is the QQI Award Title and Code visible?
4. Is the NQF level for the course visible?
4. Are the modules to be offered listed up-to-date and clearly visible?
5. Are the progression routes up-to-date and clearly visible?
6. Are the Entry Requirements up-to-date and clearly visible?
7. Do you have a course formation and content disclaimer?

02 Centre Check List: to identify an update to the Centre Course Tagline*. If a Centre wishes to update its Centre Course Tagline* an FET FORM Application – City of Dublin ETB

* a tagline in this context is the centre course title connected to the main City of Dublin ETB programme title but appears after as a separate line. It can appear directly after as a parallel heading or as a sub-heading underneath. It should be used to convey what is special about your Centre's course and should be based on the module selection from the City of Dublin ETB programme.

Centre Request to provide a New Course Offering to Learners, is required. The policy is also contained in the guidance notes for the FET Form which can be downloaded from cdetb.ie (<http://cityofdublin.etb.ie/programme-delivery-planning-co-ordination-and-assessment>).

If the Answer is Yes to any of the questions below you will need to complete an FET FORM to seek approval.

1. You want to change or modify the centre course tagline* or any additional taglines (that will remain) connected to the centre course tagline*.

Example: Marketing Principles for Business

City of Dublin ETB Programme Title and Centre Course Tagline must be in this order. The following examples are for guidance purposes only and do not represent an exhaustive list.

Example 1: Marketing: Digital and Internet Marketing	Example 2: Marketing Digital and Internet Marketing
Example 3: Marketing: Digital and Internet Marketing	

No order but must be visible:

QQI Award and Code: Marketing 5M2069

NQF Level: Level 5

Course Content: programme modules that will be offered should be listed so Learners know what the programme will cover.

Description: including progression routes FE and/or HE and/or employment opportunities in industry, and any unique feature of the course that enriches the educational experience e.g. trips, exchanges, work placement opportunities, taking part in competitions.

Entry Requirements: these should be fair and reasonable, clearly visible and applied consistently. Applicants must meet the minimum entry requirements to be considered for a place on the course.

Disclaimer: Course formation is based on Learner numbers. The City of Dublin ETB College/Centre [delete as appropriate] reserves the right to alter its programme module offering in line with City of Dublin ETB College/centre [delete as appropriate] resources and Learner numbers. This will not affect the subject specialism or the award that can be achieved through successfully completing the programme.

Consider including recent graduate profiles, and any other information that will help the learner to make an informed decision in terms of the suitability of the course