<table>
<thead>
<tr>
<th>Date of Audit: 01 Sep, 2021</th>
</tr>
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<tbody>
<tr>
<td>Program: Team (r attendance):</td>
</tr>
<tr>
<td>Head of Department - John Keller</td>
</tr>
<tr>
<td>Attendance: Dr. Adhimar Cadogan - Assistant Registrar, Germa Lyons - OA Administrator, Compliance</td>
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<tr>
<th>Date</th>
<th>Program Title</th>
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<tbody>
<tr>
<td>18th Nov, 2020</td>
<td>Certificate in Digital Marketing Practice 90</td>
</tr>
<tr>
<td>18th Nov, 2020</td>
<td>Certificate in Social Media Marketing 90</td>
</tr>
</tbody>
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Audit of Validated Programmes: | I2Silo |
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<tr>
<th>Module</th>
<th>Instruction</th>
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</table>
| Module DEC10601 Digital Marketing | 1. Module DEC106011 Search Engine
   - Emerging Trends / SEO
   - Addition of Voice Search and Marketing Introduction
   - Consider
   - Recommendation: Engagement Engine
   - Outstanding Issues: Document attachment re module etc.
   - Evidence of Revisited NHLA Modules
   - Amended as suggested
   - In AVM
| 2. Module DEC106012 Digital Social Media Marketing
   - Analytics in the Syllabus
   - Analytics Consider including email
   - Amended as suggested
   - In AVM
| 3. Module DEC106014 Digital and Social Media Strategy
   - Consider addition of Social Selling
   - 4. Consider providing additional detail
   - Amended as suggested
   - In AVM
| 5. Module DEC106015 Strategic Communication
   - Audit of validated programmes and evidence
   - Revised as suggested
   - In AVM
| 6. Module DEC106016 Strategic Communication
   - Revised as suggested
   - In AVM
| 7. Module DEC106017 Strategic Communication
   - Revised as suggested
   - In AVM
| 8. Module DEC106018 Strategic Communication
   - Revised as suggested
   - In AVM

**Recommendations**

- Risked in Module Manager, Competence Converted, needs to be fixed, now fixed.
- Programme Learning Outcome