

ROBERT GORDON UNIVERSITY

Award Bearing Provision Accredited/Recognised by Professional/Statutory/Regulatory Bodies (PSRBs)

School of Creative and Cultural Business

Chartered Institute of Library and Information Professionals www.cilip.org.uk

| Courses | University Link Person | Last Accredited/ Approved | Next PSRB Review Date |
|-------------------------------------|------------------------|---------------------------|-----------------------|
| MSc Information and Library Studies | Dr K Martzoukou | March 2020 | March 2025 |

Tourism Management Institute (TMI) the destination management section of the **Tourism Society** www.tmi.org.uk

| Courses | University Link Person | Last Accredited/ Approved | Next PSRB Review Date |
|--|------------------------|---------------------------|-----------------------|
| BA (Hons) International Tourism Management | C Leith | May 2020 | May 2025 |
| MSc International Tourism and Hospitality Management | | May 2020 | May 2025 |

Institute of Hospitality www.instituteofhospitality.org.uk

| Courses | University Link Person | Last Accredited/ Approved | Next PSRB Review Date |
|--|------------------------|---------------------------|-----------------------|
| BA (Hons) International Tourism Management | C Leith | December 2017 | December 2022 |
| BA (Hons) International Hospitality Management | | December 2017 | |
| MSc International Tourism and Hospitality Management | | December 2017 | |

Chartered Institute of Marketing <http://www.cim.co.uk>

| Courses | University Link Person | Course Leader | Last Accredited/ Approved | Next PSRB Review Date |
|--|------------------------|---------------|---------------------------|-----------------------|
| MSc International Marketing Management | Dr E Pirie | T Pirie | Renewed annually (June) | |
| MSc Digital Marketing | | H Dargie | | |
| BA (Hons) Digital Marketing | | C Stewart | | |

Association for Events Management Education <http://www.aeme.org/>

| Courses | University Link Person | Last Accredited/ Approved | Next PSRB Review Date |
|-----------------------------|------------------------|---------------------------|-----------------------|
| BA (Hons) Events Management | Dr R Ironside | Renewed annually (April) | |

Institute of Data & Marketing <http://www.theidm.com/>

| Courses | University Link Person | Last Accredited/ Approved | Next PSRB Review Date |
|-----------------------------|------------------------|----------------------------|-----------------------|
| MSc Digital Marketing | H Dargie | Renewed annually (October) | |
| BA (Hons) Digital Marketing | C Stewart | | |

| Courses | University Link Person | Course Leader | Last Accredited/ Approved | Next PSRB Review Date |
|---|------------------------|---------------|---------------------------|-----------------------|
| MSc Corporate Communication and Public Affairs | I Crawford | T Pirie | Renewed annually (March) | |
| BA (Hons) Public Relations (until September 2023) | | C Stewart | | |
| CIPR Specialist Diploma | | | April 2022 | April 2025 |

Digital Marketing Institute <https://digitalmarketinginstitute.com/>

| Courses | University Link Person | Course Leader | Last Accredited/ Approved | Next PSRB Review Date |
|------------------------------------|------------------------|---------------|---------------------------|-----------------------|
| MSc Digital Marketing | J Keenan | H Dargie | May 2022 | May 2025 |
| CB3049 Strategic Digital Marketing | | J Keenan | | |

RGU Innovation Award

The following modules have RGU Innovation Award Level 1 accreditation, formerly Scottish Innovative Student Awards (SISA).

| Modules | University Link Person | Last Accredited/ Approved* |
|---|------------------------|----------------------------|
| CB1266 Fashion Design Concepts and Communication | D Giles | October 2018 |
| CB1288 Digital Media Platforms and Practices | C Stewart | October 2019 |
| CB1289 The Media Business | Prof A Muir | November 2018 |
| CB1311 Managing in the Creative Industries | Dr M Marcella Hood | October 2018 |
| CB2279 Fashion Communication | F Blunsdon | October 2018 |
| CB2289 Design for Client | D Giles | October 2018 |
| CB3138 Interactive Media Project | C Stewart | January 2019 |
| CB3922 Communication Project Management | Prof R Marcella | October 2018 |
| CB3957 Business Start-up in the Creative Industries | T Pirie | October 2018 |
| CB4163 Business Creativity | T Pirie | October 2018 |
| CBM729 Digital Marketing Strategy | H Dargie | October 2018 |
| CBM805 Strategic Digital Communications | H Dargie | October 2018 |
| CB1005 Visitor Experience Management | A Singleton | November 2018 |
| CBM808 Information seeking and use | Dr K Martzoukou | January 2019 |
| CB4020 Media, Strategy and Innovation | Dr A Laing | September 2020 |

* Accreditation remains in place until such time as the course or module is changed.