

**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](http://www.cilip.org.uk)**

<b>Courses</b>	<b>University Link Person</b>	<b>Last Accredited/ Approved</b>	<b>Next PSRB Review Date</b>
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](http://www.tmi.org.uk)**

<b>Courses</b>	<b>University Link Person</b>	<b>Last Accredited/ Approved</b>	<b>Next PSRB Review Date</b>
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](http://www.instituteofhospitality.org.uk)**

<b>Courses</b>	<b>University Link Person</b>	<b>Last Accredited/ Approved</b>	<b>Next PSRB Review Date</b>
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>**

<b>Courses</b>	<b>University Link Person</b>	<b>Course Leader</b>	<b>Last Accredited/ Approved</b>	<b>Next PSRB Review Date</b>
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/>**

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

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

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

**Chartered Institute of Public Relations [www.cipr.co.uk](http://www.cipr.co.uk)**

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

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

<b>Courses</b>	<b>University Link Person</b>	<b>Course Leader</b>	<b>Last Accredited/ Approved</b>	<b>Next PSRB Review Date</b>
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).**

<b>Modules</b>	<b>University Link Person</b>	<b>Last Accredited/ Approved*</b>
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.