

## **Learner Recruitment and admissions policy**

We recognise that the foundation of Digital Marketing School is its learners. In order for us to enable our learners to achieve and to facilitate growth within our organisation, strategies that enable us to recruit with integrity must be in place. This policy sets out to define the minimum standards that all applicants to the school can expect when seeking information, advice, guidance and enrolment at the school. To this effect, we recognise that this must be implemented through two closely related, but distinct areas: Recruitment and Admissions.

### **Learner Recruitment**

In addition to having quality staff, it is fundamental to the function of the School, that the recruitment of learners is conducted in such a way so as to maximise the opportunity for a learner to be able to apply, whilst ensuring that the academic standards expected of a higher education institution are met.

We approach this through accepting applications from as diverse a range of learners as possible to apply to the courses we offer, whilst maintaining the integrity of the educational standards set by the School and awarding organisations.

The school is committed to ensuring that it recruits learners with integrity irrespective of their age, ethnicity, gender, sexual orientation or any other arbitrary diversity characteristic. It will make every effort to support learners who have special requirements by detailing the support available with their studies. The only prerequisite imposed is the ability of the candidate to satisfy the entry criteria for the course.

### **Promotion**

Digital Marketing School aims to exploit varied avenues to promote the School and further our recognition in the wider community and to widen participation. The mechanisms outlined below represent the long-term goals of the School 's modes of promotion:

- Actively encouraging word-of-mouth promotion through learners
- Distribution of leaflets and similar promotional material if necessary
- Maintenance of an accurate and user-friendly website
- An active presence on social media (e.g. Facebook)
- Presence at events intended for learner recruitment
- Conducting of our own targeted recruitment drives

### **Development of Professional Relationships**

Digital Marketing School recognises that further development of professional relationships is a mechanism for improving the recognition and provision of services provided by the School . It enables us to embed learning in a real-life context and add value to course provision.

This involves the following:

- Developing mutually beneficial relationships with local businesses (e.g. advertising, discount schemes etc) enabling us to organise opportunities for professional development with their staff
- Further develop positive relationships with accrediting bodies through regular participation at events and curricular feedback
- Develop relationships with academic institutions in the UK and EU/EEA which conduct courses at entry level for our own (i.e. High Schools and School s) enabling us to promote direct entry routes to a diverse audience and ensure that the entry requirements are met with integrity
- Develop relationships with UK universities and recognition of our programmes as entry routes for their courses via direct entry, foundation schemes and top-up programmes

## Admissions

### Criteria for Acceptance on Courses

All decisions relating to admissions will be made in the best interests of the applicant. Decisions will be made on the basis of potential to succeed and will reflect the following characteristics of the applicant;

- Prior educational attainment
- Existing qualifications including, where applicable, those in English and Mathematics
- Prior work experience if applicable (voluntary or paid)
- Specific skills required for the course if any (identified clearly in the course specification)

## Late Admissions or Variation to Course Start Date

The School may accept late admission applications or delay the course start date for up to 1 month after the planned start date. Any late joining students will be given extra support to cover any missed lessons.

## Admissions Process

Following an enquiry about admission, the following procedure will apply:

1. DMS publishes the information of the courses it offers on its website. On receipt of a request, if the applicant has not already done so, the School will direct applicant to the relevant course section on its website.
2. If applicants wish to proceed with entry, they will be asked to complete an Application Form and submit it with the required supporting documentation.
3. The school will verify eligibility for entry in accordance with the respective awarding organisation's entry requirements. At all times the original ID and educational documents of applicants will need to be seen in order to verify the truthfulness of the documents.
4. The applicant will then be required to take a diagnostic assessment for English at the School and must pass the assessment to move to the interview stage. All the applicants who pass the diagnostic assessment will be invited to attend an interview with the designated School representatives.
5. After passing the interview the learner may be informed of the admission outcome at the end of the interview. The applicant will however, receive a formal offer of admission via email. The email will also include information regarding the induction that the applicant needs to attend.
6. Where applicable, the applicant will be required to pay the appropriate registration fee for the Awarding Body. The decision on whether to collect or when to collect the fee will be at the School's discretion.

## Registration with Awarding Organisations

All new learners are usually required to register with their respective awarding organization and pay the relevant registration fee. If applicable, applicants will be informed of any such fee payable during the admission process. Please note registering with the school does not mean automatic registration with awarding organisations. It is the learner's responsibility to ensure compliance with the School and awarding organisation's registration policy. Our administrators can help learners to do this and where learners make direct application to an awarding body, they must supply a copy of their registration documents to the school as soon as they have registered.

### **Appeals against Admission Decisions and Re-sit Requests**

Following the Diagnostic Assessment and/or Interview, if an applicant has failed to secure a place at the School, he or she will be informed either over the telephone or via email of the outcome of the application. If a student is unhappy with the decision and feels that he or she was equitably suitably for the admission to the course, then he or she may contact the Admissions Office for an administrative review of the outcome or request to re-sit the assessment.

If the applicant decides to Appeal the decision through an administrative review, then applicant's performance in the diagnostic assessment and interview will be reviewed and verified by another tutor/assessor in conjunction with the admission office to ascertain the outcomes. If the review confirms the assessment decision/outcome as correct, then the learner will be informed of this and will be advised to re-sit if he/she believes that they can do better in the second attempt.

### **Terms and Conditions for Learners**

The following terms and conditions are the explicit responsibilities of each learner while he/she is registered at the School and these are not the responsibility of a third party. The following details are included in the application form to ensure that learners are fully aware of the requirements prior to enrolment. They are written in as the first person. The conditions apply to all learners.

#### **Personal Details Requirements:**

1. I agree to inform the School immediately and without any delay, of changes to my personal details while I am a student of the School. All students are required to note that this Includes:  
Any changes to your contact and personal details including – your UK residential address, your telephone number, your mobile number, your next of kin, your personal status or any other change where this effects my legal right or capacity to continue with studies.
2. I agree to provide the School with any changes to my Passport or status details.
3. I agree to inform the School of any significant changes in my Personal Circumstances (Including financial circumstances)
4. I agree to immediately inform the School if I am found in breach or violation of any UK Laws (Including - Civil, Criminal, Immigration, or other UK Government law or regulations). I agree that my enrolment at the school may be suspended pending the result of the legal action.
5. I understand that the School is registered under the Data Protection Act 1998 and 2018 (GDPR) and information given on this form will only be used in accordance with the terms of the registration. The information on this form will be stored in an electronic and paper format and will be used for all purposes relating to admission and studies at the School. Data will at all times be processed in accordance with the Data Protection Acts above.

#### **Misrepresentation and providing false or misleading information:**

6. I understand that if I have deliberately provided misleading information or falsified in any way the information which is used to gain entry to the programme that the school reserves the right to terminate my study forthwith and require me to leave the school immediately.

#### **Registration Requirements:**

7. I agree to pay the relevant non-refundable registration fee for the awarding body when requested.
8. I understand and agree that if I enrol late due to a valid reason then I may be required to defer admission, commencement and registration for the programme to next available intake. I understand that all such deferrals are subject to prior agreement by and subject to the absolute discretion of the School's academic management and that entry may not be guaranteed. I understand and agree that the school reserves the right to take a decision not to register after the registration deadline.

9. I understand and agree the School reserves the right to keep my photographic and any other required details for the administrative purposes and school documentation including student photo ID Card, attendance, academic records and other records that may be required from time to time by law.
10. I have no objection to the School contacting my prior institutions of learning for the purpose of verification of my previous academic qualifications and verifying references provided
11. I will inform the school immediately if I decide to defer, suspend my studies or withdraw from the course.
12. I understand and agree that Digital Marketing School reserves the right not to run any programme due to an insufficient number of learners enrolled. However, I may be offered an alternative course.

#### **Attendance and Absence from Study:**

13. I understand that full course attendance is expected and that any absences should be evidenced wherever possible. I have to inform the school prior to absence wherever feasible and provide appropriate evidence of extenuating circumstances if any.
14. I understand and agree that without prior written permission from the school I cannot change/defer or withdraw from the programme of study offered.
15. I understand that any leave of absence from the study must be approved by the school prior to leave

#### **Academic Requirements**

16. I understand and agree that I have to attend all the lectures sessions delivered as part of the programme and that I have to submit all the assignments, coursework or other assessed work by the submission deadlines.
17. I understand and agree that if my attendance fails to meet the school's requirement this will lead to disciplinary action and may culminate in the termination of studies and exclusion from the programme of study. In this event, all relevant authorities will be notified.
18. I understand and agree that it is my own responsibility to be fully aware of the course content and the facilities and services offered by the school to support my studies; and it is my responsibility to ensure the best uses of those facilities and learning opportunities.

#### **Progression**

19. I understand and agree that I will be required to demonstrate progress academically by achieving all the assessment criteria of the units taught.
20. In the event of consistent assessment failures, I understand and agree that the School reserves the right to reconsider continued enrolment on the course. The School will consider reasonable alternatives, but may ultimately terminate enrolment.

#### **Fees & Costs**

21. I agree to abide with the School's Fee Policy (available on the website). I understand that the payment of the tuition fee is my personal liability.
22. I understand that the all fees will be paid in a timely manner. If I am paying fees by instalments then I am required to fully comply with and meet the instalment plan specification.
23. I understand and agree that academic/tuition fees are separate from awarding organisation fees and that these are non-interchangeable
24. I understand that if I withdraw after enrolling, any outstanding fees for the Academic Year will become payable immediately as per the Fee Policy.

#### **Code of Behaviour and Conduct**

25. I understand and agree that if I am found to be disruptive or participate in illegal or similar activity, the school has the right to terminate my enrolment at any time and require me to withdraw from the programme and the school premises.

26. I understand that inappropriate behaviour or conduct may be subject to disciplinary action which may lead to termination from the course.
27. I understand that all students are expected to conduct themselves with integrity in their academic, public and other activities at all times and must behave in a respectful manner, and that any student who contravenes this could have their registration terminated.
28. I understand and agree that if I engage in any academic malpractice or misrepresentation I will be subject to the disciplinary proceedings of the school and that these may result in the termination of enrolment

### **Acceptance of Terms and Conditions**

29. I understand that by submitting the application for admission at DMS as an applicant I agree to full acceptance of the terms and conditions of Digital Marketing School.
30. I accept to provide documentary evidence in support of any statement made on the application form when requested by the School.

### **Learner Induction**

The School will give learners an induction in order to familiarise themselves with the school environment and what to expect from their time studying at the School. Inductions will take place within the first two working days from the start of term, and normally right at the start. Learners will also provide signed induction checklists to the school to acknowledge that they have understood what has been explained to them. The induction will include:

- Programme content – including progression and assessment
- Information, advice and guidance on settling in
- Equality, diversity and welfare guidance
- Health and Safety guidance – including first aid and fire and evacuation protocols
- Appeals and complaints
- Terms and conditions of the School
- Information regarding Awarding Body
- Fees and fee payment management
- Programme Handbook
- Timetable
- Key staff members