Digital Marketing School

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Academic Integrity Policy – V1

April 2025

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1- Introduction

Academic integrity is central to the mission of Digital Marketing Schools as an academic institution committed to the pursuit of knowledge, scholarly enquiry, and the development of critical thinking. Breaches of academic integrity undermine academic standards, devalue qualification and compromises the reputation of the School and its community.

2- Purpose

This policy outlines Digital Marketing School's commitment to upholding the highest standards of academic integrity and outlines the rules and regulations regarding Academic Misconduct and sets out the procedural steps to follow. It ensures fairness, integrity, and academic excellence while safeguarding the credibility of academic achievements.

3- Scope

This policy applies to all students (undergraduate, postgraduate taught, and postgraduate research), academic staff, and any other individuals involved in the assessment and supervision of academic work.

4- Definitions

4.1 **- Academic Integrity** refers to the ethical code and moral principles that governs academic work. It is a commitment to honestly, trust, fairness, respect and responsibility in all aspects of learning and research.

4.2 **- Academic Misconduct** is defined as any action or behaviour that gives them or other student and unfair academic advantage in an assessment of examination, it includes but not limited to:

- **Plagiarism**: Presenting other's work, ideas, or data as one's own without appropriate acknowledgment.

- **Collusion**: Unauthorised collaboration with others on assessed work.

- **Contract Cheating**: Commissioning work from a third party and submitting it as one's own.

- **Fabrication or Falsification**: Inventing or altering data for the purpose of assessment or research findings.

- **Impersonation**: Taking an assessment on behalf of someone else or allowing someone to do so.

- **Unauthorised Access to Assessment Materials**: Including theft, hacking, or use of unauthorised devices or materials.

- **Self-Plagiarism**: Submitting one's own previously assessed work without appropriate acknowledgment.

5- Responsibilities

5.1 Students

- Attend academic misconduct and the use of AI sessions
- Understand and adhere to this policy.
- Seek clarification on academic practices when uncertain.
- Properly acknowledge all sources of information.
- Avoid all forms of academic misconduct.

5.2 Academic Staff

- Educate students about academic integrity through teaching, assessment design, and tutorials.
- Set clear expectations and provide guidance on referencing, collaboration, use of AI.
- Detect and report suspected cases of academic misconduct.

5.3 The School

- Provide accessible guidance, resources, and training on academic integrity.
- Maintain fair, transparent, and consistent procedures for investigating allegations.
- Promote a culture of academic honesty and ethical scholarship.

6- Preventive Measures

- **Induction and Training**: All new students must undertake academic integrity training during induction and attend refresher sessions during their studies.

- **Assessment Design**: Assessment should be design with a view to discourage and minimize possibilities of academic misconduct, ie application of critical thinking and using different assessment strategies.

- **Technology Use**: Use of plagiarism detection tools (e.g., Turnitin) as both deterrent and educational aid.

7- Procedures for Dealing with Academic Misconduct

- Allegations may be raised by staff or students and must be submitted in writing to the relevant Academic Integrity Officer (AIO).

- The DMS's Internal Quality Assessor (IQA) will conduct the preliminary investigation.

- DMS will contact the student or staff member in writing about the nature of allegations and possible consequences together with a copy of regulations and procedures.

- If the offence is considered minor (first-time offences with low impact (e.g., incorrect referencing), the student would be provided with a warning and logged.

- If the offence is considered serious (serious breaches or repeated offences) the Awarding Body would be notified and provided with documentary evidence. All investigations would be conducted in a timely, confidential, and impartial manner.

8- Academic Misconduct Penalties

Penalties will be proportionate to the offence and may include:

- Written warning and requirement to resubmit work.
- Reduction in grade or award of zero for the assessment.
- Failure of the module or year.
- Suspension or expulsion from the School.
- Referral to professional or regulatory bodies (where applicable).

DAM take academic misconduct very seriously, and depending on the severity of the offense, penalties are applied based on the specific circumstances of each case including repeat offence.

9- Appeals

Students and staff who are unsatisfied with the outcome of the investigation can appeal, using DMS standard academic appeals procedures.

10- Monitoring and review

This policy and its procedures will be reviewed annually to ensure it remains current, fit for purpose, and reflects the types of malpractice and maladministration that may arise, how they are identified, prevented and managed.

11- Version Control

Version No	Date	Reason for change	Next Review
V1	28/07/2025	Creation and approval by Academic Board.	July 2026