**Digital Marketing School**

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# Assessment Policy - V1

April 2025

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## 1- Introduction

This policy outlines the principles, procedures, and responsibilities for the assessment of Undergraduate and Masters courses offered by the Digital Marketing School (DMS), except where there are specific exemptions due to Professional, and Awarding Body requirements, or where the University has agreed alternative arrangements with collaborative partner organisations. Assessment methods may include but are not limited to: essays and reports, presentations, group work, examinations (written, oral, practical), portfolios, researches, and dissertations. The policy ensures fairness, consistency, and academic integrity in all assessment processes.

## 2- Purpose

The purpose of the policy is to set out the underlying principles for the design, and implementation of effective assessment and feedback practices at DMS, including:

- Provide a framework for establishing assessment and feedback strategies for courses and modules.
- Provide a framework for assessing student learning outcomes against the programme and module learning outcomes.
- To ensure assessments are valid, reliable, and transparent.
- To complement the School quality assurance processes and promote academic integrity and fairness.
- To set out the responsibilities of academic staff in relation to design, assessment, and provision of feedback.

## 3- Scope

This policy applies to all students undertaking taught programmes at levels 3 – 7, Masters, and modules offered by DMS.

If a programme cannot fit within the DMS's Assessment Regulations or Credit Framework, the Programme Manager will be required to provide:

- Information on the Regulation(s) to which to an exception is requested and the nature of that exception.
- Rationale for the difference(s). These will normally only be considered for the Professional, Statutory and Regulatory Bodies (PSRB) or mode of study reasons.

## 4- General Principles of Assessment

Assessments include both formative and summative assessment of learning and is the key component of student learning and principle mechanism for setting and maintaining academic standards. The principles below will be addressed in the design, validation, and implementation of all assessments.

- DMS regulations and policies will underpin all assessments.
- Assessment submission dates will be published to students at the start of each cohort.
- Assessment criteria and arrangements for coursework submission will be published to students at the start of each cohort.

- Assessment aims will be cumulative, integrated and authentic, and reflect student performance across the course.
- Assessments will have clear and well defined guidelines, are valid, reliable and fair.
- Assessment briefing would be provided for each module at the time of delivery.
- All modules provide assessment and feedback opportunities prior to final submission.
- Assessment tasks will be submitted online, through Moodle on the submission date.
- Individual written feedback on assessment would be provided on Moodle no longer than three weeks after submission date.
- Verbal feedback would be available to students via request.
- Provisional grades would be available on Moodle within three weeks of submission deadline.
- Grades will be allocated for achieving learning outcomes to the required standard.
- All grades would be confirmed and published via student record system following internal/external moderation and ratification by the Assessment Board.
- Assessment submitted after the deadline would be subject to appropriate penalties stated in the DMS Academic Regulations.
- All assessments (sample) would be internally and externally moderated.
- Assessment processes will be regularly reviewed by external examiners.

All departments are responsible for the implementation of the policy at course and module level.


## 5- Responsibilities

The Policy assumes the following basic allocation of responsibilities:

Academic Staff are required to design assessment in ways that they are inclusive, current, relevant, stimulating, minimizes the risk of plagiarism, and encourage and promote effective learning. In doing so, they are required to make reasonable adjustment to the design and conduct of assessment for students with disabilities, and provide helpful and constructive feedback to all students.

Students have the responsibility to comply with DMS Academic Regulations, engage effectively with assessment, response positively to module leader's feedback, check their work for originality using originality checking software in advance of final submission, and submit work on time via Moodle. In addition, if required, students are advised to contact their module leader for additional guidelines and support.


Internal and External Moderators are required to moderate samples of work for comparability with other marking at appropriate level, consistency of grades awarded ,and the quality of feedback given to students

Assessment Board is responsible for reviewing and approving student marks across modules and courses, ensuring fairness and consistency in grading, making decisions regarding student progression, and ultimately determining whether a student has met the required academic standards to receive an award (degree), while adhering to the DMS academic regulations and policies

DMS Learning and Teaching Committees is responsible for overseeing all aspects of assessment, liaising with external Professional, Statutory and Regulatory Bodies (PSRBs) to seek clarification of competence standards for academic course.

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## 6- How DMS Supports this Policy

DMS support this policy by:

- Provision of staff development workshops, and encouraging innovative approached to assessment.
- Provision of required IT facilities and resources.
- Undertaking regular review of courses and their assessment strategies, including external examiner, staff and student feedback.
- Making sure academic regulations and the assessment policy are accessible and regularly updated.
- Recording and storing assessment data on the Student Record System.
- Monitoring assessment policy to ensure its effective implementation.
- Appointing and training appropriately qualified and experienced external examiners.

## 7- Request for extension or Mitigating Circumstances

Students are expected to manage their time effectively, monitor their workload, and submit work on time. However, there may be occasions where students are unable to submit work due to unexpected circumstances and beyond their control. In such circumstances they should contact their module leader in the first instance, and if required, submit the request for extension, or, request for Mitigating Circumstance via appropriate forms. Please note that such request must be accompanied by supporting evidence. For more information, please refer to DMS Academic Regulations for Undergraduate and Postgraduate courses.

## 8- Academic Integrity and Misconduct

Plagiarism, cheating, and other forms of academic dishonesty are strictly prohibited. DMS employs plagiarism detection tools to identify academic misconduct. Cases of academic misconduct will be investigated. Penalties include; warning, grade deductions, module failure, course failure, or disciplinary action.

## 9- Academic appeals

Appeals are dealt with in accordance with the DMS's Appeal Procedures

## 10- Governance and monitoring

This Assessment Policy is governed and monitored by the DMS Teaching and Learning Committee, which reports to Academic Board. Significant changes and reviews are subject to the approval of the Teaching and Learning Committee.

## 11- Policy Review and Amendments

This policy is regularly review and amended to ensure it remain current, fair, and aligned with best practices. These reviews often involve feedback from students and staff, and changes are approved by Academic Committee at DMS, or by Awarding Bodies when appropriate.

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## 12- Version Control

| Version No | Date | Reason for change | Next Review |
|---|---|---|---|
| V1 | 12/05/2025 | Creation and approval by Academic Board | July 2026 |
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