



**Digital Marketing School**

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## **Internal Quality Assurance (IQA) Policy – V1**

April 2025

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## **1- Introduction**

Internal Quality Assurance (IQA) processes are crucial to safeguard public confidence in academic standards and the quality of teaching, learning, and research. Digital Marketing School (DMS) is committed to maintaining and enhancing the quality of its academic provisions, student experience, institutional operations, and its reputation. This policy outlines the principles, structures, and procedures through which the DMS ensures high standards in teaching, learning, and research. The DMS Board of Governors oversee quality assurance policies and processes.

## **2- Purpose**

- To meet and/or exceed academic standards required by Awarding Bodies, and national requirements
- To ensure the consistency and validity of internal Quality Assurance processes.
- To support and encourage good practice and promote continuous improvement and innovation.
- To ensure effective support for assessment and quality assurance personnel.
- To ensure the application of DMS Reasonable Adjustment Policy and Procedure, where required.
- To enhance the quality of student learning.
- To foster a culture of excellence and accountability.

## **3- Scope**

This Policy applies to assurance of academic quality and standards for all DMS educational provision, including Undergraduate and taught Masters programmes, in line with the verification systems set by the Awarding Bodies we work with.

## **4- Principles**

The DMS approach to quality assurance includes the following principles:

- Ensuring quality standards throughout the student journey.
- Ensuring that the Quality Assurance system is understandable and available to all stakeholders.
- Ensure a student-Centric approach to Quality Assurance.
- To ensure qualifications are accessible to all learners who meet the entry requirements and have the potential to achieve them in line with the awarding body guidelines.
- Ensuring achievements of students and judged by assessors are recognised and meets the grading criteria.
- Ensure the provision of development and support for tutors and assessors.
- Ensure the effective and efficient management and administration of Quality Assurance
- Ensuring standardization of activities.
- Ensuring transparency and accountability.
- Ensuring compliance with and adherence to the UK Quality Cods and Awarding Body frameworks.



## **5- IQA Responsibilities**

### **5.1- DMS Management**

The DMS management play a vital role in establishing a culture of quality throughout the DMS and drive continuous improvement. The Head of Quality and Enhancement who is also the Chair of Audit, Compliance, Legal, and Quality Committee together with CEO, and Directors have the overall responsibility for the implementation of an effective and efficient Internal Quality Assurance across the DMS, through coordination of managers and Internal Quality Assurers. However, the Head of Quality and Enhancement at DMS will be the main point of contact for Awarding Body organisations. The DMS management responsibilities for IQA include:

- To ensure that a robust IQA system is in operation.
- To monitor the effectiveness of the IQA process to ensure compliance and continuous improvement.
- To ensure all students and stakeholders have access to all required policies and procedures applicable to them.
- To ensure all students have access to up to date resource and facilities including; course materials, manuals, and qualification specifications.
- To ensure the provision of required resource and facilities for IQA.
- To appoint suitably qualified and experienced IQA Assurers and Tutors
- To ensure all Approved Training Centre (ATC) documentation is complete and up-to-date
- To ensure ATC policies and procedures are in place including but not limited to health & safety, equality & diversity, complaints, appeals, malpractice/maladministration and safeguarding.
- To ensure Awarding Body's policies, procedures and guidance are followed
- To manage any conflicts of interest with the ATC and report accordingly through the relevant Awarding Body policies.
- To investigate and report any concerns relating to malpractice or maladministration within the DMS to Awarding Body via the relevant policy.
- To conduct audits and quality enhancement reviews.
- To ensure appropriate records of Internal Quality Assurance, standardisation and moderation are maintained in line with Data Protection Regulations.

### **5.2- Tutors and Assessors**

Digital Marketing School has a bank of Tutors and Assessors who deliver courses on behalf of the DMS. Tutors and Assessors may conduct both roles, however where an external assessment is required within the qualification specification, the Assessor must be independent to the tutor and IQA. The responsibilities of Tutors and Assessors include:

- To plan, deliver, and assess qualifications in line with the qualification specifications, assessment guide, and any other Awarding Body policies
- To check/confirm that students/candidates are registered against the agreed qualification guidance stipulated by the Awarding Body before undertaking assessments or examinations.
- To provide an Assignment Brief detailing; the activity, the learning outcome targeted, the specific assessment criteria, and the expected submission date.
- To provide constructive and helpful feedback to students.



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- To ensure all students understand the consequences that will be imposed if the work is submitted after the due date, or, the work lack originality.
- To ensure (to the best of their knowledge) that the evidence submitted for an assignment is the student's own work and they have used appropriate referencing system.
- To ensure all students are aware of DMS policies and procedures including equal opportunities, reasonable adjustments, special considerations, and complaints and appeals.
- To provide accurate and timely feedback on learning, normally after 15 working days after the submission date.
- To maintain an accurate and up to date record of assessment decisions.

### 5.3- Internal Quality Assurers (IQA)

Internal Quality Assurers' responsibilities include;

- To confirm/check that students are registered against the agreed qualification guidance stipulated by the Awarding Body, before undertaking assessments or examinations.
- Observation of and mentoring of Tutor/Internal Assessors.
- Carry out annual (or when required) IQA observations on every Tutor and Assessor, this may be conducted in person or via a digital medium. The observation will cover; both practical and theoretical aspects of the course for a minimum of one hour, observing assessment briefing session, feedback to students, and the sampling process. On completion, the outcome of the observation in a form of a report is communicated with the Tutor/Assessor including any actions that may need to be taken, and a copy of the report is forwarded to the Head of Quality and Standards for record.
- Monitor the conduct of assessment.
- Create sample plans in line with the Awarding Body requirements.
- Ensure assessors' judgements are impartial, consistent, fair and reliable.
- Ensure that all Assignment Briefs and assessments are internally quality assured.
- Ensure evidence appears valid, authentic, current, reliable and sufficient
- Ensure all evidence is signed and dated
- Provide support and advice to Assessors and create action points to be completed within a specified timeframe and follow up any action points issued to Assessors
- Maintaining Quality Assurance record for audit purposes.
- Submit report to DMS for analysis and action.
- Complete the relevant paperwork for the ATC and/or awarding organisation.
- Provide evidence of personal development activities including CPD to DMS management
- Provide CPD/standardization update to Tutors/Assessors when required.
- Take part in Academic Appeals process when required.
- Monitor and take actions following feedback from students, and Tutors/Assessors.
- Check the qualifications of the Assessors, ensuring they are fully qualified.
- Identifying and facilitating best practice within DMS.



## 6- Assurer Appointment

Internal Quality Assurer are appointed after demonstrating competence as an Assurer and if required, prepare to undertake further training to meet the standards of the Awarding Body. The Assurers are expected to provide a CV or application form detailing their professional background, evidence of CPD training within the last 12 month prior to their application, and hold IQA qualification in the IQA of assessment process and practice,

## 7- IQA Approach

- All students are provided with a unique student number on the course register.
- A sample size is generated using Random Number Generator based on minimum and maximum marks.
- A sample is generated for each unit and for each student.
- Non-random sampling may also take place when there is a student/s with additional support needs are present in the course.
- Internal Quality Assurer with then conduct IQA activities.
- The IQA is reviewed quarterly to ensure that all qualifications and all units within the qualifications have been sampled.

## 8- Challenging IQA Decisions

If a students or an Assessor wishes to challenge an IQA decision, they can do so, by using DMS Appeal Policy.

## 9- IQA Documentation

Records of IQA documents would be maintained for a maximum period of five years. All records are kept in digital format and are subject to DMS Privacy Policy.

## 10- Monitoring and Review

This policy and its implementation is reviewed annually or after any visit from Assurer or recommendations from the Awarding Body which raises action points for the School. DMS is committed to ensuring that the procedures are fit for purpose and that we are meeting and exceeding the expectations of our students, staff, and Awarding Bodies we work with.

## 11- Version Control

Version No	Date	Reason for change	Next Review
V1		Creation and approval by the Academic Board	