



Digital Marketing School

Digital Marketing School

Online Learning Policy – V1

April 2025

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1- Introduction

This policy outlines the framework for the delivery and participation in online courses, including: access to technology and course materials, assessment methods, communication protocol, academic integrity, and support for online students, ensuring that the quality and standard of education for students studying online and remotely is comparable to that of students studying on-campus.

2- Purpose

The purpose of this policy is to ensure a high quality students experience through a flexible, accessible, and inclusive online education that meets the requirements of students, staff, and DMS.

3- Scope

This policy applies to all online and blended learning courses and modules leading to an award or part of an award at DMS including: Undergraduate, Masters, and professional development courses.

4- Principles of Online Learning

DMS is committed to the provision of high quality experience for students studying in the online/distance learning environment and will ensure that online delivery of the programmes are in accordance with the expectation of Awarding Body. DMS will:

- Provide an induction session where students are introduced to DMS's electronic resource and facilities, student support and services, academic expectation, student life information, health and safety guidelines, key policies, Awarding Body regulations and policies, and the opportunity to connect with peers.
- Clear programme information about the responsibilities of DMS in relation to the delivery of the programme.
- Programme handbook including information about qualification specification, module description, teaching and learning methods, assessment, and schedule of delivery.
- Comprehensive access to relevant and up-to-date learning materials in advance of start of each modules. Learning material and associated resources are of high standard, structured and presented in a user friendly format. Further relevant reading and development opportunities is signposted.
- Activities within the course material that would enable students to link theory and practice, and engage in group work, discussions, forums, leading to enhance engagement.
- A safe and secure online environment, where module leader have full control of digital classrooms.
- Advise students that they are expected to carefully follow the instructions of their module leader during online classes and behave as they would in the classroom.



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- Provide students with clear guidelines and instruction for assessment.
- Provide students with identified additional needs with extra support when required.
- Comply with the Data Protection Act 2018 and General Data Protection Regulation (GDPR).

The quality and standards of online learning delivery will be assessed and assured in accordance with the Awarding Body Regulations and Policies.

5- The Online Learning Delivery System

DMS is committed to the provision of online learning platform that is secure, reliable, and user friendly for Students, Academic Staff, Quality Assurance Personnel and Awarding Body Quality Assurers. The platform allows storage of full range of file types, and provides a full range of user support and guides, and links to other documents such as DMS policies and regulations. DMS will ensure that;

- All students have access to course materials on Moodle in advance of the start of the programmes, and all students have the opportunity to ensure originality of their work through Turnitin.
- All students would have access to required software including; Microsoft Office, and other relevant applications for their programme of study.
- All students have access to Microsoft Team or Zoom and are familiar with the functionality of either software for the purpose of interaction and contribution.
- Lectures are recorded (with consent of students) on Moodle for the purpose student's revision, and for those students who wish to recap on any aspects of the lectures.
- Student have access to IT support in the case of any technical problems or service outage.

6- Assessment

All assessments is set by and will take place in accordance to Awarding Body regulations and requirements. Assessment may be in the form of essay, report, coursework, online exam, and portfolio. All assessment are available at the start of each module, and students are required to:

- Attend the assignment briefing session.
- Submit their assignments on time to moodle. They should contact their module leader if they experience any problems in submitting their assignment online.
- To check the originality of their assignment in advance of final submission.
- To contact their module leader for further advice and guidance if required.



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Student would be provided with helpful and constructive feedback no longer than three weeks from the date of submission, after which students can check their feedback and provisional mark on moodle. Students are advised to contact their module leader for further advice and guidance, or, one-to-one feedback.

7- Student Support

DMS acknowledges that good support is critical to enhancing students success and have implemented a number of measures to equip students with the confidence and knowledge they need to successfully complete their programme of study, including:

- Students would have access to tutorial sessions.
- Students have access to academic guidance and support, technical, and administrative support.
- Students would have access to personal tutor.
- Students would have access to elibrary.
- Students have the opportunity to give forma/informal feedback on their experience of the programme or any other relevant issues.

8- Monitoring & Review

This policy will be reviewed annually by the Academic Committee to ensure compliance with educational standards and emerging best practices. Feedback from students and staff will inform continuous improvements.

9- Version Control

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