



Digital Marketing School

Digital Marketing School

Student Contract – V1.1

April 2025

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1- General Information

This document together with the terms stated in any student offer is the contract between Digital Marketing School (DMS) and its students (online, on campus, and Blended Learning) for the duration of course. The contract is updated annually and is available on the School website [Home | Digital Marketing School](#).

These terms and conditions represent an agreement between you and the School, It is your responsibility to read them, making sure you understand them. If you have any questions or concerns, please contact student support at DMS

Both parties are legally bound by their obligations contained in the contract. The list below makes references to important terms that you need to be aware of in advance of entering into contract with the School.

2- Application and Admissions

- a) You must review the course entry requirements, ensuring that you meet the requirements. If in doubt, please contact the admissions at DMS.
- b) You must provide accurate and complete information in your application form, if you don't, the School has the right to withdraw the offer made to you, or, withdraw you from the course if you have started your course.
- c) You must upload your qualification to the School application portal, and are expected to have your qualification verified
- d) You must have your ID verified by the School, either face-to face, or via online verification.
- e) You must disclose any criminal conviction. We are however committed to supporting all our applicants who may require support, as such, please contact us as soon as possible so that this can be arranged.
- f) Upon successful processing of your application, an offer letter is made by DMS. You must adhere to the conditions set out in the School offer letter.



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- g) By accepting the offer, you agree to comply with all DMS's codes, regulations, policies, and procedures.
- h) By accepting this offer, you agree to the collection and use of your individual personal data.
- i) DMS may withdraw, amend its offer to you or terminate your registration if you have made false statement or omitted significant information.

3- Payment of Fees and Other Charges

- a) You are responsible for the on time payment of tuition fees as stated in the offer letter and other charges incurred at the School.
- b) Payment is required in one instalment, unless an instalment plan is agreed with the School. In such case, you are required to make timely payment according agreed scheduled payment.
- c) Once you have accepted the offer of a place at DMS, you have 14th days in which you can cancel your acceptance for any reason. In such a case, DMS will refund fees paid by you in full. If you cancel your acceptance of the offer after 14 days, DMS will not refund payments received from you. However, depending on when you cancel, you may be obliged to pay a proportion of your tuition fees.
- d) The tuition fees are reviewed annual, and DMS may increase the tuition fees for each subsequent year of study subject to Parliamentary permit.
- e) Where there is an outstanding tuition fee debt during your studies, DMS reserve its right to prevent your progress, or withdraw you from study. However, if you have completed your programme of study and there is an outstanding tuition fee debt, DMS reserve the right to withhold evidence of your award, or, take legal action against you.

4- Student Obligations

- a) You must be aware and abide by all DMS's codes regulations, policies, and procedures.
- b) You must keep all information provided to DMS updated and advise the School of any changes.
- c) If you are an international student, you must ensure you have current visa.



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- d) You agree to attend and undertake all study activities related by your programme of study.
- e) You must attend scheduled classes, event, and activities regularly, and punctually.
- f) You must inform DMS of any in advance of any proposed absence, DMS has a responsibility to advise UK government of any serious case of non-attendance or engagement
- g) You agree to comply with School's rules for academic misconduct.
- h) You agree to inform DMS of any circumstances that may negatively affect your studies and your progress on your programme of study.
- i) You are expected to comply with DMS's Anti Bribery Policy
- j) Where you generate intellectual property rights as a part of your programme of study, you may have the sole ownership, however, you grant DMS a licence to use your materials to complete its commitment to you.
- k) You agree to register with DMS when you commence your first year of study, and again at the beginning of each academic year.
- l) You must of beware of and observe DMS's rules and regulation regarding the use of IT and other School's facilities and resources.
- m) You are expected to respect the DMS's commitment to diversity and equality.
- n) You are responsible for loss or damage to your property and DMS does not accept responsibility for the same.
- o) . You are not entitled to record DMS educational activities.
- p) You must be abide by the School's Health and Safety Policy and have legal duty to take reasonable care to avoid injury to yourself and others.

5- School Obligations

- a) DMS will deliver your programmes of study in accordance with the descriptions in DMS web pages and publications and inform you of any major changes.
- b) DMS will provide teaching via blended learning, and in person teaching.
- c) DMS Will provide you with tuition, course materials, learning opportunities, and other relevant service which lead to the award of appropriate degree or qualification
- d) DMS will provide you access to academic resources and a range of support services as needed
- e) DMS will provide you with a supportive and engaging learning environment.
- f) DMS will monitor your performance and bring it to your attention when it is unsatisfactory
- g) DMS will offer timely feedback and academic guidance.



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- h) DMS ensures clear communication of expectations, deadlines, and grading criteria
- i) DMS will provide you with alumni services.
- j) DMS will process student data including; engagement, performance, progression, attendance, competition, use of facilities and resource and share the same with other relevant UK educational providers.
- k) DMS normally record educational activities in which you may be involved for the purpose of university records or publicity in accordance with DMS policy on Audio or Video Recording for educational purposes. It is assumed that you generally agree to being recorded, but you have the right to opt out.
- l) DMS reserve the rights to make reasonable changes to your programme of study in an attempt to deliver a better quality educational experience to students on the programme. In the event of any changes, you would be consulted about and informed of the changes and provided with additional support if required to ensure minimum impact on your studies and progress. For more information please refer to refund and compensation policy.
- m) DMS will undertake steps to mitigate any risks to continuation of your studies through the Student protect Policy.

This students contract will apply to you for academic year 2025-2026. The contract lasts until you have completed your studies, however, it is reviewed and updated each year. DMS will notify you of and changes to the contract as soon as reasonably practicable is.

6- Monitoring and Review

The Student Contract may be amended by the School at any time. The contract will be reviewed as part of our quality cycle in line with industry standards and regulatory bodies.

7- Version Control

| Version No | Date | Reason for change | Next Review |
|------------|------------|--|-------------|
| V1 | 28/04/2025 | Creation and approval by Academic Board. | April 2026 |
| V1.1 | 29/04/2025 | Version Control updated | |
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