



Digital Marketing School

Digital Marketing School

Information, Advice, and Guidance (IAG) Policy and Procedures – V1

April 2025

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1- Introduction

Digital Marketing School (DMS) consider information as a valuable asset and is committed to provision of high-quality impartial Information, Advice, and Guidance (IAG) to all learners across our range of educational programmes. Our IAG services are designed to support learner's academic, personal and professional developments, whilst complying to nationally recognised IAG quality standards.

2- Purpose

The purpose of this Policy is to outline the support and resources available to learners and provide honest, transparent, comprehensive, and up to date impartial IAG to our learners, prospective learners, and employees.

3- Scope

This policy applies to all learners, employees, contractors, third-party-service providers, and any other individuals who access, store, process, or, transmit information on behalf of DMS. It encompasses a wide range of activities including; learning, career, personal development, employment, related services, and it is designed to support individuals making informed decision about the same.

4- Key IAG Principles

The core principles of IAG focuses on providing accessible, impartial, up-to-date, and tailor made support to individuals irrespective of their diversity, enabling them to make informed decision about their learning. DMS adopts the following principles as a basis for its IAG services;

- DMS staff should have the ability to promptly and effectively identify and respond positively to learner's needs.
- IAG provides a confidential, impartial, and objective information and advice service related to learning opportunities, qualifications, skills, and career development. This also include a signposting and referral service to other recommended agencies in case of unavailability of required service and guidance at DMS. In addition, when required bespoke support will be provided to particular groups.
- Support learners when they are signposted to suitable alternative services during the transition.
- IAG Service should be inclusive, sensitive to faith, culture, and background, and it should recognize and promotes equality of diversity.
- An IAG friendly and welcoming services should be promoted internally, and learners should be encouraged to engage with the service when required.



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5- DMS IAG Service Offer

The IAG services at DMS is provided by professional and knowledgeable staff who are friendly, respectful, and will ensure relevance, confidentiality, and impartiality of the service together with ensuring the safeguarding and wellbeing of current and potential learners. The above conforms to national standards and benchmarks including Matrix Standard, Gatsby Career Benchmarks, and Guidance provided by Department of Education and Competitive and Market Authority. Digital Marketing School provide a comprehensive range of IAG services from learner's initial enquiry, throughout the study, competition, and thereafter through;

Initial Assessment and Enrolment- Learners receive instruction on DMS website to submit initial application and supporting evidence. The application is assessed and if successful, the learners are provided with student ID, password, and instruction to access student portal on the DMS website and formally enroll. Student can contact the Admission Officer at DMS by phone, email, or via website if they have any question or need additional information and support.

Information Support – DMS provides clear, up-to-date promotional materials about available opportunities to learners via School website, educational fairs, social media platforms, etc. In addition and if required, potential learner can contact the School online, or, by email, and telephone.

Learning Support – Admission Officer, Student Support Services, and Academic Staff will assist learners across all programmes including short courses and training programmes to select the right course, modules, and study route based on their skills, needs, career, and ambitions. The learning support also include provision of detailed course materials, timetable, assessment methods, and other relevant information. This is an ongoing support throughout the programmes of study.

Progression Support – Reviewing progress throughout the course including guidance on further qualification, personal development, or career opportunities is provided by the Student Support Services.

Personal Development – The learners would be provided with online materials available on DMS Student Portal to improve their study skills, soft skills, and employability. Additionally, module tutors also acting as personal tutors and Student Support Services would be able to identify the need and provide advice and guidance to learners.

6- Responsibilities

IAG services are delivered by:

Admission Officer: The Admission Officer at DMS play a major role in the recruitment and enrollment process. His responsibilities include; processing applications, making admission decisions, and providing Information, Advice, and Guidance to prospective learners. The Admission Officer also support recruitment activities, such as open days, and recruitment fairs.

Tutors: Offer ongoing support and guidance throughout the learner journey including progress review, one-to-one support. Tutors also act as personal tutors, who support student's academic, personal, and professional development.

Programme Leader: The Programme Leader is primarily responsible for the overall management and delivery of an academic program, including; overseeing the learning and teaching process, ensuring quality standards, providing advice and guidance to learners when required, and acting as a liaison between learners, staff, and external bodies.

Student Support Services: Support services provide offer a wide range of array of IAG to ensure learners have a positive and successful academic journey, encompassing academic, personal, and practical needs, including: Study Skills, Counseling, Disability support, Career advice, and Financial advice.

Internal Quality Assurance Officer (IQA): The IQA Officer play a key role in the management of quality of all courses within the DMS portfolio throughout the learner journey including IAG provided to the learners. This is normally achieved by class observation, liaison with module tutors, learners, programme leader, and attending academic committees.

7- Policy Review and Updates

This policy is reviewed periodically and updated as necessary to align with feedback from students on our services, legal, ethical, and institutional standards.

8- Related Documents

Learner Recruitment and Admission Policy
Equality, Diversity, and Inclusion Policy
Data Protection Policy
Online learning Policy

9- Version Control

Version No	Date	Reason for change	Next Review
V1	20/05/2025		July 2026