



Digital Marketing School

Digital Marketing School

Learner Recruitment and Admissions Policy – V1.1

April 2025

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1- Introduction

Digital Marketing School (DMS) is committed to attracting and admitting a diverse, talented, and motivated student body. The policy is intended to provide an overarching framework for its recruitment and admission policy and procedures and to ensure that its recruitment and admissions processes are transparent, fair, and aligned with its mission to promote academic excellence, equity, and inclusion.

2- Scope

This policy covers all stages of applicants interaction with DMS from initial enquiry until the point of enrolment for successful applicants. It applies to all programmes and to all types of students including undergraduate, postgraduate, home and international students.

3- Principles

The School adheres to the following principles in its recruitment and admissions practices:

- **Transparency:** Clear information is provided on admission requirements, deadlines, and procedures.
- **Merit and Potential:** Admissions decisions are based on academic merit, potential for success, and program-specific criteria.
- **Equality and Fairness:** All applicants are treated equitably, without discrimination on the basis of race, gender, age, disability, sex, gender identity, marital or civil partnership status, pregnancy and maternity, religion, sexual orientation, or socioeconomic background.
- **Accessibility:** Support is provided to applicants with special needs or from underrepresented backgrounds.

4- Recruitment

The Recruitment and Admission team together with academics at the School endeavor to ensure the recruitment of a high number of eligible and good quality applicants and ultimately registration. DMS is responsible for all recruitment activities including:

- Encouraging word-of-mouth promotion through learners
- Distribution of leaflets and similar promotional material if necessary
- Maintenance of an accurate and user-friendly website
- An active presence on social media (e.g. Facebook)
- Presence at events intended for learner recruitment



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- Conducting of our own targeted recruitment drives.
- Monitoring student recruitment in the context of widening participation.
- Utilising existing and developing new recruitment network including partner Universities.
- Development of outreach activities in the region.
- Develop relationships with UK universities and recognition of our programmes as entry routes for their courses via direct entry, foundation schemes and top-up programmes.
- Further develop positive relationships with accrediting bodies through regular participation at events and curricular feedback.
- Developing mutually beneficial relationships with local businesses (e.g. advertising, discount schemes etc) enabling us to organise opportunities for professional development with their staff.

5- Applicant's Responsibility

The applicant are required to accurately inform the School of all required and relevant information which may affect their application. This would enable the School to fully assess their application upon first submission. Failure to do this may result on delayed decision and possible rejection decision. In addition, applications that have been found to contain inaccurate information will be withdrawn by the School.

6- Admissions

Applications are welcomed from students with good academic potential and those whose profile is indicative of meeting the requirements for their course of study. The admission decision will be made in the best interests of the applicant and can be both academic and non-academic and will be based on the following and the potential for success;

- Prior educational attainment,
- Existing qualifications including, where applicable, those in English and Mathematics
- Prior work experience if applicable (voluntary or paid),
- Specific skills required for the course if any (identified clearly in the course specification)



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6.1- Admissions Process

1. Following an admission enquiry, the potential candidate would be directed to up to date and relevant course information and provided with additional information if required.
2. If the candidates wishes to proceed with entry, he/she will be advised to complete an application form and submit the same together with supporting documentation,
3. The Admission team at DMS will verify the candidate's eligibility in accordance with the respective awarding body entry requirements,
4. The applicants would then be required to take and pass a diagnostic assessment for English at the School in order to progress to interview in the next stage of admission
5. process. Candidates who do not pass the test would be advised to attend an English language course and apply to the School upon successful completion of the course.
6. All the applicants who have successfully passed the diagnostic assessment will be invited to attend an interview with the designated School representatives.
7. All applications are assessed on their own merits and School representative will take into account the evidence provided on the application form against awarding body requirements. Where necessary, the admission representative may consult academic tutors before arriving at a decision.
8. Following a successful interview the applicant would be provided with the decision and an offer of a place on the course. A formal letter of offer would be emailed to the candidate together with relevant information about the course including timetable and induction programme.
9. Candidates who are not successful at the interview stage would be provided with helpful and constructive feedback in a timely manner therefore enabling them to pursue applications elsewhere.
10. Where applicable, the applicant will be required to pay the appropriate registration fee for the Awarding Body. The decision on whether to collect or when to collect the fee will be at the School 's discretion

6.2- Registration with Awarding Body Organisations

All new students are normally required to register with their respective Awarding Body organization and pay the relevant registration fee. If applicable, applicants will be informed of any such fee payable during the admission process.

Please note that registering with the School does not mean automatic registration with Awarding Body and it is the student's responsibility to ensure compliance with the School and Awarding Body registration policy. Our administrators would assist students where students make direct application to an Awarding Body, if so, they must supply a copy of their registration document to the School as soon as they have registered.

7- Appeals and Complaints

If an applicant has cause for concern about the way in which their applications has been dealt with, he/she can follow the School's Appeals and Complaints by lodging an appeal or to make a complaint.

8- Monitoring and Review

5.1 This Statement may be amended by the School at any time. The Statement will be reviewed as part of our quality cycle. Any revisions to the Learner Recruitment and Admissions Policy will be approved by the Academic Board and the revised document will be made available on the School website.

5.2 The Learner Recruitment and Admissions Policy will be monitored on an annual basis by Academic Board.

9- 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	