Digital Marketing School

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Student Protection Plan – V1.1

April 2025

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1- Introduction

Digital Marketing School (DMS) is committed to ensuring that students receive a high quality educational experience and are able to continue with and complete their programme of studies. The student Protection Plan outlines the measure in place to protect student's interest in the event of unforeseen circumstances including; course, campus, or institution closure. All students will be made aware of this plan when an offer is made by DMS and the plan will also be available on student and staff portals. DMS intend to collaborate with students for review and update of Student Protection Plan annually.

2- The Scope of the Plan

The plan applies to all enrolled students including full and part-time undergraduate students who are studying through blended, online, and in class teaching and learning models. The plan also covers applicants who have accepted an offer from the School, but, have not started their studies yet.

3. Potential Risks to Academic Continuity

In line with the requirements of the Higher Education and Research Act 2017, DMS Student Protection Plan provides an overview of the types of events covers a range of events The types of events that are covered by the plan include; (but not limited to).

- Programme closure,
- Campus closure,
- Industrial action,
- Loss of accreditation and changes to regulatory framework,
- Technological failure including cyber attack

To minimize the impact of the above risks, DMS has established the following measures.

3.1- Programme Closure

We consider this risk to be low, however, we accept that it is possible that it may become necessary to discontinue a programme due to changing markets and DMS's strategic priorities. As such, the following measure would be put in place to reduce the impact of programmer closure:

- We will provide you with advance notice about the programme closure with detailed information of alternative options.

- Where feasible, we will enable you to complete your programme of study via teach out.

- Whenever teach out is not possible, you will be offered support, information, and advice to transfer to equivalent programmes at DMS or alternative institution.

- When required, we will undertake equality impact assessments to assess the effect on students with different needs, characteristics and circumstances.

- Where an alternative and accessible provider cannot be identified, DMS will refund you in full, or partially, depending on the level of credit achieved in an attempt to assist your transfer to alternative provider.

3.2- Campus Closure

We consider the risk of closure of Milton Keynes campus to be low. This is further supported by our online, and blended learning, teaching and learning models. The following measures are intended to protect students;

- Online learning and virtual classes will be expanded to minimize disruption.
- Where possible, you would be relocated to an alternative campus where possible.
- Financial support for travel or accommodation may be considered where appropriate.
- We consider the risk that DMS will be unable to operate is very low, this include the risk of bankruptcy, and loss of license. Digital Marketing School benefits from a sound financial background, and pride itself in its effective management of financial resources.

3.3- Industrial Action (IA)

DMS is well aware of impact of disruption to students from IA. Whilst the risk can be consider high in the industry, DMS classify this risk as low. This is mainly due to applied online and blended learning models, together with rescheduling assessment deadlines and offering additional support. DMS response to this risk include;

- Communication with and consult staff and students on how to minimise the impact of IA on students.

- Proactively engage with unions to resolve underlying issues leading to the Industrial Action.
- We will apply mechanisms to mitigate the impact of any disruption and ensure that you would not be disadvantaged in your assessment or exam outcomes as a result of IA.

3.4- Loss of Accreditation and Changes to Regulatory Framework

Loss of accreditation is considered as a low category risk at DMS, however, if your programme of study loses its accreditation from a professional, statutory, or regulatory body, we will consider the following measures to protect you:

- To communicate with students about the loss of accreditation and its implications.
- Provide you with a modified version of the same programme.
- Offer you an alternative programme (good match).
- Collaborate with accrediting bodies to restore program accreditation.
- Assist you to transfer to a different academic institution.

3.5- Technological Failure including Cyber Attack

DMS considers the defense of data, and online information, a critical business issue and take a proactive stance in anticipating security treats and implement appropriate actions to protect against any security treat, including

- The IT infrastructure at DMS is supported by a number of security layers.
- The IT infrastructure is designed with back-ups when possible.
- DMS has well defined and clear protocols for IT failure and security birch, including; strong password requirements, monitoring network activities, secure network access, data encryption, reporting suspicious emails and activities, and ongoing IT support to ensure continuous and uninterrupted service.
- DMS ensures that staff and students are aware of data protection and security treats, advise them immediately of any security related issue and provide ongoing training for staff and students.
- DMS has familiarized itself with the UK National Cyber Security Centre and their work.

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DMS is committed to safeguarding the educational experience and well-being of its students. This Student Protection Plan demonstrates our proactive approach to risk management and our commitment to supporting students in achieving their academic goals. In line with the above DMS updates its risk management documents on a regular basis, and when required

4- Monitoring and Review

The Student Protection Plan is monitored and reviewed annually to ensure the plan remains relevant and effective in addressing potential risks to student studies.

5- 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	