



Digital Marketing School

Digital Marketing School

Student Refund and Compensation Policy – V1.1

April 2025

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1- Introduction

Digital Marketing School (DMS) endeavours to preserve the continuation of study for all its registered students and those students who have accepted a place on a programme of study. However, in the event that this is not possible, DMS will address the situation based on this policy. The Refund and Compensation Policy at DMS is supported by the student protection plan and sets out the approach to refunds and compensation in the unlikely event of closure, suspension, or major modification to a programme of study affecting student's academic progress. The academic services at DMS is responsible for the implementation and management of this policy and consideration of compensation is context dependent, and all claims would be considered on a case-by-case basis. DMS will not consider refund and compensation for students whose visa has been cancelled by UKVI for breach of visa condition, and students who are withdrawn from a programme of study due to making fraudulent application and falsified document.

DMS is committed to the fair and equal treatment of all individuals regardless of their ethnicity, race, gender, disability, nationality, religious or political beliefs.

2- Programme Closure

In the unlikely event that it is not reasonably practical for DMS to teach a student/cohort to the end of their programme of study, and student will not transfer to another programme, DMS will normally refund all fees paid to date to the source of original transaction.

Where a student wishes to transfer to another academic institution, DMS will utilise student transfer arrangements to enable the student to transfer to a new academic institution. In such circumstances, DMS will provide reasonable compensation for irrecoverable costs such as accommodation fees, relevant subscription, etc.

Where transfer involves a student receiving credit through Accreditation of Prior Learning (APL) for study at DMS, the refunds of tuition fees will be limited to the elements of study which do not receive credit for future study at the new academic institution.

DMS will refund the tuition fees in the event where transfer to the new academic institution involves interrupted semester, or, a year. The refund is limited to the interrupted period, and DMS may also consider reasonable compensation for irrecoverable costs.

3- Major modification to a programme of study

Where as a result of major changes to a programme of study on which a student is registered for, DMS will communicate with students who are affected as a result of changes to and will ensure students have access to required resource and facilities, and work with students to confirm their choice in relation to change of module/s or transfer to other programmes. In such event, students will be provided with required support, guidance and advice to ensure no interruption to their studies and progression, and duration of their studies.

In the event where the options of change of module/s or programme is not possible, DMS would make the necessary arrangements to ensure students have the opportunity to study and complete their programme of study with another academic institution. Consideration of compensation will be given to such circumstances and may include travel expenses to new academic institution.

4- Withdrawal and Suspension

In the event of a student or his/her sponsor change their mind about continuing with the programme of study, withdrawal or suspension form must be submitted to the student services within 14 days of start of the programme. In this case student/sponsor would be reimbursed in full for the first term.

In the event of a student withdraws/suspend after 14 day of starting a programme of study, the tuition fee liability would be as follows;

Withdraw/suspension in semester 1:- 25% of an annual tuition fee will be payable

Withdraw/suspension in semester 2:- Additional 25% of an annual tuition fee will be payable(after the date of the first class in semester 2)

Withdraw/suspension in semester 3:- 100% of an annual tuition fee will be payable(after the date of the first class in semester 2)

If a student has paid the full tuition fees in advance, any overpayment will be processed directly.

If a student has been suspended or expelled, they will not be eligible for a refund of fees paid.

5- Complaints and Appeal Process

If a student is dissatisfied with the application of this policy, the complaint will be dealt with under the School complaints and appeal procedures. In the event of unsuccessful appeal,

the student may ask for the review of the decision by the DMS CEO within 15 working days of offered compensation. Appropriate grounds for appeal MUST be limited to; new information that was not available at the time of original appeal, procedural errors, evidence of prejudice or bias, and unreasonable nature of the decision of the appeal panel. If student is unhappy with the outcome of the appeal, the student may be able to ask for the review of their appeal by the Office for the Independent Adjudicator (OIA)

<https://www.oiahe.org.uk/students/how-to-complain-to-us/>

6- Monitoring and Review

This policy will be monitored on an annual basis by the Academic Board, and updated when required.

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	