



Digital Marketing School

Digital Marketing School

Value for Money Policy – 1.1

April 2025

CONTENTS

1- Introduction.....	3
2- Teaching quality and outcome	3
3- Consumer Protection.....	4
4- Fees, Funding, and Efficiency.....	5
5- Monitoring and Review.....	6
6- Version Control.....	6

1-Introduction

To prepare students for the future, it is imperative that academic institutions provide students with the knowledge and skills that enables them to be creative and innovative. The key to achieving our vision, Digital Marketing School is the commitment to deliver value to our students from all background during and after their studies, and the taxpayers. In line with OFS value for money-what should providers do (2020), this policy sets out to address the Value for Money (VfM) priorities with focus on Teaching quality and outcome, consumer protection, fees, funding, and efficiency. Whilst, the Board of Governors is responsible for putting in place arrangements that ensures value for money through the School's programmes and operations, all members of staff are required to actively participate in the implementation of the VfM measures.

2-Teaching quality and outcome

A strong priority for us is to ensure our students are equipped with knowledge and skills that are required in the competitive business environment and rapidly evolving digital landscape including, digital literacy, data analysis, critical thinking, problem solving, and adaptability. This is achieved by

- DMS will continue to deliver courses that are relevant, up-to-date, informative, stimulating, challenging, and provide students with knowledge and skills required for their current and future development.
- We will ensure our students are equipped with knowledge and skills that are required in the competitive business environment and rapidly evolving digital landscape including, digital literacy, data analysis, critical thinking, problem solving, and adaptability
- DMS will continue to deliver courses through a range of options for students, including; online lectures, blended learning, seminars, tutorials, workshops, study groups, and independent. This would provide students with the flexibility and convenience to study on their own schedule, whilst still receiving the same level of support and education to that of on campus students.



Digital Marketing School

- We would be response to sector development and will regularly monitor and evaluate our Quality Assurance and Enhancement Process at DMS to ensure to bring about continuous improvement in the effectiveness of the learning experience of students,
- We will deliver well-designed, high-quality courses and assess student achievements through formative and summative assessment and feedback methods
- Using our blended learning methodology, and the provision of best digital technology, we will provide flexible and personalized education experience that would promote engagement, and achievement
- We will monitor student progress using our AI supported engagement platform and provide additional support to students who are identified for the same. In addition, using our internal data system we would evaluate and measure our continuation, completion, and progression outcomes.
- We will provide students with ongoing academic and pastoral support and guidance from admission through to completion of their studies and beyond through our comprehensive support tools and mechanisms.
- We will continue to invest in resource and facilities required for an ideal teaching and learning environment fit for current digital era.
- We would ensure staff and student ratio is in line with industry standards
- We would comply with the assessment and awards standards (sector-recognised) granted by the partner institutions.

3- Consumer Protection

The clarification of the law by Competition and Market Authority (CMA) in 2023 emphasised the importance of the same, enabling students to know their rights and make informed decision about their studies. In compliance with CMA, DMS continue to provide students with accurate and timely information from the initial enquiry, when an offer is made, and during enrolment This is achieved through;



Digital Marketing School

- Provision of accurate, up-to-date, clear, and transparent information to allows students to make informed choices about their studies, including course information and total cost of the course.
- Provision of fair and balanced terms and conditions that provide a clear contractual relationship between a student and DMS.
- Ensure fair treatment of students when they are studying and make provision for robust, accessible and clear complaint handling processes.
- To promote the VfM principles at DMS so that staff recognise their continuing obligation to seek VfM for the School as part of their routine activities

Any changes to the above would require explicit student consent

4- Fees, Funding, and Efficiency

Digital Marketing School benefits from a sound financial background, and we manage our finances carefully to best look after our students and staff. will ensure the School is financially sustainable through;

- Continue to ensure effective management and governance.
- We incorporate VfM principles within our planning system and processes to ensure efficiency and effectiveness
- We remain committed to transparency about our finances, and VfM provided for our students.
- We remain committed to our responsibilities and duties to our local communities.
- We will ensure taxpayers receive value for money and deliver graduates, from all backgrounds, who contribute to society and the economy
- We are committed to the provision of competitive fees, providing students with a transparent fee structure to enable students to make informed decision about their studies at DMS.

We will annually review and measure progress against each of our value for money measures through internal audit and process.

5- Monitoring and Review

The Value for Money Policy will be monitored on an annual basis by the Academic Board, and updated when required.

6- 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	