

LEARNER INDUCTION HANDBOOK 2022 – 2023

"Education is the key to Success"



Disclaimer

All the information contained in this handbook was correct at the time of publication.

Dear Learner,

Welcome to Digital Marketing School, where we pride ourselves on putting our learners first. We are a training provider with a great track record in ensuring that all our learners grow, develop and achieve their full potential.

I hope you find this handbook useful as you begin your studies at our centre. We want you to experience the best possible learning environment and I am sure that you will enjoy our learning, teaching and support facilities.

We are very much looking forward to working with you to help you shape your future and, as many of our former learners tell us, there's no greater level of support and friendliness anywhere else. We work closely with our learners to shape all aspects of Education life.

Whatever your choice of programme, I am confident that you will enjoy your time with us and will find it rewarding in many ways. You will make good friends at Digital Marketing School and have an opportunity to share your experiences with others.

Best of luck with your studies and do have a thoroughly enjoyable year ahead.

Mohammad ISLAM

Director Digital Marketing School

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DIGITAL MARKETING SCHOOL MISSION, VISION, VALUES AND CULTURE

Our Mission

To offer great quality courses for those who want to get more knowledge about a certain field of work. Our courses are designed by people for people keeping in mind the busy everyday lives we all have. We provide fast track courses to those who want to get specialised in a certain domain in just a few weeks. Our support materials are made to be accessible and understandable by everyone as we want you to grow and get the necessary skills not only to get a job in your desired field but also to excel at it and be one of the best. By studying one of our courses you will be able to demonstrate your knowledge and skills and show your future employers that you have what it takes to be the best!

Our Vision

To give people the chance to follow their dreams in an easy and accessible way by studying a compressive and flexible course in their desired domain. Our online platform is very intuitive and user friendly, helping students learn and develop their skills and knowledge through our suggestive materials, amazing and helpful tutors and globally recognised certificates. We want to give the chance to people from anywhere to do a globally recognised qualification without the need to change their lives as they will be able to learn at their own pace in their preferred location!

Our Values and Culture

- Integrity
- Honesty
- Trust
- Accountability
- Commitment to learners
- Continuous Learning
- Constant Improvement
- Diversity
- Innovation
- Quality
- Teamwork

LEARNER CHARTER

The learners at Digital Marketing School are our most important people. We are committed to ensure that we offer:

- equality of opportunity
- high-quality education, guidance, and support
- clear information on opportunities for progression to further study
- helpful information and guidance on future career prospects

You are entitled to:

- equal access to services and facilities in an environment free from discrimination, bullying or harassment and supports diversity
- a high-quality education in a nurturing environment designed to help you learn
- a prompt and courteous reply to your enquiries
- a comprehensive induction to DMS and your choice of course
- ongoing pastoral support and guidance, support for learning and feedback on progress while studying your course
- access to guidance on career opportunities and information about further courses
- confidentiality of personal information and access to information held about you

You are obliged to:

- Abide by organisation rules and regulations and behave in accordance with the Learner Code of Conduct.
- Participate fully in the learning and assessment process.
- Engage with classes regularly and be on time.
- Observe health and safety regulations.
- Comply with the Equality Policy, treat others with consideration and respect and work with our staff to advance equality and diversity.

LEARNER SUPPORT

POLICIES AND PROCEDURES

Appeals – Assessment

All learners have the right to appeal against the outcome of an assessment.

Grounds for Appeal

1. If you are dissatisfied with the result of an assessment
2. If you are dissatisfied with the number of re-assessment opportunities offered
3. If you are dissatisfied with the time allowed for assessment
4. If your assessment performance has been affected by ill health (A medical certificate should support an appeal on the grounds of ill health)

Evidence and information to support an appeal

The Appeals Committee will only meet to consider an appeal when it has sufficient information or evidence to make an informed decision. If an appeal does not contain sufficient information or evidence, you may be advised to resubmit the appeal with the supporting evidence within seven working days. The Appeals Committee may also request information on, and take into consideration, any of the following: attendance, progress, general conduct, guidance and disciplinary records.

Appeals/ Disciplinary

Any learner being disciplined for a breach of the Learner Code of Conduct, the organisation rules and regulations or Health and Safety, will be issued with a copy of the DMS disciplinary procedures, including information on how to appeal.

Honesty and Integrity in Assessment

The guidance on copying, plagiarism and honesty and integrity in assessment is designed to help you with your course work. Where an Assessor identifies or suspects that a learner has breached the organisation guidelines, the Assessor, in consultation with the Curriculum Manager, is authorized to implement any or all of the following actions:

1. The learner will be deemed to have failed to attain competence
2. The learner will not be reassessed
3. The learner will be withdrawn from the unit
4. Invoke the learner disciplinary procedures

Learners may make an appeal through the Learner Disciplinary Procedure.

Engagement and Progress

Your learner funding payments could be withheld or withdrawn if your engagement is below policy guidelines. You should be engaging regularly and making good progress on your programme of study. If your engagement falls below the required level, you might be suspended, and you may be withdrawn.

Complaints

We want to offer you the best service possible. However, if you have a complaint or a suggestion for improvement, please speak to the member of staff directly involved, or to your Course Tutor. If you are unable to do this, you can complete a formal complaint form.

Conduct

You are expected to conduct yourself in an orderly way and to co-operate with any reasonable request by a member of DMS staff. By signing your enrolment form, you agree to be bound by the Learner Code of Conduct and DMS rules and regulations.

If you breach the organisation rules and regulations on conduct, computer use, health and safety or academic matters, you could be disciplined, and you may be suspended or withdrawn from your course. You have the right of appeal.

The following activities are strictly prohibited:

- interfering with fire equipment, fire doors or fire alarms
- use or possession of intoxicating liquor, drugs, hazardous substances, or offensive weapons
- harassment, bullying, cyber-bullying, behaviour or language that is intimidating or threatening, sectarian, sexist, racist, ageist or homophobic
- wilful action which could place any person in danger or could result in an accident
- use of Internet or email, including social networking media, to access, download or send offensive materials, photographs, statements, or pornographic material
- use of mobile phones/cameras to capture images without permission anywhere in the organisation building or on the DMS grounds
- theft, vandalism, or violence of any kind, including gender-based violence
- smoking in any area other than the designated smoking shelter
- gambling in any form

Use of Computers, DMS Network, Internet, Web Portal

You will be issued with a login that allows you to access your online lectures.

The Code of Conduct on Computer and Internet Use has been designed to protect both you and other users from inconvenience, loss, distress and possible disciplinary or criminal proceedings. You will be required to confirm that you have read, understood, and will abide by these regulations.

The following are broad guidelines and should be read along with the Code of Conduct on Computer and Internet Use:

- always log on and log off
- keep a backup of your work - in case of viruses or equipment failure
- leave your workstation clear when you've finished
- be aware that you may be monitored while you're using a computer or accessing the Internet
- only use the Internet for course work, job search or careers search
- wash or sanitise your hands prior to and after using workstations
- clean the workstation after use

Make sure you do not:

- use your login to give access to another learner
- open .exe files
- alter settings
- load software
- send or receive pornographic material, computer viruses or offensive material which would contravene legislation or constitute a criminal offence
- use the Internet to hack into other internal or external computer systems

Copyright

DMS retains copyright on all materials provided for your course of study. Course notes and exercises should not be copied or sold to a third party.

Booking Appointments/Meetings

Users can use the telephone and/or request a meeting. Learners will be encouraged to book appointments where they require to access support services including advice or IT support.

If you have any matter you wish to raise regarding health and safety, then please advise your course Tutor and they will arrange to address it for you.

Equality and Inclusion

We are committed to eliminating unlawful discrimination, harassment, and victimization, to advancing equality of opportunity and to fostering good relations. We will ensure that each person who comes to DMS is treated fairly and equally. No individual will receive less favourable treatment than another on the grounds of age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation or marriage or civil partnership status. Selection criteria and procedures will be reviewed regularly to ensure that they operate on the basis of fairness, equality of opportunity and anti-discrimination.

The Equality Policy extends to all those who engage with DMS: associates; partners; customers; contractors and suppliers.

While staff or learners are with DMS, we are determined to ensure that everyone has equal access to choices and opportunities for study or personal or professional development and that no one is discriminated against as a result of any action, intentional or otherwise.

Discrimination/Harassment/Bullying

DMS is committed to creating an environment free of discrimination, harassment, and bullying, where everyone is treated with dignity and respect.

Discrimination, harassment or bullying in any form, including cyber-bullying, whether involving learners or staff, won't be tolerated. Bullying may take the form of exclusion, ridicule, teasing, suggestive comments posted on social networking websites, touching or assaults. If you feel that you are being harassed, bullied, or discriminated against, you should contact your Course Tutor or the Centre Manager/ Safeguarding Officer as soon as possible. They will listen and give you support. All allegations of bullying and harassment will be investigated and, if appropriate, disciplinary action may be taken.

Inclusiveness

DMS is committed to ensuring that opportunities for learning are made available to the widest range of prospective learners, with appropriate support for those who need it. Where it is within its power and allowed by law, DMS will take positive action to promote choice, opportunity and progression for staff and learners and to modify and extend arrangements generally to accommodate the needs of individuals and groups. DMS is committed to promoting and facilitating lifelong learning.

We aim to:

- identify the learning needs of our local community and design and deliver relevant courses
- foster aspirations of attainment and encourage individuals to reach their full potential, irrespective of circumstances
- provide relevant and useful information to prospective learners about the courses and support we can provide
- provide suitable facilities and arrangements to enable learners to achieve success in learning

- be accessible, helpful, and welcoming to current and prospective learners
- participate in networks which share a common purpose in planning training and arranging support for individual learners

We are committed to ensuring that disabled people and those with additional support needs are treated fairly. All reasonable adjustments to provision will be made to ensure that learners who have a disability or learning need are not substantially disadvantaged. We want to be a disability-friendly organisation. Please help us to achieve this by:

- Bringing to our attention any potential discrimination against disabled people and ensuring that we know about any reasonable adjustments we could make to give disabled people a fair deal at DMS.
- Letting us know about your disability and/or learning need and what assistance or reasonable adjustments we can make for you to help you apply for a course/during your studies.

LGBTQ+

DMS seeks to be a community where everyone is treated with respect, fairness and understanding. We recognise the complexity of current issues around LGBTQ+ rights, same-sex marriage, and gender identity. We are committed to performing all our tasks as a caring and diverse community where any instances of harassment and discrimination are reported and investigated. If learners experience or observe any mistreatment based on sexual orientation or gender identity, they can report it to their Course Tutor or speak to the Centre Manager.

General Data Protection Regulation (GDPR)

Your privacy and trust are important to us. By processing your data, we are fulfilling our obligations as a Training Provider and as a public authority in the provision of education in the public interest and to comply with the requirements of the Education (UK) Act 1980, the Equality Act 2010 and other legislation. DMS is registered with the Information Commissioner's Office.

Health and Safety

Everyone has a responsibility to protect themselves and others from hazards resulting from work or behaviour. It is your duty to follow closely all advice and instruction given by Course Tutors, DMS staff, on official notices and in the Learner Code of Conduct. You should not attempt to carry out work of a dangerous nature or operate machines unless instructed to do so. Personal Protective Equipment (PPE) should be worn as instructed by the Course Tutor accordingly.

OTHER SERVICES

Authorised Absence

You may be granted an Authorised Absence through your Course Tutor (this will normally be agreed in advance with supporting evidence provided), if any of the following circumstances apply:

- production of a medical appointment card for doctor/hospital/clinic/emergency dentist (please note that pre- arranged dental appointments should be out with class time)
- production of a letter requiring court attendance as juror/witness/defendant
- production of a letter requiring attendance at a probation meeting
- religious holidays, by prior arrangement only
- funeral of a close family member/friend or when leave is granted prior to the funeral
- family emergency (judged at discretion of tutor) half-day or maximum one day
- Attendance at Children's Hearing, court, meeting related to caring responsibilities or care needs, etc.

It is important to make sure you stay on track with attendance in order to ensure the best possible educational outcome.

Medical Certificates

If you are absent due to a medical reason, you should submit a medical certificate which you can get from your doctor.

Holidays

You should not arrange holidays during learning journey. However, if you do have a pre-booked holiday, you should inform your Course Tutor in advance at induction and make arrangements to complete your course work.

Change of Personal Details

If there are any changes to your personal details - name, address, income, employment or benefit status, course details, etc. - you should let the relevant people know.

To notify a change in your name, address, or telephone number, please update your personal details with your course Tutor.

Withdrawal

It is important to inform the DMS in writing if you decide to withdraw from your course. You should inform your course tutor.

Induction

You will be given a comprehensive induction at DMS which will include the issue of your

- learner handbook
- assessment appeals
- how to complain
- timetable, and course induction

Learning Development

We want all our learners to reach their full potential and recognise that some may need additional support to do so because of, for example:

- a visual or hearing impairment or mobility/physical difficulties
- dyslexia
- ill health or mental health issues

- general learning difficulties
- needing to brush up on study skills, spelling, English or numeracy/ Maths
- having had difficulties at school or challenges remembering things easily

DMS offers free, confidential support and advice if you fall into any of the above groups. No matter what level of course you are studying or whether you are a full or part-time, day or evening learner, we can discuss ways to support your learning.

LEARNER CODE OF CONDUCT

The Learner Code of Conduct is designed to ensure that learners contribute to a safe and successful learning environment by defining the behaviour and conduct expected from learners.

Behaviour - all learners must:

1. Treat everyone with respect, regardless of culture, race, nationality, religion, gender, age, marital status, sexual orientation, disability or social class.
DMS will not tolerate any discrimination, harassment or bullying, including cyber bullying, and expects learners to report any such incidences to their tutor as soon as possible.
2. Comply with and promote the British values of democracy, the rule of law, individual liberty, and mutual respect and tolerance of those with different faiths and beliefs. Take care not to behave in a way which glamorizes or normalizes violence or extremist beliefs, and challenge any behaviour in others which appears to do this.
3. Respect contributions made in class by other learners and not undermine them by inappropriate comments or behaviour such as sighing, tutting, side comments to other learners etc.
4. Adopt behaviour and use language that is appropriate and does not upset others. Swearing, excessive shouting and using inappropriate gestures will be challenged.
5. Follow tutors' instructions and established class etiquette regarding answering questions in class, for example, raising the hand to answer a question, allowing others to answer questions, not interrupting other learners when they are contributing to the class.
6. Follow all Health and Safety instructions given out by any staff member (ie tutor, technician, enrolment staff, and fire warden)
7. Switch off mobile phones, personal communication devices and personal stereos
8. Contribute to the DMS's continuous improvement systems by providing constructive feedback about the courses and services, and by using the DMS's Complaints Procedures if you wish to make a complaint.
10. Meet financial commitments relating to their course (if applicable) promptly and in full.
11. Act at all times in a manner that does not cause offence nor bring the DMS into disrepute.

Academic - all learners must:

1. Attend classes regularly and punctually and inform their teacher by email, text or phone of any absences, where possible in advance of the class. Where missing a class is unavoidable, take responsibility for contacting the tutor and arranging to catch up on the work which has been missed.
2. Complete all work set by tutors to agreed deadlines. Late work will be marked and submitted to the awarding organisation at the tutor's discretion, or according to the awarding organisation guidelines, if applicable.
3. Successfully complete all internal and external examinations and assessment, where appropriate, in order to progress on the course.
4. Ensure all work produced for assignments and exams is your own work. Where information is used from another source this must be referenced appropriately. Plagiarism and/or cheating may lead to disciplinary action by DMS and/or awarding organisation/examinations board.