Higher Diploma in Science in Digital Marketing
Level 8, 60 ECTS

Programme Handbook

2020/21

Foreword

Welcome to DBS where we will help you realise your ambition. We have an international reputation for delivering a high-quality student experience and our intention is to do everything we can do to support you during your time with us.

Dublin Business School (DBS) is Ireland's largest independently owned, third level institution. Our campus is in Dublin's city centre and comprises four buildings where nationalities from over 95 countries participate in a bustling and thriving student life.

We offer programmes across a range of disciplines from business to data science, cybersecurity to artificial intelligence, marketing to psychology, accounting and finance through law, film, and creative media. We are committed to enabling strong academic outcomes through employer-led programmes and continuing to deliver an out-standing student experience.

This year coming contains many significant challenges for higher education providers due to the COVID-19 pandemic. At DBS we will meet this challenge head-on and draw on our experience of delivering high-quality teaching and learning through hybrid and multi-modal learning. Our utmost priority is the protection of your health and safety and DBS actively commits to government guidelines and protocols in order to ensure this. We will also do everything we can to maximise the opportunities for you to be on campus as much as possible and this will mean that some of your learning will be on campus and some will be online. You will find the specific details in your online timetable as well as in your Module and Assessment Guides.

The information contained in this handbook is crucial to your learning. It provides important information on your programme, your assessments, and the key individuals you will meet. For these reasons we want you to constantly read and refer to this handbook and use it as a key information source during your time with us.

We are dedicated to ensuring that you have a rewarding and fulfilling experience while studying at DBS and intend that, through your programme of study, you begin to realise your ambitions and your career goals.

Good luck on your journey!

Kerry

Dr Kerry McCall Magan

Head of Academic Programmes

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Section 1 Programme Information

Welcome Message from Course Director

Hello and a very warm welcome to Dublin Business School. My name is Rita Day, and I am the Course Director for your marketing programme.

You have made the right choice on deciding to study at Dublin Business School. We are Ireland's largest independent third-level intuition, offering a range of undergraduate, postgraduate, and professional programmes in Business, Arts and Law. Your choice to study marketing will enhance your personal, academic, and professional development.

DBS has built on a reputation of "Excellence through Learning" and we pride ourselves on our ability to design and deliver programmes which are academically rigorous and innovative whilst ensuring they meet the demands of an ever-changing global business community. All faculty members are experienced tutors who are specialists in their chosen field. As well as being highly qualified academically, they also bring a wealth of industry experience to the classroom. Our tutors are actively engaged in consultancy and research and this feeds directly into your learning experience.

I look after the undergraduate programmes which include the BA (Hons) in Marketing and the postgraduate programmes, the MSc in Marketing and the MSc in Digital Marketing. I work closely with your Programme Coordinator Mary Fenlon and your lecturers. Some examples of areas that I can assist with include:
- Academic planning and choices
- Navigating Moodle
- Assignments and Examinations
- Decisions around stream choices

Your student portal is also a one stop shop for accessing your email, timetables and more. I would like to note the DBS email assigned to you. It is important that you correspond with DBS staff using this email only. We will send a number of important communications to this email during your studies. This information and more, is available in your Student Handbook, which can be accessed via students.dbs.ie/academic operations

It is appreciated that new students each have particular needs. This handbook is designed to provide you with much of the information you will require in the first few weeks of your programme of study. It will aid your study immensely if you familiarise yourself with the contents of this handbook and keep it somewhere safe. It is to be used in conjunction with the Module and Assessment Guides that you will also receive. We hope you enjoy your time with us here in DBS and look forward to helping you during your learning journey. I am here to help you with the academic side of your programme from now until you graduate, and beyond.

Please do not hesitate to contact me on rita.day@dbs.ie if you have any questions.
Best wishes to you all for a great year!

Rita

Rita Day
Course Director for Marketing and Acting Course Director for Business & Law

1.1 Programme Administration

If you have any questions or concerns about any aspect of your course, or a problem relating to any aspect of your time here at DBS you should contact your Course Director or Programme Coordinator. If they cannot tackle the question or problem themselves, they can help you identify the person who can, and they will refer you on to them. Below is short description of the people you will meet on your programme:

- **Course Director**
  The Course Director has responsibility for ensuring academic quality and standards for learners (particularly in the areas of teaching, learning and assessment). They are the academic lead in the discipline area and are a key contact point for programme team liaison and co-operation. They work to ensure programmes contain high quality teaching and learning and are committed to enabling strong employer-aligned, academic outcomes.

- **Programme Coordinators**
  Programme Coordinators provide administrative support on programmes and ensure all learners are provided with full details of their programme of study. They are the first point of contact for learners on a range of issues such as programme queries, deferrals, personal mitigating circumstances (PMCs) that may affect their learning.

- **Module Leader**
  The Module Leader is the Lecturer responsible for the module. Their primary function is to lecture and assess learners on subjects or modules according to the programme document. Their duties and responsibilities relate to teaching, assessment, and completion of the module. Module leaders work hard to ensure a high-quality teaching and learning experience for all students.

1.2 Main Points of Contact for the programme

	Name	E-mail
Programme Coordinator	Mary Fenlon	mary fenlon@dbs.ie
Programme Leader	Mary Nolan	mary.nolan@dbs.ie
Course Director	Rita Day	rita.day@dbs.ie

1.3 Programme Team

In DBS, email addresses for lecturing staff are as follows: **firstname.lastname@dbs.ie**

This is an indicative list and is subject to change.

Module No.	Module Name	Staff/Lecturer(s)
1	Digital Marketing Management	John Noble
2	Digital Content and Storytelling	Barnaby Taylor
3	Digital Marketing Communication	Naomi Kendal
4	Digital Marketing Technologies and Tools	Ieva Masevic
5	E-Business and Emerging Technologies	Aishling Duhy
6	Digital Marketing Analytics and Metrics	Ieva Masevic
7	Digital Portfolio	TBC

There are also other valuable points of contact and support in DBS such as Student Services, *the Student Engagement and Success Unit,* Student Welfare and Support, IT Helpdesk *and the award winning* DBS Library. *Your DBS Handbook and the* DBS website *will contain more information on these and other great DBS services and supports.*

This year coming contains many significant challenges for higher education providers due to the COVID pandemic. At DBS we will meet this challenge head-on and draw on our experience of delivering high-quality teaching and learning through hybrid and multi-modal learning. Our utmost priority is the protection of your health and safety and DBS actively commits to government guidelines and protocols in order to ensure this. We will also do everything we can to maximise the opportunities for you to be on campus as much as possible and this will mean that some of your learning will be on campus and some will be online. You will find the specific details in your online timetable as well as in your Module and Assessment Guides.

Section 2 Programme Details

2.1 Programme Aims and Objectives

The aim of this programme is to provide learners with the opportunity to up-skill and/or re-skill in the discipline of digital marketing practice. The programme will allow the learners to add value by providing important data on trends and patterns that will enable better decision making and digital strategies. The programme is positioned to develop digitally focused and adaptable graduates, who will flourish in the emerging data driven, IT focused marketing function.

Given the growth and contemporary developments in digital marketing, it is also an important opportunity for those who may be working in the sector to up-skill in digital marketing strategy, theory, and practice. Technology and its seamless integration into our lives has now caused an increased need for well-designed information and assets, delivered in a bespoke, market focused format. A range of modules and topics are offered that have been designed to both challenge and inform the learner whilst also providing a focus on application to commercial relevance as required in this area. Learners will gain an understanding of the impact of digital marketing on business and customers, E-Business Emerging technologies, digital marketing technologies and tools (Martech), digital marketing analytics and metrics and learn how to effectively integrate their knowledge of the digital marketing sphere into decision-making in an organisation. They will critically analyse and evaluate the brand and marketing function in order to generate valuable business insights in an increasingly complex digital age. They will learn how these insights inform strategic business decisions designed to increase market share and customer reach. Through the assignments and projects as part of the assessment criteria, learners will develop independent research and problem-solving skills which will be valuable in a variety of contexts in the workplace. They will enable learners to integrate seamlessly into an organisation by addressing transversal skills such as leadership, self-management, and teamwork.

Learners who complete the Higher Diploma in Science in Digital Marketing programme (including the 10 ECTS Digital Portfolio) will also develop and enhance their research capability through the lens of creative skills and storytelling, critical enquiry and detailed analytical problem solving. Overall, the programme aims to create learners with an understanding of core digital marketing issues and therefore develops learners' understanding of the demands of the changing digital environment through up-to-date and in-depth knowledge of the core and subfields of digital marketing whilst also providing valuable and necessary practical digital marketing skills in this field.

The specific programme objectives are to:
1. Provide an academically rigorous framework through which students can develop an awareness of current problems and/or new insights in the digital marketing function to further develop and expand their knowledge of digital marketing.

2. Develop a systematic detailed knowledge, experience and understanding of digital content curation for digital marketing in a modern organisation.
3. Develop learners' knowledge and ability to apply and use integrated digital marketing communications, particularly within campaigns, with the intention of using this knowledge creatively in the delivery of digital marketing strategies.
4. Demonstrate knowledge of marketing technologies and tools and the role they play in marketing strategies.
5. Develop an in-depth appreciation of modern data-driven metrics for marketing activities, and knowledge of using to drive an organisation's e-business programme.
6. Provide learners with the tools to explore web analytics and understand campaign metrics.
7. Apply advanced research skills, constructively criticise, draw conclusions, and offer recommendations within the marketing environment.

2.2 Programme Learning Outcomes

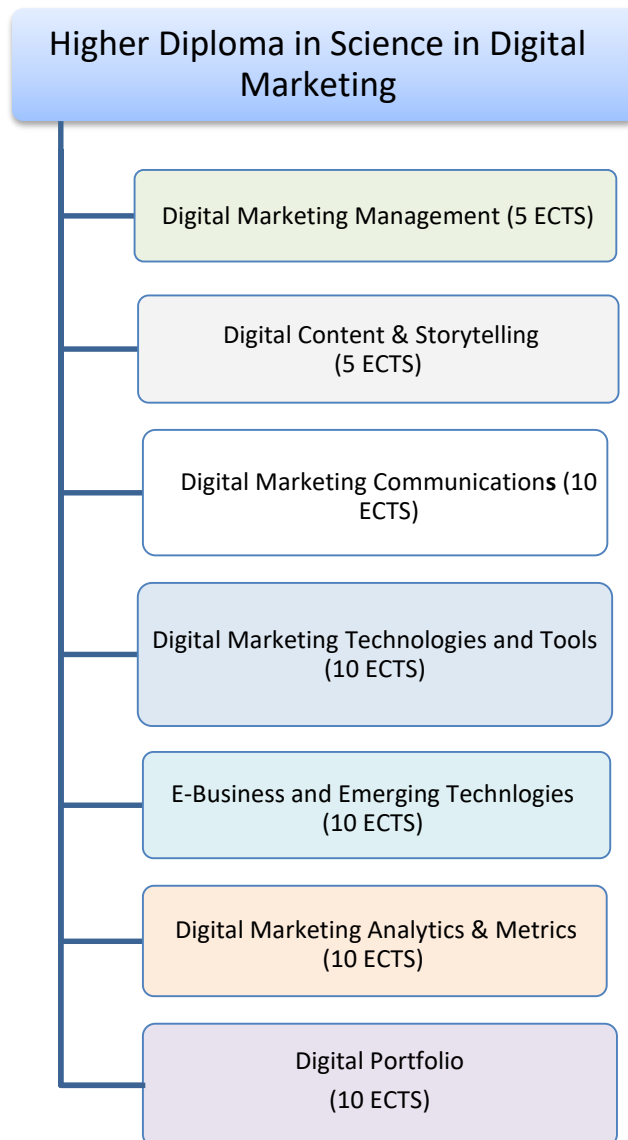On successful completion of the programme, graduates will be able to:

MIPLOs	Learning Outcomes
MIPLO1	Define the theories, concepts, and practices of digital marketing management.
MIPLO2	Appreciate digital content curation and reflect on the specific theoretical underpinning of the digital marketing space.
MIPLO3	Apply integrated digital marketing communications to advertising, campaigns, the delivery of digital marketing and online PR for a positive user experience online.
MIPLO4	Appraise marketing technologies and tools and the role they play in marketing strategies.
MIPLO5	Evaluate the importance and role of e-business and emerging technologies in financial management in digital marketing.
MIPLO6	Explore marketing analytics and metrics and understand the role they play in digital marketing and campaign management.
MIPLO7	Construct and present research around digital marketing strategies to a professional standard, cognisant of emerging technologies.
MIPLO8	Display a range of personal and interpersonal skills, including the capacity for continuous learning, initiative taking, performing to deadlines, working in a team, communicating effectively.

Programme synopsis

The Higher Diploma in Science in Digital Marketing is a conversion programme for graduates who wish to acquire core digital marketing skills. Participants will receive practical training in key digital skills such as digital marketing management, digital content and storytelling, digital marketing communications, marketing technologies and tools, E-Business Emerging technologies, digital marketing analytics and campaign metrics and the capstone module. Participants will work towards the completion of a digital portfolio as their capstone project. The programme emphasis is on the development of the knowledge, skills, and competencies relevant to the role of the digital marketing professional. Communication and teamwork skills are fostered and real issues from the rapidly changing world of digital marketing are discussed and analysed. The programme will be delivered in a flexible manner, consisting of lectures, workshops, group work, blended learning, and guest speakers from industry. Throughout the programme, learners will acquire the necessary skills and acumen to appraise and operationalise digital marketing opportunities and challenges and effectively integrate these into decision-making roles with an organisation. The programme will enable graduates to play an active role in a diverse range of digital marketing roles and/or be in a position to take up further Level 9 postgraduate studies, such as the Master of Science in Digital Marketing.

2.3 Programme Structure

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┌─────────────────────────────────────────┐
│  Higher Diploma in Science in Digital    │
│                Marketing                 │
└─────────────────────────────────────────┘
        │
        ├── Digital Marketing Management (5 ECTS)
        │
        ├── Digital Content & Storytelling
        │   (5 ECTS)
        │
        ├── Digital Marketing Communications (10
        │   ECTS)
        │
        ├── Digital Marketing Technologies and Tools
        │   (10 ECTS)
        │
        ├── E-Business and Emerging Technlogies
        │   (10 ECTS)
        │
        ├── Digital Marketing Analytics & Metrics
        │   (10 ECTS)
        │
        └── Digital Portfolio
            (10 ECTS)
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2.4 Other Relevant Programme Information

Stage label	Module title	ECTS	Module synopsis
Award	Digital Marketing Management	5	The module aims to introduce learners to digital marketing management outlined in a series of activities in which company goals can be achieved through carefully selected online marketing channels. This module will offer the learner both the theory and practice of strategic digital marketing management, including the planning, managing, and measuring a digital marketing campaign.
Award	Digital Content and Storytelling	5	This module will focus on digital content and storytelling as a fundamental part of the digital marketing process; it will inform the learner about the process of gathering information relevant to a particular topic, or area of interest, usually with the intention of adding value within digital media. This creativity is understood through the lens of socially responsible content. As part of the writing process, learners will need to be aware of compliance and adherence to GDPR and ethical considerations throughout this module.
Award	Digital Marketing Communications	10	This asynchronous module will explore the integration of multiple marketing communication platforms to form a cohesive online approach for the business which will include: search engine optimization (SEO), Keyword Research, Link Building, and Digital Marketing activities that have major SEO benefits including Content Marketing, Guest Blogging and Online PR. It examines the evolution of the promotional mix to date and the challenges marketers face in a changing business environment. This module provides a strategic approach to managing communications that builds upon a critical understanding of the promotional mix in the context of emerging technologies.
Award	Digital Marketing Technologies and Tools	10	This module will give learners an understanding of the role of key technology tools for digital marketers. It will introduce learners to back-end digital marketing technologies that facilitate general data management, big data, universal analytics, social media analytics, mobile, programmatic, and other emerging technologies that impact the contemporary digital marketing function.

Award	E-Business and Emerging Technologies	10	This module will provide learners with expert academic knowledge in the activity of electronically buying or selling products, and online services. Learners will study E-business including financial management and explore the role of emerging digital marketing technologies in this space.
Award	Digital Marketing Analytics and Metrics	10	This module will provide learners with a deeper knowledge and understanding of the technology and different models available in terms of web analytics and campaign metrics to strategic digital marketing. Learners will also utilise effective project management techniques through the process of web marketing design for a typical business scenario including the application of basic web promotional elements.
Award	Digital Portfolio	10	This module provides learners with the opportunity to demonstrate their ability to work independently, on a well-defined research question in an organised and critical manner. A digital portfolio is a collection of electronic evidence assembled and managed by a user, usually on the web. Such electronic evidence may include text, electronic files. Images, multimedia, blog entries, and hyperlinks. The digital portfolio will showcase the user's ability through the use of various platforms for self-expression. This personal learning environment captures and displays a learning record and a collection of digital artefacts.

2.5 Teaching and Learning Strategy for a multi-modal environment

The teaching and learning (T&L) strategy refers to the teaching modes, approaches and activities that the lecturer will use to help you work toward achieving the learning outcomes for the module. A T&L strategy is made up by bringing together T&L modes, T&L approaches and T&L activities.

Examples of T&L modes include:

Mode	Description
In-class	Where the lecturer and all the students are in the class
Live Online	Where the lecturer and all of the students are online at the same time
Hybrid	Where some of the students are online and some are in the class and the lecturer is either in-class or online
Pre-Recorded	Where the lecturer pre-records a session
On Demand	Where the lecturer has prepared teaching content or activities and made it available to you online for you to engage with at your own convenience

Examples of T&L approaches include:

Approach	Description
Lecture	Where the lecturer presents or talks about concepts, ideas, topics or theories
Tutorial	Where the lecturer and students engage in a discussion
Workshop	Where the lecturer and students engage in activities either collectively or in groups
Lab Demonstrations	Where the lecturer or students demonstrate processes usually on a computer

Examples of T&L Activities include

Activity	Description
Case Study	Students review real-world examples of what they are learning about
Guest Speaker	A practitioner talks about real-world examples of what students are learning about
Group work	Students are divided into groups to work on a particular activity
Peer Review	Students review and comment on other students work
Peer discussion	Students engage in a discussion about a topic which the lecturer observes and can contribute to
Quizzes	Students work through a series of short questions
Practical Exercises	Students carry out an individual task during the class
Peer Presentations	Students present either individually or as a group to their fellow students

Controlled Debate	Students are divided into groups and argue the merits of a specific stance on a topic usually determined by the lecturer
Reading	Students engage in a reading activity and either write or report back on what they have read
Watching Videos	Students analyse videos and have peer discussions on what they have seen
Peer Pairing	Students are split into pairs. Individually they carry out a task and then swap their work for the other student to review.
Role Play	Students act out a scenario from the real world for the whole group

Typically, a timetabled class will take place in one mode or another, for example through online, in-class, recorded or hybrid mode. Although the on-demand mode can be used on its own or with any of the other modes.

Usually, the lecturer will adopt the same approach for the length of each timetabled class, so your class will be a lecture or a tutorial or a workshop or a demonstration. However, the lecturer may mix approaches during a class. So, for example, the timetabled class may start with a lecture before moving into workshop and then finishing with a tutorial approach.

Lecturers can also draw on any of the activities above, and others not mentioned above, during a class whether it is online, hybrid or in-class. However, some activities and approaches are better suited to some modes.

You will find the specific details of which mode applies to which module in your online timetable as well as in your Module and Assessment Guides.

Should you have any queries, please do not hesitate to contact your Programme Coordinator or Module Leader.

Section 3 Assessment

3.1 Introduction to Assessment

The purpose of assessment is to ensure that you achieve the learning outcomes of each module. Learning outcomes are statements that specify what you will know or be able to do as a result of a learning activity.

It is important that you familiarise yourself with the format and number of assessments, assessment weighting, and due dates. These are published in the Module Guide which is available on Moodle. An Assessment Brief is also published for each individual piece of continuous assessment. This will give details on the format, weighting, and due date, as well as set out what task you are required to complete in the assignment. It also gives the marking scheme for each assignment, and you should use this to guide your completion of the assignment.

All assessments are marked and graded by your lecturer and are reviewed by an internal moderator and an external examiner. This is to ensure fairness, consistency of marking and the correct standard across all assessment. Results are always provisional until they are approved by the External Examiner and are processed through the programme Exam Board. The purpose of an Exam Board is to formally ratify results and determine award classification (for more information please refer to the *Quality Assurance Handbook*).

The assessment schedule is below and Moodle syncs with the Student Dashboard to provide a calendar of deadlines. The schedule lists the due dates for all your assessments due over the academic year. The schedule ensures that the workload is balanced across the academic year. Any extension requests need to be considered in light of this schedule, as changes might risk clashing deadlines, so it is very important to be aware of the potential impact of changes to assessment dates. The exam timetable is published on the exam page in the DBS current student area and is usually available about four weeks in advance of the exam period.

3.2 Assessment Brief

Assessment Schedule

Module Name	ECTS	CA Component Breakdown	Feedback	CA %
Digital Marketing Management	5	70% Individual eBook 30% Individual eBook voiceover	Written and oral feedback	100%
Digital Content and Storytelling	5	30% Individual storytelling exercise 70% Individual Reponses	Written feedback	100%
Digital Marketing Communications	10	70% IMC Group Campaign 30% Individual Critical Peer Assessment	Written and oral feedback	100%
Digital Marketing Technologies and Tools	10	70% Individual Report 30% Group Debate	Online feedback	100%
E-Business and Emerging Technologies	10	70% Group Business Plan 30% Individual Digital Poster	Written feedback	100%
Digital Marketing Analytics and Metrics	10	70% Group Analytical Report 30% Individual Reflection on the Campaign	Written feedback and online feedback	100%
Digital Portfolio	10	80% Individual Digital Portfolio 20% Individual Presentation	Written and oral feedback	100%

All assessment in this programme conforms to the DBS assessment regulations informed by QQI Assessment and Standards, Revised 2013. Special regulations are defined on the course schedule. Where a learner is found to require additional learning supports, the Learner Supports Coordinator Jane Buggle will identify appropriate support or an alternative assessment instrument. This will be agreed with the Registrar's Office and will be in accordance with the DBS Assessment Regulations. Please refer to DBS Quality Assurance Handbook (QAH) for further details.

Overview of Assessment Submission

Semester 1												
Module	**Wk 1**	**Wk 2**	**Wk 3**	**Wk 4**	**Wk 5**	**Wk 6**	**Wk 7**	**Wk 8**	**Wk 9**	**Wk 10**	**Wk 11**	**Wk 12**
Digital Marketing Management								▇				▇
Digital Content and Storytelling									▇			▇
Digital Marketing Communications											▇	
Digital Marketing Technologies and Tools						▇				▇		
Semester 2												
Module	**Wk 13**	**Wk 14**	**Wk 15**	**Wk 16**	**Wk 17**	**Wk 18**	**Wk 19**	**Wk 20**	**Wk 21**	**Wk 22**	**Wk 23**	**Wk 24**
Ecommerce and Marketing Financials						▇					▇	
Digital Marketing Analytics and Metrics								▇		▇		
Digital Portfolio											▇	▇

Higher Diploma Assessment Submission

Your goal is to achieve the highest mark possible in your assessment. In order to do this, it is expected that learners:

- Complete ALL assessment components.
- Submit all assessment on time as indicated on the assessment specification.
- Complete all parts of each assessment.
- NEVER copy/plagiarise or submit content that is not yours by ensuring that you apply the correct referencing standard. DBS uses the Harvard Referencing style. A guide to this can be found here.
- Always ask your lecturer if you are not sure about any requirements, not your fellow students.
- Always complete the required number of questions in an exam.
- Practice writing out answers for end -of term exams by doing previous papers, in particular hand writing answers to ensure that your writing is legible.
- Always write/type your ID number on any assessment or exam script.

- If you require support for exams/assessment, ensure that you have completed the appropriate paperwork and submitted it to the Learner Supports Service well in advance of any assessment or exam dates.

3.3 Reassessment

Reassessment must assess the same learning outcomes as the prescribed assessment, and therefore all reassessments will conform in structure and subject matter to the original assessment, with the scope of group assessments being reduced as appropriate for individual assessment.

3.4 General Submission Requirements

1. All relevant provisions of the Assessment Regulations (*QAH* Part B Section 5) must be complied with, in addition to the requirements set out in the Assessment Brief:
    - Students are <u>required</u> to refer to the assessment regulations in their Student Handbooks and in Part B Section 5 of the *Quality Assurance Handbook*.
2. Assignments should be submitted through the appropriate link on the module Moodle page (unless explicitly excepted by the lecturer). Assignments not submitted through Moodle may not be graded.
3. Online assignments must be submitted **no later than the stated deadline:**
    - Late submissions (up to 14 days) will receive the Late Submission penalty (see *QAH* Section B Part 5.4);
    - After 14 days, late submissions will be awarded **0%**.
4. Extensions to assignment submission deadlines will be not be granted, other than in exceptional circumstances:
    - To apply for an extension please go to *https://students.dbs.ie/registrar-office/dbs-faq* and download the *Assignment Extension Request Form*, to complete and return, with supporting documentation, to your Programme Coordinator;
    - Ongoing exceptional circumstances can be considered for deferrals. To apply for a deferral, submit the completed *Personal Mitigating Circumstances Form*, with supporting documentation, to your Programme Coordinator
5. Students are required to retain a copy of each assignment submitted.
6. Dublin Business School penalises students who engage in Academic Impropriety (i.e. plagiarism, collusion, copying, essay mills, etc.):
    - Refer to the *QAH* Part B Section 3.3 for further information on Academic Impropriety and the potential penalties;
    - Refer to the Library for information on correct referencing, and support classes.

3.5 Awarding Body and NFQ Level

This programme has been validated and approved by the Irish state agency, QQI (Quality and Qualifications Ireland), responsible for validating all third level programmes in Ireland. The programme is positioned at Level 8 on the National Framework of Qualifications (NFQ), a framework for the development, recognition, and award of qualifications in Ireland.

3.6 Useful links and tips

Door codes for Bow Lane and Balfe Street are available at Reception desks.
Once registered, a learner should use the calendar in their student email account for personalised timetables.
Timetables can be sync'd with mobile devices, see https://www.dbs.ie/about-dbs/news-and-events/2018/05/17/dublin-business-school-moodle-app for more information.

. www.dbs.ie

. https://elearning.dbs.ie/ (Moodle)

. www.mydbs.ie (student email)

. tts.dbs.ie for generic timetables

. https://library.dbs.ie/

. Lorls.dbs.ie (to access your reading list online)

. esource.dbs.ie (repository of student and faculty research)

. servicedesk.dbs.ie (to log support queries or issues

. Moodle App available for download (Play Store and iTunes): https://elearning.dbs.ie/

If you have any problems with your timetable or require technical support, please log a ticket at servicedesk.dbs.ie.

Section 4 Academic Calendar

The academic calendars can be found on the DBS website:
https://students.dbs.ie/academicoperations/academic-calendars

It shows the term dates, as well as reading weeks, the Christmas break, and the exam session, including the repeat exams.

Section 5 Quality Assurance Handbook

All programmes delivered by DBS are delivered within a robust and established quality assurance infrastructure encapsulated by a *Quality Assurance Handbook.* This is available on the DBS website: https://students.dbs.ie/registrar-office/qah.

5.1 Key Assessment Regulations

Section 6 Conclusion

We hope you have found the programme handbook helpful. If you have any queries, please contact your Course Director or Programme Coordinator. Their contact details can be found in Section 1 of this handbook.

Enjoy your time at DBS!