



Higher Diploma in Science in Digital Marketing

Level 8, 60 ECTS

Programme Handbook 2025/2026

2025/26

Foreword

Welcome to DBS where we will help you realise your ambition. We have an international reputation for high quality teaching and learning 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. We have five campuses in Dublin's city centre and nationalities from over ninety-five countries participate in a bustling and thriving student life.

We offer programmes across a range of disciplines from business to data science and business analytics, marketing to psychology and psychotherapy, from accounting and finance through law, arts, and creative media. We are committed to enabling strong academic outcomes through employer-led programmes and delivering an out-standing student experience.

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 through your programme of study, you begin to realise your ambitions and your career goals.

Good luck on your journey!

Lori

Lori Johnston

Academic Dean

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Section 1 Programme Information

Welcome Message from Academic Director

Hello and a very warm welcome to Dublin Business School. My name is Tanya Zubrzycki, and I am the Academic Director for your marketing programme.

You have made the right choice in deciding to study at Dublin Business School. We are Ireland's largest independent third-level institution, offering a range of undergraduate, postgraduate, and professional programmes in Business, Arts and Law. Your choice to study Digital 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 work closely with your Programme Coordinator 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 via Moodle. 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.

Best wishes to you all for a great year!

Tanya Zubrzycki

Tanya Zubrzycki
Academic Director - Business, Law, and Marketing

1.1 Programme Administration

If you have any questions or concerns about any aspect of your programme, or a problem relating to any aspect of your time here at DBS you should contact your 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:

- **Academic Director**

The Academic 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.

- **Assistant Academic Director**

The Assistant Academic Director has responsibility of working with the Academic Director across all elements of programme development and delivery. They work to ensure all programmes developed and run are of a high academic standard.

- **Programme Coordinator**

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.

- **Programme Level Manager**

The Programme Level Manager role is responsible for a programme level view of teaching, learning and assessment ensuring learners are provided with appropriate support and timely and constructive guidance/feedback for academic development.

1.2 Main Points of Contact for the programme

Position	Name	E-mail
Programme Coordinator	Nilasha Roy	students.dbs.ie/dashboard/sccm
Programme Level Manager	Charles Crimmins	charles.crimmins@dbs.ie

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

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](#). The [DBS website](#) will contain more information on these and other great DBS services and supports. Students can contact us through students.dbs.ie/dashboard/sccm where they will be met with the Student Help Form. This creates a request or ticket which is monitored by the teams.

1.3 Programme Structure

Module Stage	Module Title
Award	Digital Marketing Management and Communications
Award	Digital Storytelling
Award	Next Gen: AI for Digital Marketers
Award	Digital Marketing Tools
Award	Digital Ecosystems: E-Business and Technology Innovation
Award	Digital Marketing Analytics and Metrics
Award	Digital Portfolio

Section 2 Programme Details

2.1 Aims of the Programme

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, Digital Ecosystems: E-Business and Technology Innovation, Digital Marketing Tools, 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 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	Assess the theories, concepts and practices of digital marketing management.
MIPLO2	Reflect on the principles of digital content curation and their theoretical foundations underpinning within digital marketing.
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 socially responsible tools evaluating their strategic application in digital marketing.
MIPLO5	Evaluate the importance and role of e-business and emerging technologies in digital marketing.
MIPLO6	Analyse marketing analytics and metrics and evaluate the role they play in digital marketing and sustainable campaign management.
MIPLO7	Construct and present research around digital marketing strategies to a professional standard, cognisant of emerging technologies.
MIPLO8	Integrate a range of personal and interpersonal skills, including the capacity for continuous learning, taking initiative, meeting deadlines, working collaboratively, and communicating effectively.
MIPLO9	Apply content management systems to produce creative content for marketing campaigns.

2.4 Other Relevant Programme Information

Module Level

Stage label	Module title	ECTS	Module synopsis
Award	Digital Marketing Management and Communications	10	This module provides an in-depth exploration of digital marketing management and communications, equipping learners with the tools and strategies to excel in today's dynamic marketing landscape. Key topics include foundational digital marketing concepts, integrating digital and conventional media, and applying marketing management models to

			<p>real-world scenarios. Learners will master digital advertising strategies across owned, earned, and paid channels, with a focus on search versus display advertising. The module also delves into selling digital media and dropshipping, enabling participants to leverage innovative e-commerce methods. Learners will explore consumer behaviour theory to craft impactful marketing communications, develop creative briefs, and design integrated marketing campaigns. Emphasis is placed on evaluating campaign effectiveness and aligning strategies with business objectives. The module also covers branding, from components and processes to its role in marketing communications, while examining emerging technologies shaping the future of marketing.</p>
Award	Digital Storytelling	5	<p>This module focuses on the strategic planning and management of digital marketing content, emphasising the creation, curation, and distribution of compelling materials tailored to target audiences. It begins with an overview of content creation, exploring the fundamentals of photography, video, and audio and their interconnected roles in digital storytelling. Learners will develop skills in researching and targeting specific audiences, merging storytelling techniques with impactful digital content. The module also delves into professional media writing, analysing best practices for both company and freelance approaches, and applying these insights to create tailored content for clients. Learners will explore the ethical dimensions of storytelling, including GDPR compliance and the use of credible sources. Learners will explore content creation tools and industry-standard software, such as cameras, audio, and video editing applications for both desktop and mobile, ensuring practical skills in pre-production and post-production workflows..</p>
Award	Next Gen: AI for Digital Marketers	5	<p>This module explores the transformative impact of Generative AI (Gen AI) on digital marketing and business innovation, offering a comprehensive introduction to AI concepts, including machine learning, deep learning, and their applications. It distinguishes Gen AI from traditional AI, delving into foundational topics such as networks, large language models (LLMs), prompt engineering, embeddings, and fine-tuning. Learners will gain practical insights into using cutting-edge Gen AI tools like ChatGPT, DALL-E, Gemini, Perplexity.AI, GitHub Copilot, Llama, and Claude. The curriculum emphasises selecting and managing Gen AI projects while addressing associated risks. Learners will also learn to build chatbots, set up environments, and apply Gen AI tools to drive creativity and innovation. The module covers ethical and societal considerations, including responsible AI use and legal implications, and explores how Gen AI is revolutionising industries like sales, software development, retail, and</p>

			marketing. It concludes with a forward-looking view of Gen AI's future potential.
Award	Digital Marketing Tools	10	This module equips learners with a comprehensive understanding of the tools and technologies central to digital marketing. It categorises tools into four key areas: creation, experience, automation, and insights, providing a structured framework for their effective application. Learners will gain experience with tools for search engine optimisation (SEO), covering on-page, off-page, and sitewide optimisation factors. They will also explore search engine advertising with platforms like Google Ads, including responsive text ad implementation. Social media strategies are a core focus, incorporating content auditing, creation, and the management of organic and paid campaigns, with a special emphasis on ad audits and ad creation. The module further delves into video marketing, including YouTube ad types, video creation, and campaign implementation. Finally, learners will explore ethical and legal considerations, including data protection, online advertising laws, and brand/trademark protection, ensuring their digital marketing strategies align with regulatory and societal expectations.
Award	Digital Ecosystems: E-Business and Technology Innovation	10	This module explores the interconnected nature of digital ecosystems, focusing on e-business and technology innovation to prepare learners for the complexities of modern digital environments. It begins with an introduction to digital ecosystems, e-business fundamentals, and digital business design, laying the groundwork for understanding digital business models and technology integration. Key topics include product validation and achieving product-market fit, alongside an analysis of the e-business marketing environment. The module emphasises managing consumer relationships through e-CRM systems, omnichannel strategies, and customer journey mapping. Learners will also examine supply chain logistics, blockchain, and AI technologies to streamline operations. Critical aspects of data security, threat management, and financial considerations for digital businesses are addressed. The module encourages creative thinking through growth hacking strategies, design, and innovation. Finally, learners will evaluate the impact of communication loops, including online reviews, to enhance customer engagement and foster sustainable growth.
Award	Digital Marketing Analytics and Metrics	10	This module delves into the role of analytics and metrics in digital marketing, equipping learners with the skills to make data-driven decisions. It begins with an exploration of management decision-making informed by data analysis, emphasising the use of metrics to guide strategic actions. Learners will gain insights into key marketing management metrics, focusing on customer acquisition, engagement, and

			retention. The module also addresses measures of marketing campaign success through web analytics and social media metrics, helping learners identify high-performing channels, content, events, and conversions. A dedicated focus on SEO performance metrics will cover traffic acquisition sources, metric types, and techniques for measuring success. Ethical considerations, including data privacy, GDPR compliance, cookies, and consent policies, are also explored to ensure responsible data handling. Finally, learners will develop skills in presenting data effectively using visualisation tools and techniques, tailoring insights to diverse audiences for maximum impact.
Award	Digital Portfolio	10	This module focuses on the development of a professional digital portfolio, designed to showcase learners' skills, knowledge, and creativity in alignment with industry standards. It begins with an exploration of digital product development, emphasising effective digital presentation techniques, layouts, and the integration of new media platforms. Learners will conduct a comprehensive digital skills audit to identify their strengths and areas for growth, aligning their expertise with professional goals. The module also emphasises self-branding strategies, guiding learners in crafting a unique and impactful personal brand to distinguish themselves in competitive markets. Through this capstone project, learners will design and refine a professional digital portfolio that highlights their accomplishments and aligns with industry expectations. The module culminates with a critical evaluation of self-promotion strategies, encouraging reflection on how their digital presence communicates value to potential employers or clients.

2.5 Teaching and Learning Strategy for a multi-modal environment

This section is an opportunity to discuss the proposed teaching activities and modes of delivery that you can expect on this programme.

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.

Multimodal delivery has been fully incorporated across the programme to utilise live online, pre-recorded and on-demand resources.

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
Pre-Recorded/ Asynchronous	Where the lecturer pre-records a session.

Your programme is a mixture of these modes of delivery and your timetable has been carefully constructed to offer live online and in-person classes. Asynchronous (supplementary) materials are not shown on your timetable as these are flexible learning objects that you can watch and listen to in your own time. Recordings of online learning environments are made available to learners, when appropriate to do so and not exempt due to the sensitivity or confidentiality of material, for the purpose of reflection and revision. All modules utilise directed e-learning, which means lecturers direct learner interaction with online reusable learning objects (RLOs) and/or discussion forums on the VLE along with supporting e-learning resources. Directed e-learning RLOs can range from an annotated case study in pdf, to a video, to a bespoke animation created by DBS, as long as the lecturer has provided prescriptive direction on the interaction with the RLO. Other e-learning resources include pdfs, video links, links to websites, podcasts etc and any other relevant and appropriate supporting resources.

Multimodal delivery is aligned across weeks to ensure that a mix of modes does not occur within any one day/evening. Modules with synched schedules of delivery have been timetabled together on the same day/evening to ensure consistency of on-campus and online/asynchronous schedules (see sample heat map of multimodal delivery across modules below).

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

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 Guide.

Learners on the Higher Diploma in Digital Marketing will have all class notes, resources, case studies and links to electronic resources made available on Moodle. Modules will be delivered through a blend of asynchronous content and discussion forums with synchronous tutorials and practical lab sessions and lectures, while teaching and learning will use a wide range of materials to assist learners as they enhance their knowledge and understanding of core digital marketing concepts. This approach allows for the reflection and consideration of theories, concepts and issues followed by facilitated discussions in synchronous tutorials to further explore and challenge understanding with peers using case-based scenarios and problems. Individual and group exercises are also used to test understanding and drive applied discussions. These interactions can be facilitated with the use of educational technologies, such as online walls and polling.

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. Assessment types will include practical, continual assessment, reports, group activities and exams.

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 assessments. 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 Schedule

The table below highlights the breakdown of formative and summative assessment for this programme.

Stage	Module	ECT S	Assessment
Award	Digital Marketing Management and Communications	10	50% Individual eBook 50% Group IMC Campaign
Award	Digital Storytelling	5	100% Individual storytelling research piece
Award	Next Gen: AI for Digital Marketers	5	100% Research Project
Award	Digital Marketing Tools	10	70% Group Digital Marketing Audit 30% Group Digital Marketing Presentation
Award	Digital Ecosystems: E-Business and Technology Innovation	10	50% Group Business Plan 30% Individual Digital Poster
Award	Digital Marketing Analytics and Metrics	10	70% Group Analytical Report 50% Presentation
Award	Digital Portfolio	10	80% Individual Digital Portfolio 20% Individual Presentation

All assessment in this programme conforms to the DBS assessment regulations informed by *QQ/ Assessment and Standards, Revised 2022*. Special regulations are defined on the programme schedule. Where a learner is found to require additional learning support, the Equality & Diversity Officer 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.

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 assessments 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 handwriting 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.

Overview of Assessment Submission - Full Time

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 and Communications Management												
Digital Storytelling												
Next Gen AI for Digital Marketers												
Digital Marketing 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
Digital Ecosystems: E-Business and Technology Innovation												
Digital Marketing Analytics and Metrics												
Digital Portfolio												

Overview of Assessment Submission - Part Time

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 and Communications Management												
Digital Storytelling												
Next Gen AI for Digital Marketers												
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
Digital Marketing Tools												
Digital Ecosystems: E-Business and												

Technology Innovation												
Semester 3												
Module	Wk 25	Wk 26	Wk 27	Wk 28	Wk 29	Wk 30	Wk 31	Wk 32	Wk 33	Wk 34	Wk 35	Wk 36
Digital Marketing Analytics and Metrics												
Digital Portfolio												

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 assignments must be submitted no later than the stated deadline (date and time).
2. Assignments submitted after the latest deadline specified (including any approved extension deadline) are considered late and penalised according to the [Quality Assurance Handbook \(QAH\) Part B Section 5.2.2.6](#) as follows:
 - A penalty of 2 marks will be applied per day or part thereof (including weekends and public holidays) for an ongoing failure to submit beyond the submission deadline.
 - An examiner has the right to refuse to mark the assignment if the submission instructions have not been observed.
 - Where a late assessment is submitted within 14 days of the deadline, and is of a passing standard, the late penalty is capped (such that the minimum grade that can be awarded is 40% for the late submission).
 - Where a late assessment is submitted more than 14 days after the deadline, it will receive 0%. The lecturer may, at their discretion, review the submission for feedback.
 - Where the assessment is undertaken in a group, the piece of work should be submitted in its complete entirety, and any penalty for late submission incurred applies to all group members.
3. Extensions to assignment submission deadlines will not be granted, other than in exceptional circumstances. To apply for an extension please go to <https://students.dbs.ie/dashboard/SCCM> and open a ticket.
4. All relevant provisions of the Assessment Regulations must be complied with (see [QAH B.5](#)).
 - Students are required to refer to the assessment regulations in their Programme Handbook, and on the [Student Website](#).
 - Dublin Business School penalises students who engage in academic impropriety (i.e. plagiarism, collusion and/or copying, ghost writing/ essay mills, improper use of Generative Artificial Intelligence software).

1. Refer to the College's [Generative AI Guidelines HERE](#) for further information.
 - Guides on referencing are available on the Library website: <https://libguides.dbs.ie/referencing>
 - Text-matching analysis software is integrated in Moodle to generate a report regarding the degree of text-matching in a submission.
5. Students are required to retain a copy of each assignment submitted, until the issuing of a transcript indicating the mark awarded and the closure of the Appeal period (2 weeks following the release of final results).
 - Results can only be appealed following the release of final results, and the Appeal form must be submitted to the Exams Office within the Appeal period.
 - An appeal must be based on valid grounds (see the Appeals Policy QAH B.3.5), dissatisfaction with a grade is not sufficient grounds for an appeal.
 - Assignments must be appropriately packaged and presented.
 - All assignments should be submitted to your subject/course page on Moodle by the deadline date.
 - Where a submission involves digital media (i.e formats other than Word, Powerpoint or PDF), it is the submitting students' responsibility to ensure the media is appropriately labelled, fully working and they must retain a copy.
 - Components of an assessment which are not included in the final submission cannot normally be subsequently accepted for grading. It is the student's responsibility to ensure their file is uploaded correctly.
 - Include an electronic **cover sheet** with the following details to the front of the assignment (see below)
6. Assignments that *breach* the word count requirements will be penalised. *There is a 10% discretion, either way, applicable in terms of word count.*
7. When you submit your assignment you will be asked to click on a button which will declare the following:

By ticking this box I am confirming that this assignment/exam is all my own work. Any sources used have been referenced.

I have read the College rules regarding plagiarism in the QAH Part B Section 3 and understand that penalties will be applied accordingly if work is found not to be my own. All work uploaded is submitted via Ouriginal, whereby a text-matching report will show any similarities with other texts.

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 are available at Reception desks.

Once registered, a learner should use the calendar in their student email account for personal timetables.

- . www.dbs.ie
- . <https://elearning.dbs.ie/> (Moodle)
- . www.mydbs.ie (student email)
- . <https://tts.dbs.ie/> for generic timetables
- . <https://library.dbs.ie/>
- . <https://lorls.dbs.ie/> (to access your reading list online)
- . <https://esource.dbs.ie/home> (repository of student and faculty research)
- . students.dbs.ie/dashboard/sccm (to log support queries or issues)

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

Section 4 Academic Calendar

The [Academic Calendars](#) can be found on the DBS website.

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

The previous sections set out the structure and requirements of your programme with regard to modules, content and assessment. It is important that all learners are aware that there are College regulations, frameworks and requirements that all learners must adhere to as part of their study with us. The DBS Quality Assurance Handbook (QAH) sets out all DBS's policies relating to student matters, and this set of policies and procedures has been approved through a process with QQI. The QAH is kept under review and policies may be amended or added to address new and emerging issues.

The Quality Assurance Handbook is on the DBS Student website [here](#) and there is a link to it on every Moodle page under **Quicklinks>Academic Policies & Procedures**.

The QAH is divided into sections to signpost you through it and help to identify the areas you may need to access. A list of the sections is given below. The QAH should be your first port of call if you have a question about College regulations, or require assistance with a matter such as an appeal or complaint, for example.

QAH Table of Contents

- [A.1 Governance](#)
- [A.2 Overarching Policies](#)
- [B.1 Learner Admissions](#)
- [B.2 Learner Supports](#)
- [B.3 Learner Conduct, Appeals and Complaints](#)
- [B.4 Programme Participation](#)
- [B.5 Assessment Regulations](#)
- [B.6 Examination Boards and Award Classifications](#)
- [C.1 Learning and Teaching](#)
- [C.2 Programme Development and Review](#)
- [C.3 Transnational Collaborative and Joint Awards](#)

5.1 Key Assessment Regulations

Quality Assurance Handbook – Key Assessment & Regulations Reminders

LIMITED ASSESSMENT OPPORTUNITIES (QAH B.5.1.3)

Students generally only have FOUR (4) opportunities to complete a module successfully
If you do not use an opportunity, and do not defer the sitting, it still counts as an attempt
Dissertation modules usually only allow TWO (2) opportunities.
Students who Exhaust their opportunities will be Withdrawn from their programme

PMCs (QAH B.4.3)

Personal or medical circumstances which impact a students' ability to complete an assignment or sit an exam.
PMCs must be submitted to your Programme Coordinator within 7 days of the deadline or exam sitting.
PMCs are not automatically approved.
PMCs require supporting evidence where available.

PMC
FORM

LEARNER
SUPPORTS

CAPPED MODULE GRADES (QAH 5.5.3)

A repeat attempt on a module incurs a capped mark of 40% on the overall module mark. The individual components may achieve the full grade, but for Transcripts and Award Calculations, a repeated module will be counted as achieving 40%.

If an Academic Impropriety finding requires a repeat, your Award will be capped at a Pass.

**Quality
Assurance
Handbook**

(2019)

LATE SUBMISSION PENALTY (QAH B.5.4)

Unless an Assignment Extension has been approved, a penalty will be applied to reduce a grade if an assignment is submitted after the deadline.
Submissions **will not be graded** if these are received more than 2 weeks after the original deadline.

ASSESSMENT EXTENSION
REQUEST FORM

ACADEMIC INTEGRITY (QAH B.3.3)

Academic Impropriety (eg cheating, plagiarism, collusion, ghost-writing) are serious offences, and appropriate penalties will be applied if identified.
Students found to have committed A.I. may be subject to a Fail grade (see No Repeat for Honours) or Withdrawn from the college.
The Library has classes and support guides on Academic Referencing, Urkund, etc.

LIBRARY SUPPORT -
REFERENCING

APPEALS (QAH B.3.5)

Appeal, Verification of Results, and View Script Requests can only be submitted within 7 working days of the release of final results.
Students are advised to refer to the Appeals Policy closely before submitting an Appeal, to understand what is considered Grounds for an Appeal.
Appeals based on disagreement with the academic judgement of the examiner are not considered grounds for an appeal.
Appeals submitted without evidence, or as an incomplete request, will not be investigated and cannot be refunded.

APPEALS, VERIFICATION, VIEW SCRIPTS
POLICIES & FORMS

Section 6 Supporting Student Success

One of DBS's strategic objectives is to support student success and enhance the student experience. We enable student success through high-quality services and support. The College provides academic resources, student services, engagement support and infrastructure to provide an outstanding student experience and enable strong academic outcomes. The Student Experience Team ensures that our students have the best possible College-life experience and promotes a DBS community and culture focused on their wellbeing and success. The Team has received awards to recognise their efforts.

6.1 The Learning Charter

The [DBS Learner Charter](#), which was revised in early 2022 to reflect the challenges of engagement, defines a number of DBS and learner commitments that will foster a supportive, constructive and positive learning environment for students at DBS.

Section 7 My Career

7.1 Student Careers

The DBS Careers Team is dedicated to ensuring that you are equipped with the right skills to achieve your career goals upon graduation. The Team constantly ask the following questions:

- What is a work-ready graduate?
- What skills does a work-ready graduate need to succeed?
- How can we equip our students with these skills?

During your time in DBS, you will:

- Be given the opportunity to complete a skills self-assessment quiz at various times during your journey in DBS. This will allow you to judge yourself against the skills employers are looking for in graduates, and by following the advice given improve your score throughout your time at Dublin Business School.
- Be asked to complete a number of online mini-modules which will allow you to self-improve across all of the skills employers require from graduates.
- Understand the individual Careers pathway developed for your programme, by following and fully participating in this pathway you will enhance your Career and employment prospects.
- Listen to weekly podcasts with industry influences and leaders
- Attend weekly Careers workshops which have been specifically developed to equip our students for the modern employment market
- Attend Industry events and get the opportunity to talk to recruiters directly
- Have one-to-one sessions with a Careers Coach, which can include areas such as networking, CV preparation, interview skills, job search and building a successful LinkedIn profile.
- have formal and informal opportunities to improve your scores across defined skills, knowledge and attributes that employers are looking for in Graduates.

The Careers Hub is based in Aungier Street behind reception, and the team can be contacted by [email](#).

Section 8 My Student Life

8.1 Peer Mentor Programme

The DBS peer mentor programme is designed to give students across DBS the opportunity to represent and mentor students by sharing their stories and experiences of college life. Our mentors act as positive role models throughout the year to their respective groups and are sources of information, from orientation through to the end of the year. The mentors help make coming to DBS a more welcoming, less daunting experience for everyone. As well as arranging informal meetings and social events with their mentees, the team assists with any queries or concerns that new students may have. Throughout the year this team of students is supported by our Student Experience Team with whatever challenges and issues they face. This academic year we will have over 100 peer mentors divided across three areas - a programme based, regional (by nation) based, and year-based mentors. Each of our student mentors is given continuous high-quality training throughout the academic year to ensure they are fully engaged in our college experience and best prepared to support their mentees.

8.2 Class Reps

DBS was the first private college to engage with USI to train all of our class reps on the NStep Programme. This programme was launched in 2016 by the HEA, QQI and USI, and applies the best principles of student engagement to enhance and enrich the College's interactions with our Class Reps. Early in the Academic year, your lecture will look for a nominated class rep from each class. These will then partake in NStep training and be invited to sit on the Student Council.

8.3 Student Council

The DBS Student Council welcomes all students appointed or elected to the role of Class Representative, Peer Mentors, Sports Clubs & Society leaders and members of the Students Union. The Council acts as a platform for two-way communication between the college and the student body. Students who represent the Student Council are made aware that they are responsible for collecting feedback from the student body and notifying the college on any specific issues that arise throughout the term.

8.4 Student Entertainment

The Student Experience Team, in conjunction with our Student Union and Societies, organises a full and varied schedule of social and cultural events throughout the year. From Freshers week in September, RAG week, weekly film screenings, cultural excursions and day trips, and the Student Awards in May, there is something for everyone. We also celebrate important cultural and national events such as Holi, Chinese New Year, Eid, St Patrick's Day, 4th July and other National Holidays.

8.5 Social

College Life is about much more than just education. Through our broad range of clubs and societies, our students get to enjoy the full student experience, which extends beyond lectures and exams. The DBS Campus is Dublin City Centre, and we use all of the extra-curricular and recreational opportunities that our unique location offers. DBS recognises that clubs and societies are key to enhancing and enriching a student's experience while in college. We, therefore, encourage all of our

students to get involved. Besides doing something that they love and enjoy, they will meet new friends with similar interests, meet fellow students on different programmes, and develop as a person. Whatever the interests, there is a club or society for everyone! For Club and Society Leaders it is an opportunity for personal development and demonstrating key graduate skills to potential employees.

8.6 Societies

All Society Officers take part in a comprehensive training programme which covers areas such as leadership, event management, teamwork and conflict resolution. They feed into a strong support network, led by the Student Experience Team in partnership with Student Union Officers. On successful completion of their tenure, the leaders receive a digital badge which gives official recognition and can be displayed on their LinkedIn profile. The College has over 50 societies across different interests, activity-based, special interests, religions, International and cultural and volunteering and social.

8.7 IT Helpdesk

Support will be provided by the DBS administrative, facilities and IT support services. IT can be contacted for support by logging a ticket on Moodle.

8.8 DBS Library

Multiple supports can be accessed through the library. Multiple support classes are available. To see the range of support classes available, or to book a support class please visit the library page: https://libguides.dbs.ie/Academic_Support

Section 9 My Health and Wellbeing

9.1 Counselling Services

DBS offers a free confidential counselling service for all students. This is provided through our counselling partners, MyMind.ie, ensuring confidentiality and a guaranteed appointment with a counsellor within 72 hours. Since COVID-19 these are all provided via on-line and video link services.

In order to access counselling please email the [Student Welfare Officer](#) who will arrange to meet with you and discuss your needs in a sympathetic and confidential manner.

9.2 Disability and Inclusion

DBS have a dedicated Disability and Inclusion Officer who works closely with other areas of the college including Faculty, the Library, and Exams to ensure that any student's special needs are catered for.

The purpose of the Disability Supports Service is to ensure that programmes and facilities are accessible to students with disabilities, long-term medical conditions, and long-term mental health conditions. The Disability Supports Service aims to provide support for these students to assist in their achievement of educational goals. Eligible students should register with the Disability Supports Service to ensure they receive the appropriate assistance during their studies.

We encourage you to register with the [Disability Supports Office](#) as early as possible in order to avail of support and accommodations. We recommend that:

- Students should contact the Disability and Inclusion Officer to make an appointment to discuss their requirements.
- Students must produce a professional assessment of their disability or medical certification of their condition.
- The Disability and Inclusion Officer will put in place the required accommodations.
- Students may liaise with the Disability and Inclusion Officer throughout their time in DBS.

All students who register with the Disability Supports Office are entitled to double the allowance and double the loan period of Library material. Students may also avail of a one-to-one session with the Information Skills Librarian on how to find, evaluate, cite and reference information.

9.3 Student Well-Being Programme

The student Calendar focuses on Health and Welfare early in the College Year, with themed weeks on Mental Well-being, Disability Awareness, and Consent, within the first five weeks of College. These weeks specifically make incoming students aware of the support that they have, both at an institutional and peer level. DBS facilitates regular student well-being and mental health workshops in conjunction with Jigsaw, The National Centre for Youth Mental Health. These are compulsory for all student officers, and club and society officers, and are open to all other students. We also run regular dyslexia workshops which are always excellently attended.

9.4 The Student Engagement and Success Unit

Dublin Business School (DBS) welcomes and supports all new entrants in their transition to third-level education. As part of this commitment, DBS has established a Student Engagement and Success Unit (SESU), which aims to help all new students at DBS transition successfully into Higher Education. Starting the first year of college is a transition in everyone's life. SESU is there to help learners make this transition, so if learners are having difficulty settling into college or simply making a start in their programme, SESU is there to help.

As part of Dublin Business School's SESU, we have a number of student learning supports to offer to both new and continuing students for 2025/26. These include SESU Drop-in sessions – Tea & Talk, SESU Workshops for Numerical Skills, Academic Writing & IT Skills as well as Research skills & referencing delivered by our Award-Winning Library Team. Our Peer Mentor Programme also provides peer support across all programmes throughout the academic year.

There may be times when learners will need support and assistance with their studies or with personal issues and SESU is there to help.

SESU also keeps abreast of developments in the field of student engagement, curriculum design, policy, writing and teaching learning and assessment.

Section 10 Conclusion

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

Enjoy your time at DBS!