

# Student Handbook

January 2019

DIPLOMA IN MARKETING,  
ADVERTISING, SALES AND PR



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## Foreword

This student handbook was compiled by the School of Business in Dublin Business School. The purpose of this handbook is to provide you with a summary of resources, regulation, policies, and procedures for this programme. Please note that the official sources for all rules, regulations and assessment relating to programmes are published and can be viewed on the DBS website. This handbook is not intended as a substitute for these, or other official documents, which take precedence in all cases. Some of the information outlined in this handbook may be subject to change.

## Welcome to DBS

Dear Student

Welcome to DBS. I hope you enjoy your time here and that you benefit both socially and educationally while studying with us. Our objective is to create graduates with the knowledge, skills and confidence to progress to employment and to meet the challenges of today's rapidly changing workplace in Ireland and abroad.

Professional Evening Diplomas are evening Programmes that lead to Dublin Business School (DBS) or Institute of Commercial Management (ICM) Diploma awards. Delivered by industry professionals, they offer practical exposure to real life case studies in each sector. The structures of the Professional Evening Diploma Programmes are designed to address the constraints of modern work and lifestyle commitments.

DBS is committed to providing you with a learning environment that encourages you to meet your potential both personally and professionally. A wide range of support services is available through DBS to provide you with advice and guidance needed to identify, achieve and excel in your chosen career. Full information on our support services and relevant contact details are available in this Student Handbook.

Academic studies at this level will be thought provoking, challenging, interesting and exciting. Your studies should prove beneficial for both your personal and professional development and will prepare you for a life of continuous learning. We are confident that you will find this experience highly rewarding.

Darren Brien

Head of Faculty and School Operations

## Dublin Business School Campus

DBS is a city centre campus with two main buildings where most classes are held and another building where some classes are held. Please refer to the map for the location of our other buildings.

The buildings are:

1. Castle House, 73/83 South Great Georges Street
2. 13/14 Aungier Street
3. Bow Lane (next to the Aungier Street building)
4. 6/9 Balfe Street, Block A and B
5. Carmelites, 56 Aungier Street
6. Wicklow House, 84-88 South Great George's Street

All buildings are within a 5 minute walk of each other. Buses servicing Aungier Street /South Great George's Street directly are: 15, 16, 65, 65B, 83 or 122.

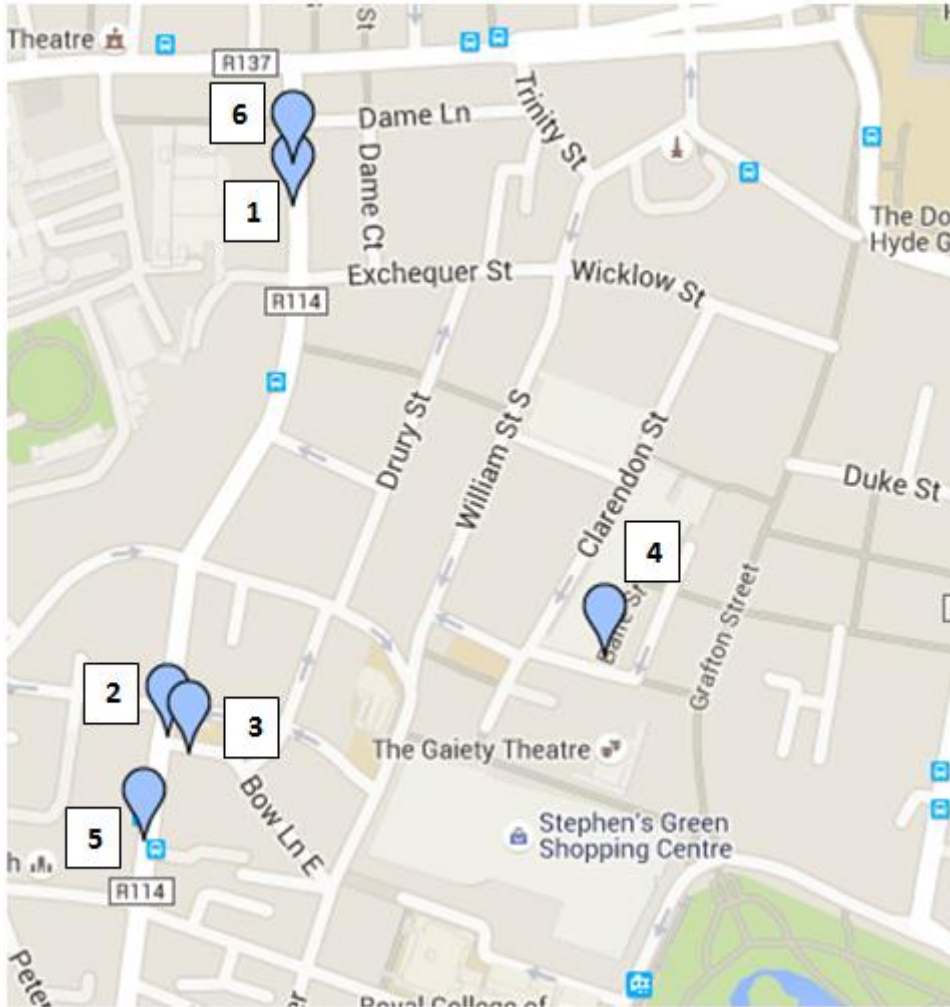
All Bus, DART, Luas and Rail routes service the city centre with stations close to the College.

### Room Legend and Access Codes

You may need a code to get into some buildings and on your timetables the building names are abbreviated. The following table explains:

<b>Timetable abbreviation</b>	<b>Building</b>	<b>Door Code</b>
AS	Aungier Street	No code required
BL	Bow Lane	9214
BSA	Balfe Street Block A	6690*
BSB	Balfe Street Block B	6690*
CAR	Carmelites	No code required
CH	Castle House	No code required
WH	Wicklow House	No code required

## Map of Dublin Business School locations



1. Castle House
2. Aungier Street
3. Bow Lane
4. Balfe Street
5. Carmelites
6. Wicklow House

## Your Programme – Diploma in Marketing, Advertising, Sales and PR

### Structure

- This is a 12 week course.
- You will have continuous assessments and in class tests during the study of each module.
- It is compulsory that you complete both components (assignment and in class test) in order to be awarded the Diploma. The pass mark is 40%.
- This course is validated by Institute of Commercial Management (ICM).
- Repeat examinations will be in August 2019.
- The repeat exam fee is €100.00 per subject.
- Results will be available approximately 8/10 weeks from the date you sit your exam.

<b>Modules</b>
Marketing Theory & Practice
Sales & Sales Management
Advertising
Public Relations

**IMPORTANT INFORMATION FOR ALL STUDENTS COMEMENCING ICM DINPLOMA IN BUSINESS SCHOOL**

\*As a registered student it is your responsibility to read and understand the information below.

	<b>FEE</b>	<b>NOTE</b>
<b>ICM Registration</b>	Fee covered by DBS	All students attending ICM course must be registered with ICM
<b>Examination/CA entries</b>	Fee covered by DBS	Your first attempt to sit your exams or do the CA is <b>FREE</b> . In the event of failing and having to retake one or more modules, fees will apply and payment is stated below.
<b>Examination/CA fee for a second attempt</b>	€100 per subject €250 for multiple subjects (3+)	Fees are not refundable /transferable under any circumstances.
<b>Examination fee for Diploma in Legal Studies &amp; Advanced Legal Studies</b>	€28 per subject	Fees are not refundable /transferable under any circumstances.
<b>Deferral Fees</b>	€15 per subject	If student wishes to defer their examination/CA to another series. If student is unable to sit exams as a result of illness, student will be asked to provide a medical certificate.
<b>Renewal ICM membership</b>  *ICM membership is valid for a year.	€50	If you take time out of your studies and it will now take longer than a year to complete your course, you will need to pay a renewal fee to ICM. Directly.
<b>Duplicate of your Diploma</b>		Please contact ICM directly <b>Telephone: +44 (0) 1202 490 555</b>

**ICM**

**Institute of Commercial Management**

ICM House  
Yeoman Road  
Ringwood  
Hampshire  
BH24 3FA  
England

**Telephone:** +44 (0) 1202 490 555

**Email:** info@icm.education

**Office Open Hours:** 08:30 – 17:00 Monday to Friday

Timetable

**DIPLOMA in MARKETING, ADVERTISING, SALES & PR**

**January 2019 Intake - INTENSIVE**

Subject	Evening	Time	Start Date
Sales & Sales Management	Monday	6:15pm – 7:45pm	28/01/2019
Marketing Theory & Practice	Monday	8:00pm – 9:30pm	28/01/2019
Advertising	Wednesday	6:15pm – 7:45pm	30/01/2019
Public Relations	Wednesday	8:00pm – 9:30pm	30/01/2019

Month	Day	Date	Time
January	Monday, Wednesday	28, 30	6:15pm – 9:30pm
February	Monday, Wednesday	4, 6, 11, 13, 18, 20, 25, 27	6:15pm – 9:30pm
<b>February</b>	<b>Saturday Workshop (Public Relations)</b>	<b>23</b>	<b>9:00am – 1:00pm</b>
March	Monday, Wednesday	4, 6, 11, 13, 20, 25, 27	6:15pm – 9:30pm
<b>March</b>	<b>Saturday Workshop (Sales &amp; Sales Management)</b>	<b>23</b>	<b>9:00am – 1:00pm</b>
April	Monday, Wednesday	1, 3	6:15pm – 9:30pm
<b>April</b>	<b>Saturday Workshop (Marketing Theory &amp; Practice)</b>	<b>6</b>	<b>9:00am – 1:00pm</b>
April	Monday, Wednesday	8, 10, 15, 17	6:15pm – 9:30pm
<b>April</b>	<b>Saturday Workshop (Advertising)</b>	<b>20</b>	<b>9:00am – 1:00pm</b>
<b>April</b>	<b>Monday, Wednesday</b>	<b>22, 24</b>	<b>No classes</b>
April	Monday, Wednesday	29	6:15pm – 9:30pm
May	Monday, Wednesday	1, 13	6:15pm – 9:30pm
<b>May</b>	<b>Monday, Wednesday</b>	<b>6, 8</b>	<b>No classes</b>

**Bank Holidays:**  
**18<sup>th</sup> March (St. Patrick's Day observed)**  
**22<sup>nd</sup> April (Easter Monday)**  
**6<sup>th</sup> May (May Day)**



## Management of Programme and Staff Contact Details

<b>Programme Manager</b>	Lauren Lawlor	01 4170 630	Lauren.lawlor@dbs.ie
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### Lecturers

<b>Module</b>	<b>Lecturer</b>	<b>Email</b>
Marketing Theory & Practice	TBC	TBC
Sales & Sales Management	Enda Kilgallen	Enda.kilgallen@dbs.ie
Advertising	Richard Skelton	Richard.skelton@dbs.ie
Public Relations	Sandra Kernan	Sandra.kernan@dbs.ie

## Student Feedback Questionnaire

Questionnaires are completed by students on Moodle twice during the academic year to provide the opportunity for each individual to contribute directly to the course review process. Immediate issues are addressed as soon as possible and recommendations are reviewed for following academic years.

## 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 vary depending on what learning outcome is being examined. For example, if you are learning a computer language then you may be assessed by a practical lab exam, or project work. For more theoretical modules a report, essay or case study would be more appropriate. Many modules will also include traditional style examination as the assessment type. It is important that you familiarise yourself with the assessments format, number of assessments, assessment weighting, and due dates. These are published in the Module Guide. 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 published on Moodle.

The exam timetable is published on the exam page in the DBS current student area. Your goal is to achieve the highest mark possible in your assessment.

- 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.
- 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 you're 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 Disability Officer well in advance of any assessment or exam dates.

## Exam

All information needed around examinations, timetables, etc. can be found on the exams page on our website. Please see <https://students.dbs.ie/exams-office>

For any further queries, please contact your Programme Manager or see the QA handbook.

Should you need a transcript of your exam results please note at peak times it may take a few days.

### Exams Absence

Examinations timetables are posted on the link below with the date, time and location of the exam. All students should regularly check the exams timetable before an exam so you are well prepared for the date: <https://students.dbs.ie/timetables>

If you cannot sit the exam for any reason you need to fill in a **Personal Mitigating Circumstance (PMC) form** which you can find at:

<https://students.dbs.ie/dbs-student-services/online-student-forms>

Supporting documents are required to defer any exam and should be submitted to your Programme Manager in advance of the date of the exam or within 7 days afterwards. **Failure to defer will result in module/s marks being capped at 40%.**

**Please also remember to bring your student card to the examination with you.**

Should you have any questions regarding the examinations around the exam time, please email the exams office on [exams@dbs.ie](mailto:exams@dbs.ie)

**Please note that you must email your co-ordinator if you wish to register for any repeat examinations. You are not automatically registered.**

## School Administration

### Attendance

Students are expected to attend all of their classes. Student attendance is monitored through the process of 'tagging in' to classes. If you do not tag into your lecture you will be marked as absent.

If you have forgotten your student card to tag in with then you need to make your lecturer aware during or directly after your class. They will need to confirm in writing that you attended the class with your Programme Manager.

Student attendance percentage is now available to view on your Moodle page.

Full details of the attendance policy are available in the Quality Assurance Handbook on our website.

### Timetables

- <https://students.dbs.ie/timetables>
- Students should use the calendar in their student email account for personalised timetables.  
www.mydbs.ie
- Timetable can be sync'd with your mobile device see:  
<https://students.dbs.ie/computer-services>

## DBS Library Service

DBS Library (<http://library.dbs.ie>) comprises a multi-disciplinary library, which occupies the 2<sup>nd</sup> floor of the Aungier Street building.

The Library provides access to library stock, the Library's main Information/Support desk, group study rooms, PCs and library seating for quiet study. Maps indicating the Library location are located on the Library Website (<http://library.dbs.ie>). The Library's professional and experienced staff is on hand to assist you with all of your library enquiries.

### 1. What are the Library's opening hours?

<b>Aungier Street Library: Term Time</b>	
Monday:	09:00 – 22:00
Tuesday:	09:00 – 22:00
Wednesday:	09:00 – 22:00
Thursday:	09:00 – 22:00
Friday:	09:00 – 21:00
Saturday:	09:00 – 17:00

<b>Aungier Street Library: Summer Time</b>	
Monday:	09:00 – 20:00
Tuesday:	09:00 – 20:00
Wednesday:	09:00 – 20:00
Thursday:	09:00 – 20:00
Friday:	09:00 – 17:00
Saturday:	09:00 – 17:00

Please consult the Library website for further information about opening hours under the *About the Library* tab.

## **2. What can I access from the Library?**

The Library collection encompasses the arts, business and law. It comprises:

- 41,822 books listed and searchable on Koha, the Library's online catalogue, <http://books.dbs.ie>
- 35 print journals
- 56,000 e-journals
- 2,000 e-books via Dawsonera
- 205 ebook titles via Library Kindles
- an extensive portfolio of online databases
- more than 1,850 DVDs

Note, that the Library Catalogue, the Library's e-book collection and EBSCO databases can also be searched on handheld devices such as iPhones.

## **3. How do I become a member of the Library?**

As a registered student, you are automatically a member of the Library. Your DBS student card is also your library card.

## **4. How do I borrow books?**

The Library has self-issue stations where you can borrow, renew (with and without books present) and return books yourself with your student card.

## **5. How many library items can I borrow and for how long?**

- Undergraduate students can borrow up to 8 items and can renew up to 15 times.
- Postgraduate students can borrow up to 15 items and can renew them up to 15 times.
- The Law Collection is mostly 3-day loan and can be renewed up to 15 times.

Note that if another student has reserved an item presently on your account, you cannot renew it.

#### **6. Can I renew books online?**

Yes by accessing your online Library account via the Library's online catalogue at:

<http://books.dbs.ie>

For login details please see question 8.

#### **7. Library Databases/Electronic Journals/E-Books**

Databases, electronic journals and e-books can be searched simultaneously via the 'all resources' search box on the Library Website (<http://library.dbs.ie>) or individually via the A-Z list of databases located on the elibrary link on the library website.

Library Databases include: Academic Search Complete, Business Source Complete, Computer and Applied Sciences Complete, Emerald, Dawsonera, Film and Television Literature Index with Full Text, Greenfile, Hospitality and Tourism Complete, Justcite, Justis, JSTOR, Library and Information Science Source, Mintel, Passport, Pep Archive, Proquest Central, PsycArticles, Regional Business News, SOCIndex, WARC, Westlaw IE & Westlaw UK.

**\*\*Use the subject guides on the Library website to identify the databases for your course\*\***

Final year student projects can be viewed on eSource at [esource.dbs.ie](http://esource.dbs.ie)

For login details please see question 8.

#### **8. How do I login to IT equipment in the Library and to the Library's online resources?**

- One login for everything! You will receive an email from the College to the email address you supplied when you applied to DBS. This email will contain your login allowing you to login to:
  - **Library and College PCs**
  - **Moodle**
  - **Papercut printing system**
  - **Your online Library account on Koha**
  - **Student email**

- **Online booking for PCs and Study Rooms**
- **Library Databases**

**\*\*The College recommends that you change your password via a College PC; once this is done the password will change for all of the aforementioned services\*\***

#### **9. What other facilities are available in the Library?**

The Library provides access to:

- PCs
- Wireless network
- Printing facilities including wireless printing
- Photocopying facilities including colour photocopying
- Scanning Facilities
- 4 study rooms for collaborative study (Highbeams can be borrowed for study room use)

PCs and study rooms can be booked via the Library Website under the My Library link.

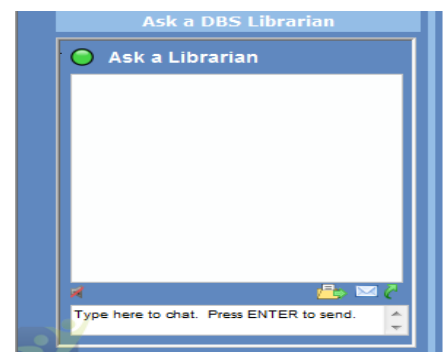
#### **10. What library resources are available if I have a disability?**

If you have a disability, you are welcome to contact the Deputy Librarian Jane Buggle (jane.buggle@dbs.ie) who will carry out a needs assessment with you to ensure that the appropriate supports are in place for you to access library information. For example, visually impaired students can avail of magnification software and audio functionality on e-books. **How do I contact the Library?**

Each Library site has a dedicated information point where staff can assist you with your enquiries.

You can also contact Library staff by phone, email or via the Library's instant messaging service called 'DBS Ask a Librarian' which is available on the Library website.

DBS Ask a Librarian enables you to chat live with Library staff via the Library Website.





You can also follow Library developments via the Student Blog, Facebook and Twitter, links to which are provided on the Library Website.

- **Key telephone numbers:**

Information Desk, Aungier Street: 01 - 417 7572

For full list of library staff names, positions and phone numbers please go to

<http://libguides.dbs.ie/about/about/contacts>

- **Email:** [library@dbs.ie](mailto:library@dbs.ie)
- **Website:** <http://library.dbs.ie>

## 11. How Can I learn more about using the Library?

- **Information Skills Classes:** DBS Library employs a dedicated Information Skills Librarian, Trevor Haugh, who provides students with Library tours and inductions. He also runs a variety of classes on how to evaluate and use information ethically; essay writing, avoiding plagiarism and referencing. Please consult the Library Website (Information Skills Link) for further information.
- **Library Guides/Handbooks:** guides on how to use various Library resources as well as guides on essay writing, referencing, avoiding plagiarism, conducting a literature review, etc. are available on the library website and in hardcopy in the Library. The Library also produces its own student handbook as well as a quick guide to library resources. These are also available on the library website.
- **Information Points:** The main desk in the Library space acts as an Information Point that is constantly manned by professional staff who are there to help you get the most from library resources and facilities. Please feel free to approach the desk with any Library query... big or small. Alternatively you can phone, email or instant message the Library.
- **Ask a Librarian instant messaging:** this is available via the Library website. Just type in your question and a member of the library staff will message you back straight away.

## Moodle / IT Department

- <http://elearning.dbs.ie/>

- Used for class notes and assignments.
- Login in using student number and password. Password is sent to personal email address once you register. (Check Junk Mail)
- Login problems, please contact I.T. **at 01 4177573**

### Reception

#### Aungier Street

13/14 Aungier St

Dublin 2

Ireland

Main phone number: 01 4177500

Reception email: [reception@dbs.ie](mailto:reception@dbs.ie)

Opening Hours: Monday to Thursday - 8.45am to 6.30pm

Friday - 8.45am to 5.15 pm

Saturday – Closed

#### Castle House

73/83 South Great George's Street

Dublin 2

Ireland

Main phone number: 01 4177500

Reception email: [reception@dbs.ie](mailto:reception@dbs.ie)

Opening Hours: Monday to Thursday 8.45am to 6.30pm

Friday - 8.45am to 5.15pm

Saturday - 9.00am to 2.30pm

## The Student Experience Department

The Student Experience Department encompasses Careers and Student Services who work to enhance the experience of students at all stages in their journey through DBS by providing a range of support services in a student-friendly, accessible way. Our objective is to ensure DBS students have the best possible College-life experience and to promote a DBS community and culture that is focused on student wellbeing and success.

### The Team:

- Provide advice and support to students on sourcing accommodation.
- Assist students on their health and wellbeing.
- Enable students to run multiple clubs and societies.
- Form relationships for students with cultural and other support organisations.
- Assist international students in acquiring and renewing student visas.
- Lead the development and maintenance of a DBS community amongst both students and alumni.
- Work with employers as a means of sourcing placements and jobs for students.
- Source and provide up-to-date information about fields of work, job vacancies, postgraduate courses and research opportunities.
- Provide relevant advice, guidance and opportunities for students and graduates to understand their competencies, aspirations and options that will enable them to develop the necessary skills to successfully seek employment.
- Organise Careers Events throughout the Academic Year.

We provide services impartially, confidentially, efficiently and free from discrimination, adhering to national codes of good practice and professional standards.

### Locations - Student Experience Department:

Aungier Street (Ground Floor)

- Careers Hub

Castle House (4<sup>th</sup> Floor) – Student Services Hub

- Student Services (Student Experience Officer, Study Abroad Officer, Student welfare Officer & International officer)

**Opening hours: (both offices)**

8:45am – 17:15pm

**Key Contacts:**

Careers Team – [careerdevelopment@dbs.ie](mailto:careerdevelopment@dbs.ie)

Student Services – [student.services@dbs.ie](mailto:student.services@dbs.ie)

International Student Services – [intlservices@dbs.ie](mailto:intlservices@dbs.ie)

## **Protection of Enrolled Learners (PEL)**

For all DBS courses covered by the provisions of Section 65 (4) of the Qualifications and Quality Assurance (Education and Training) Act 2012, (Protection of Enrolled Learners, or PEL), DBS has arrangements in place with Kaplan Inc. (the Guarantor) such that on the occurrence of a Trigger Event, the Guarantor will refund the moneys most recently paid to the relevant payers.

**Trigger Event: means:**

- (i) Where DBS does not provide the Programme for any reason including by reason of insolvency or winding-up of DBS, and/or
- (ii) where Enrolled Learners have begun a Programme but not completed that Programme and DBS ceases to provide the said Programme before the said Programme is completed for any reason, including by reason of insolvency or winding up of DBS, and/or where the Authority (QQI) withdraws validation of a Programme under section 36(7), section 47, or section 59(7) of the Act.

Moneys Most Recently Paid: the moneys most recently paid to DBS by, or on behalf of, an Enrolled Learner in respect of a Programme for

- (i) Tuition fees,
- (ii) Registration fees,
- (iii) Examination fees,
- (iv) Library fees,

(v) Student services fees, and

(vi) Any other fees which relate to the provision of education, training and related services.

Payer: the person who paid the Moneys Most Recently Paid.

In the event that the Programme(s) cease prior to completion, the Senior Counsel - International for Kaplan International Colleges will be responsible for initiating the drawing down of the guaranteed amounts and ensuring that such amounts are distributed to learners or payers, in accordance with Section 65 (4) (b) of the Act. Contact details for the Senior Counsel - International are as follows:

Name: Rachael Convery

Address: Kaplan – Legal Department

2nd Floor, Warwick Building, Kensington Village

Avonmore Road, London W14 8HQ

Tel: 0044 208 727 3500

Email: [rachael.convery@kaplan.com](mailto:rachael.convery@kaplan.com)