



DIPLOMA IN MARKETING, ADVERTISING, SALES & PR

Programme Handbook

January 2020

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 95 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!

Kerry

Dr Kerry McCall Magan

Head of Academic Programmes

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Section 1 Programme Information

Welcome Message

I am delighted to know that you have chosen to come to DBS to complete the next stage of your education. We offer you a very warm welcome with a sincere wish that your stay here will be enjoyable and rewarding, and that you will participate in both the social and academic life of your College.

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. If there are unanswered questions or issues, please contact myself or Programme Coordinator (contact details can be found below).

I hope you will make every effort to attend the induction programme, which will be very helpful to you, and which will give you an early opportunity to meet with other students on the same programme.

Marta Piasentin

Product Manager, Professional Programmes

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 the Product Manager 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:

- **Product Manager Professional Programmes**

The Product Manager for the Professional Programmes has responsibility for ensuring professional programmes are developed and delivered effectively. She is responsible for the governance of these programmes, and works in close collaboration with the Course Directors for other discipline areas, to ensure high quality teaching, learning and student experience.

- **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	Elena Draghiceanu	professionalschool@dbs.ie

Product Manager Professional Programmes	Marta Piasentin	marta.piasentin@dbs.ie
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1.3. Programme Team

Your lecturer will outline their appointment hours to you on their Moodle page. You can send an email to them by using the following format: firstname.familyname@dbs.ie.

Module Title	Module Leader	E-mail
Marketing theory and practice	Victoria Doyle	Victoria.Doyle@dbs.ie
Advertising	Richard Skelton	Richard.Skelton@dbs.ie
Public relations	Sandra Kernan	Sandra.Kernan@dbs.ie
Sales and sales management	Mark Power	Mark.Power@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](#). Your [DBS Handbook](#) and the [DBS website](#) will contain more information on these and other great DBS services and supports.

Section 2 Programme Details

2.1. Aims of the Programme

This programme introduces participants to the areas of marketing, advertising, sales and public relations enabling them to understand the tools and enhance their skills in the marketing and communications area. It aims to provide students with a foundation for the analysis of each of the four modules within organisations' decision making processes, the internal and external influences affecting the communications strategy of an organisation and the role of information in the mix.

2.2. Programme Structure

Semester	Module Code	Module Title
1	B0MA001	Marketing theory and practice
1	B0MA002	Advertising
1	B0MA003	Public relations
1	B0MA004	Sales and sales management

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 written assignments and presentations.

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. 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 Internal Moderator 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.

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 [Disability Officer](#) well in advance of any assessment or exam dates

3.2. Assessment Schedule

Module	Method of Assessment	Percentage Weighting	Date
Marketing theory and practice	Continuous Assessment	100%	See Assignment Brief
Advertising	Continuous Assessment	100%	See Assignment Brief
Public relations	Continuous Assessment	100%	See Assignment Brief
Sales and sales management	Continuous Assessment	100%	See Assignment Brief

3.3. Reassessment

Reassessment policy allows for the repeat of an exam and/or assignment where the student has been unsuccessful to afford the learner the opportunity to reach the learning outcomes (see assessment regulations in [Part B Section 5 of the Quality Assurance Handbook](#)).

3.4. General Submission Requirements

- 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 required to refer to the assessment regulations in their [Student Handbooks](#) and in [Part B Section 5 of the Quality Assurance Handbook](#).
- 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.
- 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%**.
- 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
- 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 is awarded by [The Institute of Commercial Management \(ICM\)](#).

The Institute of Commercial Management (ICM) provides a range of internationally recognised professional and vocational qualifications at certificate, diploma and graduate diploma levels. ICM qualifications are recognised by employers, government departments and many academic institutions. Founded in 1979, ICM is now one of the leading professional examination bodies in the field of business and entrepreneurial education in Ireland and the UK, with corporate and student members in more than 130 countries throughout the world.

Dublin Business School was one of the first private colleges in Ireland to acquire the ICM Approved Centre Status and offer ICM professional qualifications. Please see paragraph 4.2 for specific regulations applicable to ICM courses.

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.

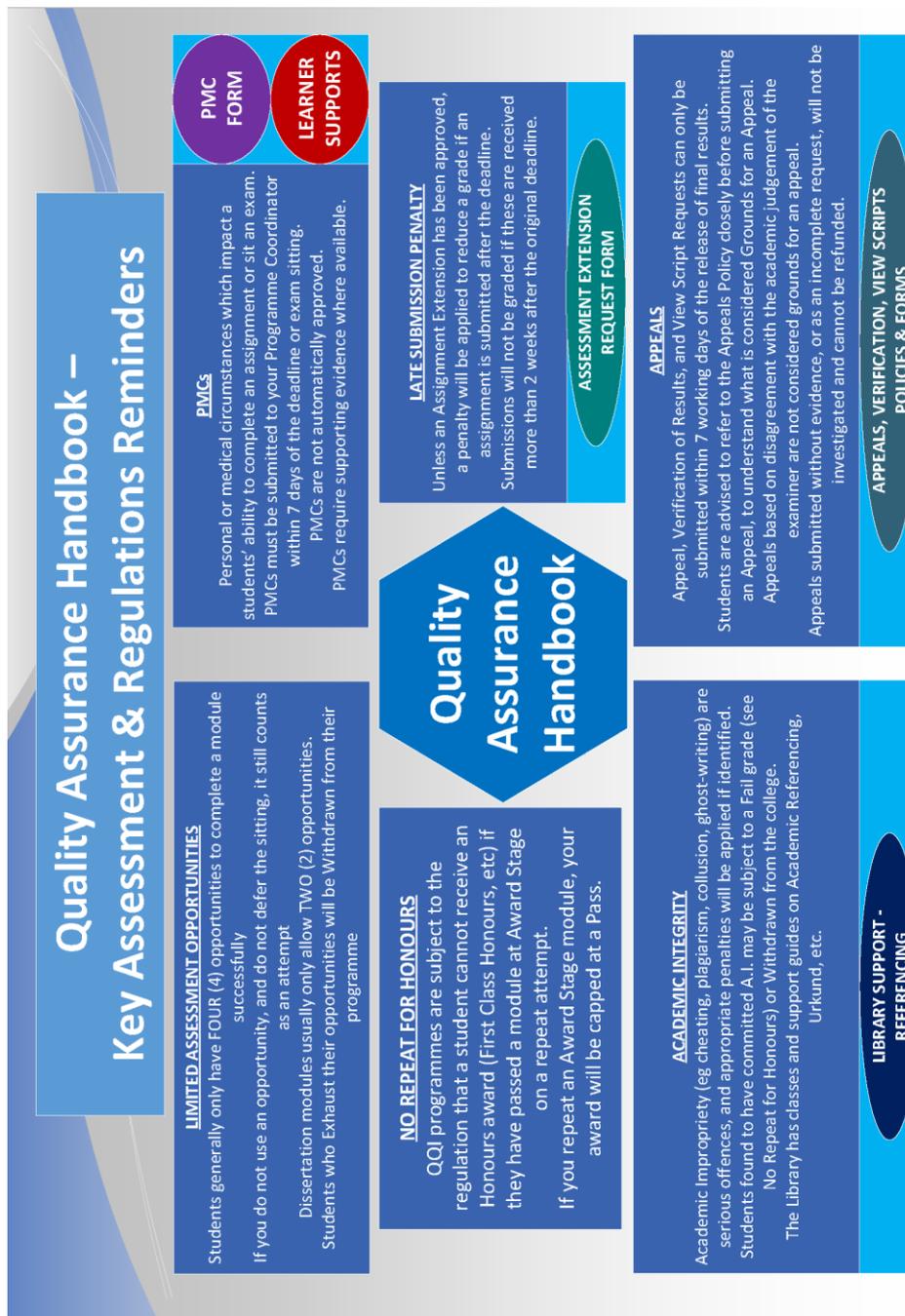
- . www.dbs.ie
- . <https://elearning.dbs.ie/> (Moodle)
- . www.mydbs.ie (student email)
- . <https://tts.dbs.ie> for generic timetables
- . <https://library.dbs.ie/>
- . <http://lorls.dbs.ie/> (to access your reading list online)
- . <https://esource.dbs.ie> (repository of student and faculty research)
- . <https://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 <https://servicedesk.dbs.ie>.

Section 4 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/gah>.

4.1. Key Assessment Regulations



Quality Assurance Handbook

LIMITED ASSESSMENT OPPORTUNITIES
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.

NO REPEAT FOR HONOURS
QQI programmes are subject to the regulation that a student cannot receive an Honours award (First Class Honours, etc) if they have passed a module at Award Stage on a repeat attempt. If you repeat an Award Stage module, your award will be capped at a Pass.

ACADEMIC INTEGRITY
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

PMCs
Personal or medical circumstances which impact a student's 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

LATE SUBMISSION PENALTY
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

APPEALS
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

4.2. Programme Specific Regulations

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

** Please note the below fees are subject to change- valid at present time September 2019

	FEE	NOTE
ICM Registration	Fee covered by DBS	All students attending ICM course must be registered with ICM
Examination/CA entries	Fee covered by DBS	Your first attempt to sit your exams or do the CA is FREE . In the event of failing and having to retake one or more modules, fees will apply and payment is stated below.
Examination fee for a second attempt (not applicable to CAs)	€100 per subject Multiple Papers (3+) €250	Fees are not refundable /transferable under any circumstances.
Deferral Fees	There is a deferral fee for deferred enrolment- €50/ year	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.
Renewal ICM membership *ICM membership is valid for a year.	€80	If you take time out of your studies and it will take longer than a year to complete your course, you will need to pay a renewal fee to ICM directly.
Duplicate of your Diploma		Please contact ICM directly Telephone: +44 (0) 1202 490 555/ info@icm.education
Duplicate of the Transcripts	€25 fee if pre-dating 2015	DBS: professionalschool@dbs.ie / +353 1 417 0630

ICM

Institute Of Commercial Management

Telephone: +44 (0) 1202 490 555

Email: info@icm.education

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

ICM House
Yeoman Road
Ringwood
Hampshire
BH24 3FA
England

Section 5 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!