



London School
of Marketing



An Associate College of

Anglia Ruskin
University



Working in Partnership with

THE UNIVERSITY OF
NORTHAMPTON

Course Delivery Guide

Academic year 2016 - 2017

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Courses on Offer:



Blended Learning: An Overview

Blended Learning is a combination of online learning and physical support. Our global partnership network incorporates, Global Business partners (GBPs), Local Access Points (LAPs) as well as Recognised Business Partners (RBPs) – delivering blended learning programmes to all our students.

1. The online course provides the equivalent of a full time degree certificate from the university, which will not mention that the course was taken online.
2. You will complete the course within the duration mentioned for the specific course and the certificate will be dispatched to your registered address within 8-12 weeks.
3. You will also be invited to attend the convocation ceremony in UK, along with your family and friends.

Study Resources:

Blended learning is ideal for you if you are unable to get access to a physical classroom but are still seeking structure, support and quality learning materials. To help you gain the most from your studies, we have created a range of valuable resources:

We Offer:

- Dedicated one-to-one online tutor support
- Live Webinars per module from subject experts
- Access to the state-of-the-art Learning Platform (LP)
- A comprehensive e-Library with access to Mintel

Student Communication

- The main mode of communication between you and LSM would be through emails.
- You will be guided through assignments, submission procedures etc using these emails.

Below is a summary of all the emails that you will receive throughout the duration of a specific course:

Email	Description	Workflow
Enrollment Success Email	The email will contain your: <ul style="list-style-type: none"> • LSM ID • Learning Platform Logins • Process to apply for your Student ID Card 	All these emails are sent within 48 hours of enrollment
Policy/Procedure Email	Academic policies and procedures of LSM	
Academic Office Welcome Email	Contains information on: <ul style="list-style-type: none"> • ID Card process • Portal Access • Turnitin accounts • Induction Webinar 	
Turnitin Email	Login details to the Turnitin account	
Tutor/Supervisor Welcome email	An introductory email from the relevant supervisor	
Tutor/Supervisor Support		
Module Guides/Submission Deadlines	An email with the relevant module guides and Submission deadlines	24 hrs after the welcome email
Plagiarism Prevention	Information on Plagiarism Prevention	Sent within a week from the date of enrollment
Webinar Invitations	An email with invitations to register for the webinars. Once the webinar is over, a recording of the webinar is emailed to you.	Sent after the plagiarism email.
Assessment Guidelines	An email with assessment information and guidelines.	3 days after the module guides are sent.
Skype Discussions	An email with information on Skype discussions that can be scheduled with the supervisors/tutors	2 days after the welcome email for the major projects have been sent. Applicable only for major projects.
Ethics Submission	Ethics process with the relevant forms and procedure is sent	3 weeks prior to the submission deadline
Draft Submission Reminder	Draft submission deadlines and relevant information	Sent 15 days prior to the deadline.
Draft Feedback	The feedback sheets on the draft	Within 7-10 days of submission

	submissions will be emailed	
Final Submission procedure email	Contains information on: <ul style="list-style-type: none"> • Assessment deadlines and module guides • Submission information • Plagiarism declaration form and information on coversheet 	3 weeks prior to the final submission deadline
Results Email	Once the work is marked and marks are published the students will receive an email with the results release dates	One such email is sent within 2-3 months of their final submissions
Special Case Emails		
Re-submission	Re-submission procedure emails are sent to students who had failed their first attempt	Within a week of results being released.
Retake Email	If the student fails the re-submission attempt, a third attempt is possible (Retake) and the procedure email is sent.	Within a week of results being released.
Re-sit Email	If the student fails the retake attempt, fourth attempt is possible unless the student is withdrawn or discontinued and the procedure email is sent.	Within a week of results being released.
Second Semester Emails – With regard to Major Projects		
Guidance Email	Guidance email on the Major project is sent	Beginning of second semester
Re-submission Email	If the student fails the first attempt a re-submission email will be sent	Within a week of results being released.
Discontinued/Withdrawn Email	The students can only attempt Major projects twice failing which they will be discontinued or withdrawn from the course and this status is communicated to the student in the email.	
Document Availability	The students will be notified via email when the certificates and transcripts are available.	

1. What is the Learning Platform?

The Learning Platform is a prime example of our commitment to interactive learning. This exciting new study tool allows you to gain the support and resources needed for you to reach your full potential. It is supported by a comprehensive e-library, containing recommended study texts and referenced books for online reading.

1. How I can log in into my Learning Platform?

Log in using this following link:

<http://lsm.edappy.com/>

Please enter your login details provided to you in the Welcome Email when you enrolled.

2. When can I see the learning materials on my Learning Platform?

Your learning materials on the Learning Platform will be activated automatically when you have received your registration confirmation from London School of Marketing.

Please follow the link below for a demo on the Learning Portal Functionalities:

<https://vimeo.com/169508657>

Learning Materials:

Below is a summary of the Learning Materials Available on the student Learning Platform:

Learning Portal Functionalities	Description
Module Content	A module description which has information on the module information, Learning outcomes, Key skills and Key challenges
Lesson Content	Provides focused information relating to each lesson such as: Lecture specifications, Reading references, Lecture objectives
Lessons	Lecture notes are provided in the form of presentation slides and are populated with extra notes to provide you with detailed descriptions on the content.
Articles	The students are also provided an article in order to reflect how theory learnt within each lesson can be incorporated.
Case Studies	Case studies relevant to the question and case study based questions with answers are provided
Quizzes	Each lesson is populated with interactive quizzes that are comprised of MCQ's, Data Response Questions, Scenario Based Questions and flash cards
Revision Resources	The LP also consists of resources that help with revision endeavors such as small revision books based on the key syllabus sections.
Assessment Resources	This section includes information needed for the student to submit the final assessment and includes current assignment briefs (when released by the awarding body), past assignment questions.
Practice with Workshop Manuals	A resource that has been specifically developed to guide you on how to prepare the final assessment.
Webinars	The students will have access to the recording of the Live assessment brief webinars which are conducted per module on the Learning platform. <ul style="list-style-type: none">• One webinar per module is sent to the student
Online Library facilities	Access to EBSCO and Mintel online libraries are provided to the student to obtain additional reading material as required.

Academic Support

- You will be allocated with supervisors and tutors for the relevant modules
- As mentioned in the Student communication section, the main mode of communication between you and LSM would be through emails.
- The Tutors/Supervisors will first introduce themselves to you through the tutor/supervisor welcome email.
- The assignment and module guidelines will be then emailed to you.
- The supervisor/tutor contact information is shared with you, which enables you to maintain frequent communication with the tutors/supervisors.
- You can directly email the draft work to your tutors and obtain feedback.
- Furthermore, with regard to Major Projects, the supervisors provide feedback based on chapters and guide you through the assignment.