



Marketing, Recruitment and Admission (MRA) Policy

Version	Date	Changes	Reason for Changes	Author	Next Review
V2.1	March 2024	Amendments of minor syntax and spelling errors	Annual review was due	Mohammad T Islam (Head of Academics & Quality Control)	March 2025/ As required
v3.1	March 2025	A recruitment and admission flowchart is added	Annual review was due	Mohammad T Islam (Head of Academics & Quality Control)	March 2026/ As required

Section 1: Introduction

This policy has been developed to ensure that the College practices a clear, fair, explicit and consistent recruitment and admissions procedure and has been guided by the UK Quality Code.

The admission of students into higher education courses at CCE will typically include the following activities:

- promotion and **marketing** of courses to prospective students, their parents, employers and advisers
- identification and **recruitment** of prospective students to the College and specific programmes of study through, for example open days; recruitment fairs, seminars, etc.
- selection of applicants suitable for a particular programme
- assessment of suitability based on academic grounds, intentions of study, and fit with career aspirations
- conditional and/or unconditional offer of a place on a programme of study
- **Admission** of students onto a programme of study

CCE recognises that applicants will come from a wide range of backgrounds and will demonstrate their potential to succeed in a variety of ways. There is often a need to make quite complex judgements about relative potential within a diverse population of applicants.

The College endeavours to secure a good match between the abilities and aptitudes of the applicant and the demands of the programme, thus leading to the selection of students who can reasonably be expected to complete their studies successfully. The CCE Admissions staff together with Programme Leaders and Lecturers, where appropriate, will therefore choose between applicants, to determine who should be selected. This exercise of judgement is, whenever possible, underpinned by reference to transparent and justifiable criteria set out in this policy. The College will regularly monitor and review its marketing, recruitment and admissions and enrolment policies and procedures and ensure that all those involved in admissions are competent to undertake their roles.

1.1 Purpose

CCE admissions policy aims to:

- create a student body that is balanced and diverse in terms of cultural background and experience;
- recognise the need for inclusivity, diversity and equal opportunity;
- recruit students with a genuine intention to study and fully complete their programme of study;
- recruit students who have the ability to successfully complete their chosen course, whatever their background;
- ensure that disability does not prevent someone from making an application to or being accepted by CCE and/or completing the course successfully.

The College will endeavour to achieve these aims by:

- encouraging applications from all those with the motivation and academic ability to succeed at CCE;

- assessing each application on an individual basis and interview face-to-face wherever possible;
- offering places to applicants who have the potential to successfully complete their programme at CCE;
- maintaining transparency in the recruitment and admissions process.
- agreeing with its awarding bodies the appropriate minimum entry criteria that assure a prospective student's academic readiness for the programme-level applied for.

1.2 Scope

This policy outlines the principles and procedures for the marketing, recruitment, and admissions of all Higher Education (HE) funded courses offered by the College. It applies to all staff involved in these processes, including those at partner institutions, and to all prospective students. The policy covers promotional activities, recruitment events, application handling, selection, and offer-making. It ensures compliance with regulatory and funding requirements, as well as commitments to equality and diversity.

1.3 Equality and Diversity

Under the Equality Act 2010, CCE tries to take a strategic approach to the promotion of disability equality, and to adapt policies and services to ensure that they take full account of disabled people (both students and staff/employees) by:

- Promoting equality of opportunity for disabled people
- Eliminating unlawful discrimination of disabled people
- Eliminating disability-related harassment
- Promoting positive attitudes towards disabled people
- Encouraging participation by disabled people in public life
- Ensuring that text-to-speech options are available throughout the organisation

The college has an active Equality, Diversity and Inclusion (EDI) Working Group whose remit includes oversight of all activities with EDI in mind.

1.4 Disability

Applicants who have Disability or Long-term Medical Condition:

CCE welcomes applicants with disabilities and learning difficulties and will endeavour to avoid artificial barriers to admission.

- Applicants with disabilities and special needs are considered on the same academic grounds as all others. Applicants are asked to discuss their likely requirements with the college during the admissions process.
- The Student Services & Support team will provide advice concerning the suitability of the centre and the support available.
- A decision may need to take into account any overriding health and safety concerns, barriers relating to professional requirements, or the College's ability, or inability, to make any necessary adjustments. Such cases will be addressed on an individual basis.
- All students are encouraged to disclose their learning difficulty or disability during the admissions and enrolment process to ensure that adjustments and support can be put

in place at the start of the programme. However, the College understands that in some instances students will develop health problems or disabilities after enrolment. In such cases students are encouraged to disclose to Student Services & Support team as soon as possible.

- Applicants who have disclosed a disability will be considered in the same way as any other applicant and a decision will be made that is based on academic merit and potential.
- Support is offered in applying for Disabled Students' Allowance (DSA). Follow-up is undertaken to ensure the process runs smoothly.

1.5 Accreditation of Prior Learning (APL)

A candidate may be able to gain exemption from part of the programme for which they have applied through the accreditation of prior learning (APL). The APL procedures can be found in Accreditation of Prior Learning (APL) policy.

Section 2: Entry Requirements

It is the policy of CCE to admit students who have serious academic, professional and/or vocational intentions and are able to demonstrate the potential to benefit from, and the ability to successfully complete its programmes.

Details of entry requirements for each programme of study are provided in the College's prospectus, website, and relevant Course Specification Handbook.

The College reserves the right to refuse admission to applicants who have not met entry requirements or where there is evidence that they are unable to meet the academic, professional or vocational requirements of the course, or have not demonstrated clearly that they hold serious study intentions.

Applicants who do not abide by the rules and regulations of the College, or who make fraudulent applications, including non-disclosure of information relevant to the application, will have their offer of a place withdrawn. Registrations based on fraudulent applications will normally be declared null and void and any fees paid will be non-refundable.

2.1 HND Entry Requirements

2.1.1 Minimum General Entry Requirements

Applicants must normally be at least 18+ years of age on admission to the College. For the purpose of this policy the date of admission is defined as the date on which the course commences.

2.1.2 Typical Academic Entry Requirements for the BTEC HND

- GCE A level standard of education or equivalent
- Other UK level 3 qualifications (e.g. Foundation Diploma, Access to HE Certificate, a BTEC National, Advanced GNVQ or AVCE).
- Overseas Qualifications equivalent to Level 3 (e.g. Diploma de Bacalaurate, Brandos Attests, Ensino Medio, etc)

2.1.3 Equivalent Qualifications

The Admissions Officer will consult the UK ENIC/ UK NARIC database to ascertain equivalence between international and UK qualifications.

2.1.4 Mature students

In exceptional circumstances, mature entry applicants (21+) without the standard academic background, but with relevant and substantial work experience may be considered for entry. They will be interviewed by the Admission Panel and will be required to submit a Work experience letter from the employer in support of their suitability for the programme. Such applicants must be able to demonstrate their readiness for a return to study and ability to cope with the rigours of the programme. Admissions decisions will be made on a case-by-case basis.

2.1.5 English Language Requirements

Applicants for undergraduate programmes whose first language is not English will be required to demonstrate their ability to understand and express themselves in both written and spoken English sufficient for them to derive full benefit from and succeed in passing their chosen programme.

An appropriate level of English Language competence is required for all applicants. For those whose first language is not English this is normally measured through a recognised English Language test or prior qualification studied in English. Alternatively, the College's internal English test will suffice in determining an applicant's English language competence. Applications from candidates without formal qualifications will be considered on an individual basis and all aspects of an application will be taken into account when making a decision i.e. qualifications, work experience, personal statement, references, etc.

Section 3: S t u d e n t R e c r u i t m e n t

3.1 Provision of Information

CCE is committed to the provision of timely, accurate and appropriate pre-entry information and support to prospective students. Our recruitment and admissions activities are informed by commitment to the provision of impartial advice and guidance and support for applicants to enable them to make informed decisions about CCE as a study destination. The College ensures that staff involved in the recruitment and admissions process have received training in consumer protection law and that they understand the importance of the accuracy of material information and pre-contract information according to the guidelines given to Higher Education institutions by the Consumer Markets Authority (CMA).

Information provision is guided by the following principles:

Accuracy: The College is committed to providing accurate and detailed information on the nature of our courses, their structure, duration, modes of assessment, associated fees or additional costs. This information is maintained by recruitment and admissions staff working within Academic Colleges to ensure that information remains current and is accurate at the point of enrolment.

Transparency: To ensure transparency and consistency, CCE maintains individual course information profiles accessible in multiple locations on the college website. The information includes entry requirements, course specific selection and assessment criteria and processes, course structure, teaching and learning, coursework and assessment, fees, funding, attendance requirements, professional accreditation and employability outcomes.

3.2 Recruitment Activities

The Marketing department co-ordinates a number of activities which support recruitment to all the courses that are provided by the college. These activities take place on and off campus and are supported by the Admissions team.

Attracting prospective students

Prospective students may find out about the College through:

- Advertisements
- college website and prospectus
- digital or printed media including leaflets, banners and brochures
- social media
- word of mouth and student referrals
- open days

3.3 Use of Agents

The College works with reputable recruitment agents whose primary role is the promotion and marketing of the College's courses. Decisions on the entry to courses remain at the sole discretion of the College.

A clear and robust process is in place for the appointment of agents. This includes:

- Meeting the owner or manager of potential agent;
- Requesting references from their previous/current partner colleges/universities;
- Visits to the agent's office to audit its premises/location, knowledge and experience of staff and work ethics;
- Mandatory training for the Agent's recruitment staff

Agents who are appointed are typically offered a 12-month contract which sets out realistic targets for them to work towards. A detailed Agent contract is given to all agents to ensure they are clear and fully aware of the college's quality standards and the student code of conduct. Each Agent is trained before they start working for CCE. This helps to ensure Agents act with transparency and integrity. It also helps us determine if the agent is in compliance with the college's academic entry requirements, which includes documents check list, English language ability assessment and the quality of information provided to potential students.

Agent performance review is conducted through the quality of students referred by an Agent. Poor quality referrals will lead to termination of the contract with the agent. Agents who perform well and with whom we have established a long-term relationship will have their contracts renewed.

Support for the agent can also be seen as a continuation of training; therefore, regular communication is undertaken with agents in the form of:

- recruitment and admission literatures
- visits
- emails
- marketing materials
- updates on course content; fees
- phone calls

Section 4: How to Apply

4.1 Programme Related Information

Candidates should read the prospectus and website thoroughly and select the course that is of interest to them. They should check that they meet the entry criteria and then contact the College (or approved representative) and arrange for an interview with an Admissions Panel who will assess their suitability for the course and also give further details on the syllabus, timetable, teaching and learning strategies, assessments, answer any questions they may have and offer guidance in making the correct choice.

4.2 Application Process

Step 1: Apply

All applicants must submit the following documents on the portal:

- A fully completed application Form
- Photo (Passport style picture)
- CV
- Certificate and or transcripts (English translation where necessary)
- A copy of the original passport and or residence permit
- Proof of Address (Bank Statement, household utility bill, current UK driving licence)
- A 300–500 words personal statement outlining the reasons for applying to the chosen programme, how you feel you will benefit from the programme of study and how this will help your future career aspirations
- Work Experience Letter (if applicable)

Step 3: English Language Test

Applicants whose first language is not English, with no formal or recognised qualification, will be required to take the CCE English Entry test to determine whether their level of English is appropriate for the course applied.

Step 2: Interview

An interview will be conducted with an Admissions Panel. During the interview, information contained within the application form will be considered. Applicants must demonstrate they have the necessary skills for successful completion of the course, evidence of motivation and the commitment to succeed.

Step 4: Offer Acceptance

Applicants will be notified of the outcome of their application after completing all the relevant steps.

If the application is successful, the applicant will be sent a formal 'Unconditional Offer' letter via email. Once the applicant accepts the offer, they are entering into a legal contractual agreement with the College.

A 'conditional offer' can be issued to an applicant with one or more outstanding conditions to be met. These can include for example, passing an English language test or providing an original copy of evidence referred to in their application form. After such conditions are met, the College will issue the Unconditional Offer letter.

If the application has been unsuccessful, the applicant will be informed accordingly via email and/or telephone and the reasons for their rejection kept on record should they require feedback.

Appendix: Recruitment and Admissions Process Flowchart

