Commonwealth College of Excellence

Marketing, Recruitment and Admission (MRA) Policy

Version	Date	Changes	Reason for Changes	Author/ Reviewer	Next Review
V4.0	September 2025	Amendments of minor syntax and spelling errors	Annual review was due	Mohammad T Islam (Head of Academics & Quality Control)	August 2026/ As required
V5.0	November 2026	The policy has been revised to include additional detailed information regarding the application process (section 4.2)	Annual review was due	Mohammad T Islam (Head of Academics & Quality Control)	August 2027/ As required

Section 1: Introduction

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

The admission of students to higher education courses at CCE typically includes 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 and seminars;
- selection of applicants suitable for a particular programme;
- assessment of suitability based on academic merit, intentions of study and alignment with career aspirations;
- the making of conditional and/or unconditional offers of a place on a programme of study;
- admission and enrolment of students onto a programme of study.

CCE recognises that applicants come from a wide range of backgrounds and may demonstrate their potential to succeed in different ways. As a result, admissions decisions often require complex judgements about relative potential within a diverse applicant population.

The College seeks to achieve a good match between the abilities and aptitudes of applicants and the demands of the programme, thereby selecting students who can reasonably be expected to complete their studies successfully. CCE Admissions staff, together with Programme Leaders and Lecturers where appropriate, will make selection decisions using transparent and justifiable criteria set out in this policy wherever possible.

The College regularly monitors and reviews its marketing, recruitment, admissions and enrolment policies and procedures, and ensures that all staff involved in admissions are appropriately trained and competent to undertake their roles.

1.1 Purpose

CCE's admissions policy aims to:

- create a balanced and diverse student body in terms of cultural background and experience;
- promote inclusivity, diversity and equality of opportunity;
- recruit students with a genuine intention to study and successfully complete their programme;
- recruit students who have the ability to successfully complete their chosen course, regardless of background;

- ensure that disability does not prevent an individual from applying to, being admitted to, or successfully completing a course at CCE.

The College will endeavour to achieve these aims by:

- encouraging applications from all individuals with the motivation and academic ability to succeed at CCE;
- assessing each application on an individual basis and conducting interviews face-to-face wherever possible;
- offering places to applicants who demonstrate the potential to complete their programme successfully;
- maintaining transparency throughout the recruitment and admissions process;
- agreeing with awarding bodies appropriate minimum entry requirements that demonstrate academic readiness for the programme applied for.

1.2 Scope

This policy outlines the principles and procedures governing the marketing, recruitment and admission 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, the handling of applications, selection processes and the issuing of offers. It ensures compliance with regulatory and funding requirements, as well as the College's commitments to equality, diversity and inclusion.

1.3 Equality and Diversity

In accordance with the Equality Act 2010, CCE adopts a strategic approach to promoting disability equality and ensuring that its policies and services fully account for the needs of disabled people, including students and staff, by:

- promoting equality of opportunity for disabled people;
- eliminating unlawful discrimination against disabled people;
- preventing disability-related harassment;
- promoting positive attitudes towards disabled people;
- encouraging participation by disabled people in public life;
- ensuring that text-to-speech and other assistive technologies are available across the organisation.

The College has an active Equality, Diversity and Inclusion (EDI) Working Group, which oversees activities and policies to ensure they are developed and implemented with EDI principles in mind.

1.4 Disability

Applicants with a disability or long-term medical condition are welcomed, and the College endeavours to remove unnecessary barriers to admission.

- Applicants with disabilities or specific learning needs are considered on the same academic grounds as all other applicants. They are encouraged to discuss their requirements with the College during the admissions process.
- The Student Services & Support Team provides advice regarding the suitability of facilities and available support.
- Decisions may take into account health and safety considerations, professional requirements, or the College's ability to make reasonable adjustments. Such decisions are made on an individual basis.
- Applicants and students are encouraged to disclose any disability or learning difficulty during admissions or enrolment so that appropriate support can be arranged from the outset. The College recognises that some conditions may arise after enrolment and encourages students to disclose these to the Student Services & Support Team as soon as possible.
- Disclosure of a disability does not disadvantage applicants; decisions are based solely on academic merit and potential.
- Support is available to assist students in applying for Disabled Students' Allowance (DSA), with follow-up provided to ensure the process is completed smoothly.

1.5 Accreditation of Prior Learning (APL)

Applicants may be eligible for exemption from part of their programme through Accreditation of Prior Learning (APL). Full details are set out in the College's Accreditation of Prior Learning (APL) Policy.

Section 2: Entry Requirements

It is the policy of CCE to admit students who demonstrate serious academic, professional and/or vocational intentions and who show the potential to benefit from, and successfully complete, their chosen programme.

Programme-specific entry requirements are published in the College prospectus, on the website and in the relevant Course Specification Handbook.

The College reserves the right to refuse admission where applicants do not meet the stated entry requirements, where there is evidence that they are unable to meet the academic, professional or vocational demands of the course, or where they have not demonstrated genuine intentions to study.

Applicants who breach College regulations or submit fraudulent applications, including the non-disclosure of relevant information, will have offers 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 at the point of admission. For the purposes of this policy, the date of admission is defined as the course start date.

2.1.2 Typical Academic Entry Requirements for BTEC HND Programmes

- GCE A-levels or equivalent qualifications;
- other UK Level 3 qualifications (e.g. Foundation Diploma, Access to HE Certificate, BTEC National, Advanced GNVQ or AVCE);
- overseas qualifications equivalent to UK Level 3 (e.g. Baccalauréat, Brandos Attests, Ensino Médio).

2.1.3 Equivalent Qualifications

The Admissions Officer will refer to the UK ENIC (formerly NARIC) database to determine equivalency between international and UK qualifications.

2.1.4 Mature Students

In exceptional circumstances, mature applicants aged 21 or over without the standard academic background but with relevant and substantial work experience may be considered. Such applicants must:

- attend an interview with the Admissions Panel;
- provide a work experience letter from their employer;
- demonstrate readiness for a return to study and the ability to manage the academic demands of the programme.

Admissions decisions are made on a case-by-case basis.

2.1.5 English Language Requirements

Applicants whose first language is not English must demonstrate proficiency in written and spoken English sufficient to benefit from and successfully complete their chosen programme.

English language competence is normally demonstrated through a recognised English language qualification or prior study conducted in English. Alternatively, the College’s internal English test may be used. Applicants without formal qualifications will be considered individually, taking into account qualifications, work experience, personal statements and references.

Section 3: Student Recruitment

3.1 Provision of Information

CCE is committed to providing timely, accurate and appropriate pre-entry information and support to prospective students. Recruitment and admissions activities are guided by impartial advice and guidance to support informed decision-making.

All staff involved in recruitment and admissions receive training in consumer protection law and understand the importance of accurate and complete pre-contract information in line with Consumer Markets Authority (CMA) guidance.

Information provision is based on the following principles:

Accuracy:
The College provides accurate and detailed information about course content, structure, duration, assessment methods, fees and any additional costs. This information is kept up to date by recruitment and admissions staff working with academic teams.

Transparency:
CCE maintains course information profiles on its website, including entry requirements, selection criteria, course structures, learning and assessment methods, fees and funding, attendance requirements, professional accreditation and employability outcomes.

3.2 Recruitment Activities

The Marketing Department co-ordinates recruitment activities across all College courses, supported by the Admissions Team. Activities take place both on and off campus.

Prospective students may learn about the College through:

- advertising;
- the College website and prospectus;
- digital and printed marketing materials;
- social media;
- word of mouth and student referrals;
- open days.

3.3 Use of Agents

The College works with reputable recruitment agents to promote and market its courses. Final decisions on admissions remain solely with the College.

A robust agent appointment process includes:

- meetings with the agent’s owner or manager;
- references from previous or current partner institutions;

- visits to the agent's premises to assess facilities, staff expertise and ethical standards;
- mandatory training for agents' recruitment staff.

Agents are typically contracted for an initial 12-month period with clearly defined targets and quality expectations. All agents receive training to ensure transparency, integrity and compliance with College entry requirements, including document verification and English language assessment.

Agent performance is reviewed based on the quality of student referrals. Poor performance may result in contract termination, while high-performing agents may have contracts renewed.

Ongoing support and communication with agents includes:

- recruitment and admissions materials;
- visits;
- emails and telephone contact;
- updates on courses and fees;
- marketing resources.

Section 4: How to Apply

4.1 Programme Information

Applicants should review the College prospectus and website carefully before applying. They should ensure that they meet the entry requirements and then contact the College (or an approved representative) to arrange an interview with the Admissions Panel.

The interview provides an opportunity to assess suitability and to receive further information on course content, timetables, teaching and learning methods, assessments and career outcomes.

4.2 Application Process

Step 1: Application Submission

Applicants must submit the following documents via the application portal:

- a fully completed application form;
- a passport-style photograph;
- a CV;
- certificates and/or transcripts (with English translations where required);
- a copy of a valid passport and/or residence permit;
- proof of address (e.g. bank statement, utility bill or UK driving licence);
- a 300–500 word personal statement outlining motivation, expected benefits of the programme and career aspirations;
- a work experience letter (where applicable).

Step 2: Interview
Applicants attend an interview with the Admissions Panel. The interview assesses academic readiness, motivation, commitment and the ability to successfully complete the programme.

Step 3: English Language Test
Applicants whose first language is not English and who lack recognised English qualifications must complete the CCE English Entry Test to confirm suitability.

Step 4: Offer and Acceptance
Applicants are notified of the outcome once all steps are completed. Successful applicants receive either a conditional or unconditional offer by email.

Acceptance of an unconditional offer constitutes a legally binding agreement with the College. Conditional offers are confirmed once all conditions have been met.

Unsuccessful applicants are informed by email and/or telephone, and records are retained should feedback be requested.