

**ISMM INSTITUTE OF SALES AND
MARKETING MANAGEMENT**

**Qualification Admin
Handbook**
For Tutors and Administrators

2011

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SECTION 1

General information

- About this handbook-Definitive versions-Using this handbook
- Customer service statement
- Contacting the ISMM Education Team
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1.1 About this handbook

This handbook contains the information that centres need in order to administer the ISMM's level 1, 2, 3, 4, 5 and 6 OFQUAL-accredited qualifications.

This handbook contains details and guidance on:

- candidate registration
- access to assessments
- malpractice/maladministration
- diversity and equality
- recognition of prior learning

1.2 Definitive versions

For all ISMM Education documents published on the ISMM website, the version on the website is definitive in the case of any difference between it and any printed version.

The website version will be updated if any changes are made during the lifetime of the document. New printed versions of documents will only be produced if major changes are made.

Any changes to website documents will be announced on the ISMM website.

Whenever changes are made to any document published on the website, the version number of the document will be increased (for example from version 1.0 to version 1.1).

1.3 Using this handbook

Initially the Tutor, administrator should familiarize themselves with the contents of this handbook. If any clarification is needed they should contact the ISMM.

Ongoing it should be used as a reference when completing different tasks eg registering candidates, marking internal assignments, etc.

Customer service statement

The ISMM Education Team strives to provide excellent customer service at all times.

We endeavour to ensure that our service is:

- Consultative and responsive.
- Open and informative.
- Prompt and efficient.
- Cost-effective.
- Collaborative and consistent with other awarding organisations and the regulatory authorities.

Points of contact and complaints procedure

See relevant information in this handbook

Communicating bilingually with centres

ISMM qualifications are not offered in Welsh or Irish (Gaeilge), so all communication from the ISMM to centres will be in English.

Fee structure

Details of fees, costs and supplementary charges can be found in the *ISMM Fees Handbook* on the ISMM website www.ismm.co.uk

Key dates

Details of key dates in the assessment calendar can be found in the *Assessment Timetable* on the ISMM website www.ismm.co.uk

Contacting the ISMM Education Team

By phone

We can be contacted by phone between 9am and 5pm from Monday to Friday (excluding Bank and Public Holidays). Our telephone number is **+44 (0)1582 843260**. There is an answer phone available out of hours.

We will endeavour to answer all calls promptly. If possible a member of the Education Team will deal with your enquiry immediately. If this is not possible, you will be given the opportunity to leave a message either with the person who has taken your call, or on the Education Team voicemail. Our target is to return your call no later than one working day after your call was made.

If your enquiry cannot be answered immediately, we will log your enquiry, request your contact details and respond to you by your chosen means of contact, be that telephone, email or by post. A revised deadline will be agreed and we will also inform you who will be dealing with your enquiry.

By email

We can be contacted by email at **education@ismm.co.uk**

Our targets are to acknowledge receipt of your email within one working day and to reply to it in detail within five working days. If your enquiry needs to be passed to another member of the Education team, you will be given a named contact when we acknowledge your enquiry and, if necessary, a revised deadline.

By fax

We can be contacted at any time by fax on **+44 (0)1582 849142**.

By post

Our address is:

**The Institute of Sales & Marketing Management
1 Harrier Court
Woodside Road
Lower Woodside
LUTON
LU1 4DQ**

Our target is to acknowledge receipt of your correspondence within five working days and to reply to it in detail within ten working days. If your correspondence needs to be passed to another member of the Education Team, you will be given a named contact when we acknowledge your enquiry and, if necessary, a revised deadline.

Complaints procedure

We appreciate that complaints can take many different forms and that they vary in seriousness. Because of this, we will view any situation where we become aware of anyone feeling dissatisfied with any aspect of our qualifications, procedures and/or processes as a complaint.

If a candidate contacts the ISMM directly regarding issues with a centre, we will suggest initially that they raise the issue with the centre. The candidate and centre should endeavour to resolve the issue using the centre's own complaints procedure. If the candidate is not satisfied with the centre's handling of the complaint, they can ask the ISMM to contact the centre on their behalf.

If the candidate feels unable for any reason to contact the centre directly they may contact the ISMM direct.

Any complaint will be handled in accordance with our internal complaints handling procedure. These govern the acknowledgement, investigation and response to complaints. The statement below provides an overview of these procedures:

- We will acknowledge in writing any complaint received by email, post or fax. This acknowledgment will:
 - be made within five working days of receipt.
 - explain what we will do to resolve the complaint.
- We will follow this acknowledgement within four weeks with a report showing the action that the ISMM have taken to resolve the complaint and, if necessary, prevent any reoccurrence.
- If further correspondence follows, an acknowledgement will be sent within five working days of receipt.
- Our target is to resolve all complaints within four weeks. If we cannot do this, we will contact you to explain why and give a deadline by which the complaint will be resolved.

Support for Tutors/Assessors

The ISMM provides support to Tutors/Assessors in various forms.

The Qualification Administration Handbook

This will be updated annually or when significant changes have been made.

The Fees Handbook

This will be published annually and contains details of fees, costs and supplementary charges.

The Assessment Timetable

This will also be published annually and will contain the deadline dates for the submission of IMA marks, deadline dates for registering candidates for EMAs, the EMA assessment windows, the dates on which results will be issued to centres and other key dates.

Syllabuses

Specimen assignments

Support material

All of the above can be found on our website (www.ismm.co.uk/ed_education.php).

Tutor conference

As part of Continuous Professional Development for Tutors the ISMM run a regular Tutor Conference to which all Tutors are invited. Details of the conference are sent to all accredited centres. If you would like more information about the Tutor Conference please email us (education@ismm.co.uk).

Training opportunities

All Tutors/Assessors have automatic access to the free Regional Seminars run by the ISMM. There are a number of seminars per year, countrywide. Details of these can be found on our website at www.ismm.co.uk

Advice on IMAs

We offer advice and guidance to Tutors/Assessors who have questions about the marking of our IMAs. Please contact us by email in the first instance.

In addition the ISMM will put questions to the team of Examiners on your behalf if you feel that you require particular advice and guidance in interpreting any aspect of our syllabuses.

Support for candidates

The ISMM is happy to take calls from candidates. We will steer them towards relevant accredited centres as necessary and offer guidance and support in cases where RPL (recognition of prior learning) is requested.

If a candidate/candidate has questions about our syllabuses or assessments once they have registered on a course they should ask their Tutor to begin with.

Payment

Candidate registration fees

When you register a candidate with us, we will endeavour to invoice you for the candidates within **5 working days**.

Payment is due immediately on receipt of our invoice. Payment delays may result in delays supplying you with assignments for your candidates.

We will only issue assignments when candidate registration fees are paid.

The candidate registration fee covers:

- all the Internally Marked Assignments a candidate will need;
- the Externally Marked Assignment (on receipt of a Notification To Sit);
- one certification.

Annual fees

The ISMM will not be able to register or certificate any candidates from your centre if your Certified Training Provider status is not renewed.

Your CTP renewal invoice will be sent to you at least **30 calendar days** before the renewal date. If your Finance Department requires more notice than this please let us know.

If payment is not received by the renewal date, your CTP status will expire and we will no longer be able to accept Candidate Registration forms from you, nor issue results or certificates.

Resit fees

Resit fees must be paid in full before a candidate resits an Externally Marked Assignment. We will not be able to issue results or certificates until payment is received.

Notes

If your internal systems require a Purchase Order number to ensure an invoice is paid, please make sure that you include the number on your Candidate Registration Form.

If your internal systems require your Finance Department to set the ISMM up as a supplier please put this into action immediately as this may delay the process.

SECTION 2

Qualifications and assignments

- Qualifications list and Accreditation Numbers
- Assessment
 - IMAs Internally Marked Assignments
 - EMAs Externally Marked assignments
- Assignment details

Qualification Titles & Accreditation Numbers(QANs)

	QAN
Level 1	
Award in Basic Sales Skills	500/3527/7
Level 2	
Award in Sales and Marketing	500/3566/6
Certificate in Sales and Marketing	500/3740/7
Level 3	
Award in Advanced Sales and Marketing	500/3640/3
Certificate in Advanced Sales and Marketing	500/3645/2
Diploma in Advanced Sales and Marketing	500/3530/7
Level 4	
Award in Operational Sales and Marketing Management	500/3660/9
Certificate in Operational Sales and Marketing Management	500/3649/X
Diploma in Operational Sales and Marketing Management	500/3661/0
Level 5	
Award in Sales Management	500/3689/0
Award in Account Management	500/3664/6
Certificate in Sales Management	500/3665/8
Certificate in Account Management	500/3663/4
Diploma in Sales Management	500/3667/1
Diploma in Account Management	500/3666/X
Diploma in Sales and Account Management	500/3662/2
Level 6	
Executive Award in Strategic Sales and Account Management	500/3707/9
Executive Certificate in Strategic Sales and Account Management	500/3693/2
Executive Diploma in Strategic Sales and Account Management	500/3804/7

Assessment

The ISMM have 19 qualifications in total. A qualification can be an Award, a Certificate or a Diploma. Assessments for these qualifications are done through assignments. There are two types of assignments. Internally marked assignments (**IMAs**) and externally marked assignments (**EMAs**).

Some qualifications will only have an internally marked assignment ((IMA), some will have a combination of both internally marked assignments (IMAs) and one externally marked assignment (EMA).

Eleven of our qualifications have only internally marked assignments(IMAs).

For administration purposes it is important to understand the difference between these two types of assignments.

IMAs (internally marked assignments):

- Assignments and mark schemes sent to the centres on receipt of registration fees
- Can be issued to the candidates at any time
- Marked by the centre using the ISMM mark scheme
- A sample is moderated by the ISMM
- For qualifications with only IMAs results and certificates can be issued immediately after moderation

EMAs (externally marked assignments):

- Can only be issued twice yearly (dates are on the assessment timetable at http://www.ismm.co.uk/ed_new_syllabus_files.php)
- Must notify the ISMM of intention to sit
- Marked by the ISMM examiners
- Results and certification dates are set and can be found on the assessment timetable

Qualifications with only IMAs (internally marked assignments)

Level	Qualification Title	Number of IMAs
2	Award in Sales and Marketing	1
3	Award in Advanced Sales and Marketing	1
3	Certificate in Advanced Sales and Marketing	2
4	Award in Operational Sales and Marketing	1
4	Certificate in Operational Sales and Marketing	2
5	Award in Account Management	1
5	Award in Sales Management	1
5	Certificate in Account Management	2
5	Certificate in Sales Management	2
6	Executive Award in Strategic Sales and Account Management	1
6	Executive Certificate in Strategic Sales and Account Management	2

Qualifications with an EMA (externally marked assignment) and IMAs

Level	Qualification Title	Number of IMAs	EMA
1	Award in Basic Sales Skills	0	1
2	Certificate in Sales and Marketing	1	1
3	Diploma in Advances Sales and Marketing	3	1
4	Diploma in Operational Sales and Marketing Management	3	1
5	Diploma in Account Management	3	1
5	Diploma in Sales Management	3	1
5	Diploma in Sales and Account Management	4	1
6	Executive Diploma in Strategic Sales and Account Management	3	1



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Qualification Units & Codes

Level 1

Award in Basic Sales Skills
(1A11)
L1U1

Level 2

Award in Sales and Marketing (2A11)
L2U2A/B

Certificate in Sales and Marketing (2C11)
L2U1, L2U2A/B

Level 3

Award in Advanced Sales and Marketing
(3A11)
L3U2A/B

Certificate in Advanced Sales and
Marketing (3C11)
L3U1, L3U2A/B

Diploma in Advanced Sales and Marketing
(3D11)
L3U1, L3U2A/B, L3U3, L3U4

Level 4

Award in Operational Sales and
Marketing Management (4A11)
L4U2A/B

Certificate in Operational Sales and
Marketing Management (4C11)
L4U1, L4U2A/B

Diploma in Operational Sales and
Marketing Management (4D11)
L4U1, L4U2A/B, L4U3, L4U4

Level 5

Award in Account Management
(5A11)
L5U1

Certificate in Account Management
(5C11)
L5U1, L5U3

Diploma in Account Management
(5D11)
L5U1, L5U3, L5U4, L5U5

Award in Sales Management
(5A12)
L5U2

Certificate in Sales Management
(5C12)
L5U2, L5U3

Diploma in Sales Management
(5D12)
L5U2, L5U3, L5U4, L5U5

Diploma in Sales and Account
Management (5D13)
L5U1, L5U2, L5U3, L5U4, L5U5

Level 6

Executive Award in Strategic Sales and
Account Management (6A11)
L6U1
or
L6U2

Executive Certificate in Strategic Sales
and Account Management (6C11)
L6U1, L6U2

Executive Diploma in Strategic Sales and
Account Management (6D11)
L6U1, L6U2, L6U3, L6U4



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Qualifications Assignment Details

Level 1

Unit 1

EMA

Structured questions

Level 2

Unit 1

EMA

Project
(1500 words)

Unit 2

IMA

Option A - Role play *or*
Option B – Report (1500 words)

Level 3

Unit 1

IMA

Report
(2000 words)

Unit 2

IMA

Option A - Role play *or*
Option B - Report (2000 words)

Unit 3

IMA

Portfolio

Unit 4

EMA

'Investigative Project'
(3000 words)

Level 4

Unit 1

IMA

Report
(2500 words)

Unit 2

IMA

Option A - Role play *or*
Option B - Report (2000 words)

Unit 3

IMA

Report
(2500 words)

Unit 4

EMA

'Investigative Project'
(4000 words)

Level 5

Unit 1

IMA

Role play

Unit 2

IMA

Preparation for a
presentation

Unit 3

IMA

Report
(3000 words)

Unit 4

IMA

Report
(3000 words)

Unit 5

EMA

'Investigative Project'
(5000 words)

Level 6

Unit 1

IMA

Presentation *and* case study

Unit 2

IMA

Project
(3000 words)

Unit 3

IMA

Project
(3000 words)

Unit 4

EMA

'Investigative Project'
(8000 words)

SECTION 3

Registering candidates

Registering Candidates

Candidates must be registered with the ISMM as soon as they start on the course. This means that the invoicing and payment can be dealt with quickly and the assignments and mark schemes can be issued.

It is very important that the Tutor/Assessor gives each candidate a copy of the ISMM Customer Service Charter for Candidates (appendix 1) when they register on the course as this tells them what we will do with their personal information, in accordance with the Data Protection Act.

Candidates must be made aware:

- Who the ISMM are (referring them to our website is adequate)
- The Enquiries About Results and Appeals procedure
- That any marks issued by the centre are provisional pending ISMM confirmation
- From the date of registration they have a maximum of two years to complete the course

Candidates must be given:

- A copy of the ISMM Customer Service Charter(appendix 1)
- The ISMM syllabus for their course
- A programme of study and/or appropriate course materials
- An assessment plan which covers when each assignment will be issued and completed

To register candidates you will need the following:

- Candidate details(please check correct spelling of the candidate name as this is how it will appear on their certificate)
- Fees handbook
- The link to the registration section of the website.
- Your Centre number and password
- If they have previously studied an ISMM qualification their ISMM candidate number

Instructions for online registration

1. Please open the link <http://www.ismm.co.uk/education/centres/>
2. Please enter your ISMM centre number and your password
3. Please enter your candidate details under Enroll Candidate section
4. After adding all candidate details please click **Add Candidate**

To enroll candidates on specific level please use codes below:

Level 1

Award in Basic Sales Skills - (1A11)

Level 2

Award in Sales and Marketing **(2A11)**
Certificate in Sales and Marketing **(2C11)**

Level 3

Award in Advanced Sales and Marketing **(3A11)**
Certificate in Advanced Sales and Marketing **(3C11)**
Diploma in Advanced Sales and Marketing **(3D11)**

Level 4

Award in Operational Sales and Marketing Management **(4A11)**
Certificate in Operational Sales and Marketing Management **(4C11)**
Diploma in Operational Sales and Marketing Management **(4D11)**

Level 5

Award in Account Management **(5A11)**
Certificate in Account Management **(5C11)**
Diploma in Account Management **(5D11)**
Award in Sales Management **(5A12)**
Certificate in Sales Management **(5C12)**
Diploma in Sales Management **(5D12)**
Diploma in Sales and Account Management **(5D13)**

Level 6

Executive Award in Strategic Sales and Account Management **(6A11)**
Executive Certificate in Strategic Sales and Account Management **(6C11)**
Executive Diploma in Strategic Sales and Account Management **(6D11)**

To request EMA for a specific session you need to:

- 1) Go to **Edit** your candidate
- 2) Select the EMA session for your candidate
- 3) Click request EMA
- 4) Next to qualification code you will see the information [An EMA has been requested for this qualification](#)

What happens then?

- On receipt we will enter the details on our database
- Generate ISMM candidate numbers
- Email you a summary mark sheet with the candidates unique ISMM numbers
- Issue you an invoice

On receipt of payment of the invoice:

- We will send you the relevant IMAs and mark schemes for that qualification.

- Our membership department will contact the candidates and activate their free candidate e-membership.

SECTION 4

Internally Marked Assignments (IMAs)

- Receiving IMAs from us
- Issuing IMAs
- Monitoring of IMAs
- Marking IMAs centre guidelines
 - Internal moderation
 - Authenticity
 - Submitting IMA marks to us
- External moderation
 - Submitting IMA samples
 - External moderation process
 - Moderation report

Internally Marked Assignments (IMAs)

Internally Marked Assignments (IMAs) are set by the ISMM based on the assessment guidelines for the unit. Mark schemes are provided which explain how marks should be awarded.

There are several different types of IMA (including role plays, presentations and reports), but they are all administered in the same way and are assessed to the same standards.

Receiving IMAs from us

On receipt of payment after registering your candidates with us, we will email you or your Examinations Officer all the relevant IMAs, mark schemes and candidate mark sheets. These IMAs are for the use of just those candidates you have registered with us for that particular qualification (they are not transferable).

Issuing IMAs

A Tutor may issue an IMA at any time within the two year registration period.

The Tutor should produce an assessment plan indicating when each IMA should be supplied to their candidates. This plan should be given to the person designated as the Examinations Officer who will then issue the IMAs at the appropriate time. The plan should also be given to the candidates so that they can plan their work and home life around these dates.

The assessment plan must be made available to the ISMM on request.

All IMAs are time-constrained.

At **Levels 1 to 4** candidates **must** be given a maximum of **28 calendar days**

At **levels 5 or 6** candidates **must** be given a maximum of **42 calendar days**

Monitoring of IMAs

Progress of work for an IMA should be monitored regularly to ensure that the candidate will meet their deadline. Monitoring can also provide evidence confirming the authenticity of the work produced.

Tutors may give guidance to candidates that indicates the parts of the assignment that have not been covered in enough detail, or have not been covered at all, but candidates **must not** be told what to write to access a particular marking point.

If a Tutor/Assessor is in any doubt over the nature or amount of advice that is appropriate to give to a candidate, they should contact the ISMM as soon as possible (at education@ismm.co.uk).

Candidates may redraft an IMA after consultation with their Tutor/Assessor, but this process of consultation and redrafting must only happen **once**. After the redraft has been submitted it should be marked against the

mark scheme. Any consultation and redrafting **must** take place within the 28/42 day deadline for completing the IMA.

Once an IMA has been marked against the mark scheme it should **not** be returned to the candidate, except under the exceptional circumstances **outlined below**. The marked IMA should be stored securely in case it is needed for external moderation.

In summary, the drafting, redrafting and marking process should be:

Draft ➡ Consultation ➡ Redraft ➡ Mark ➡ Store ➡ Submit mark

If, after marking an IMA it is the opinion of the Tutor/Assessor that the work has not reached a satisfactory standard, the Tutor/Assessor should provide feedback as to why the standard has not been reached and give the candidate an additional 2 weeks to redraft and resubmit the IMA. The candidate's work must be clearly annotated to show that this additional advice and redrafting has taken place. The maximum grade that can be awarded after this redraft will be a pass.

Marking IMAs

Each IMA is supplied with its own mark scheme. The ISMM use two types of IMA mark scheme – **generic** and **specific**. Generic mark schemes, which will always be clearly labelled as such, may be given to, and used with, candidates to help them complete an assignment.

Candidates must neither be shown, nor allowed to gain access to, any 'specific' mark scheme for a 'live' IMA.

Tutors must mark candidates' work against the relevant IMA mark scheme and must not edit or change the mark scheme in any way. Where numbers allow we recommend that a separate mark scheme is used for each script and attached to the script to assist the moderation process.

If a Tutor has any questions about marking work using an IMA mark scheme (for example interpretation of an Expected Answer statement), they must contact the ISMM as soon as possible by email at education@ismm.co.uk.

The Tutor must clearly mark in red each candidate's script to show where the candidate has supplied evidence for the Expected Answers given on the mark scheme. The actual mark given should be written to the right of the relevant evidence and the total mark written and circled for that section.

For role plays the marks should be entered on the mark scheme and this should be submitted with the candidates work.

The Tutor should also annotate each candidate's script with any additional information that the Tutor feels will assist the Moderator in understanding how the Tutor has applied the mark scheme.

Final marks must be recorded on the candidate mark sheet for the IMA and this must be attached to the front of the script.

Once all your candidates have completed their IMAs, record the marks on the Summary Mark Spreadsheet, and email it to the ISMM.

Please note candidates must achieve a minimum of a pass grade on each IMA to achieve the qualification.

It is essential that candidates are aware that the mark for an IMA is a *conditional* mark until the work has been externally moderated. Candidates must be informed that the mark for an IMA may change after the work has been moderated. This means that Tutors/Assessors should not give candidates a grade (Distinction/Merit/Pass/Fail) for an IMA until they receive this information from the ISMM.

Authenticity

Centres are required to take steps to confirm that the work submitted for an IMA is solely the work of the candidate concerned.

The candidate must sign the IMA cover sheet to confirm that the work submitted is original.

The Tutor/Assessor must sign the IMA mark sheet to confirm that the work submitted is that of the candidate concerned.

If authenticity is doubted the Assessor should discuss the work with the candidate and test out knowledge orally until authenticity can be confirmed.

A mark of zero must be recorded on the individual mark sheet and summary mark spreadsheet if a candidate cannot provide confirmation of the authenticity of the work in an IMA.

If a centre is unable to authenticate IMAs produced by any of its candidates, those IMAs must be recorded as contributing zero marks for the candidates concerned.

The ISMM will investigate any cases where a centre is unable to authenticate IMAs submitted for moderation.

Internal moderation

Moderation is the process of ensuring that the marks awarded for IMAs are fit for purpose, consistent, and meet the national standard for the particular level being assessed.

Internal moderation where more than one Tutor/Assessor is involved

If IMAs are marked by more than one Tutor/Assessor in a centre, the centre must use an internal moderation process to ensure that all the marks awarded are consistent within the centre and meet the national standard.

This internal moderation can be done by a group of Tutors/Assessors cross-marking a sample of work and then agreeing a standard or by one person leading the team of Tutors/Assessors acting as 'a lead assessor'. That person will ensure that all Tutors'/Assessors' marking is sampled and checked for consistency, reliability and adherence to the standard exemplified in the mark scheme.

The internal moderator should use a **Black** pen.

The internal moderation process should sample a minimum of 20% of the IMAs marked by each Tutor/Assessor and should consider:

- Whether each Tutor/Assessor has marked to the standard.
- Whether the marking criteria have been appropriately applied.
- Whether there are any arithmetical errors in the mark sheet.

Where work has been internally moderated and inconsistencies/inaccuracies are found then marks for the whole group marked by that particular Tutor/Assessor must be adjusted accordingly before being submitted to the ISMM on the Summary Mark Spreadsheet. Changes of marks should be noted on the individual work with a note attached saying why changes were made and how this has affected the rest of the group. Centres should be aware that they may be asked to provide evidence that internal moderation has taken place.

On the individual candidate IMA mark sheet both the Tutor and internal moderator marks should be entered in the spaces provided. A total IMA mark must be agreed by both and entered in the box provided.

Submitting IMA marks to us

IMA marks must be submitted to the ISMM using the *IMA Summary Mark Spreadsheet* only.

We strongly advise that the transcription of marks from the individual mark sheets to the Summary Mark Spreadsheet is double-checked. Transcription errors do occur and these can result in delays in the release of results and certificates.

All the IMA marks necessary must be submitted to the ISMM before the mark submission deadline in the assessment session in which a candidate wants to receive a certificate. For example, if a candidate wants to receive a certificate for the Level 3 Certificate in Advanced Sales and Marketing in the October assessment session, we **must** receive the IMA marks for both Units 1 and 2 by the October session IMA mark submission deadline.

Your candidates **must** have completed all the IMAs and you **must** have sent us a completed Summary Mark Spreadsheet before they are entered for the EMA.

Please do not send any actual assignments to the ISMM until requested. To begin with we just need your summary mark spreadsheets.

Please note that only one mark per IMA can be submitted to the ISMM for a candidate during their two year registration period.

Non-submission of an IMA within the 28/42 calendar day deadline

If a candidate cannot submit an IMA within the set time, they must not be given extra time (unless prior Reasonable Adjustments have been agreed). An "F" (fail) must be recorded on the summary mark spreadsheet for that candidate.

External moderation of IMAs

The purpose of external moderation is to ensure that all internally assessed marks are aligned within and across centres.

Submitting IMA samples to the us for moderation

When we have received the summary mark sheet we will ask you for samples of work to be sent for moderation.

For centres submitting marks from **five or less candidates** for a particular qualification, we will request all of the IMAs from all of the candidates.

For centres submitting marks from **six or more candidates** for a particular qualification, we will request a sample of the IMAs completed by the candidates.

We will let you know which candidates' work we require in the timeframe outlined on the Assessment timetable .

Centres must supply work for moderation to the ISMM Education Team within **five working days** of the sample request being received.

Additional samples of work may be requested at any time if the initial sample(s) indicate that the required standards are not being applied, but do not provide enough evidence to determine the appropriate remedial action to be taken by the Moderator.

Please only send work for moderation when it has been requested by us. You **must** keep a copy (electronic is acceptable) of any work sent for moderation, as the sample submitted to the ISMM will not be returned.

Before you send your sample to us, please check that you have provided all the items listed below. If we do not receive everything we need we will not be able to moderate your work. We will have to contact you to ask for the missing items, which may delay the release of results and certificates.

Written (non-role play) IMAs

- Completed IMA Mark Sheet for each candidate in the sample.
- Candidate work (unbound, **not** in wallets, folders or ring binders; please just staple the sheets, or use a treasury tag).

Please make sure that both the Tutor and candidate authentication statements are signed and dated.

Role play IMAs

- Completed IMA Mark Sheet for each candidate in the sample.
- Role play preliminary work as requested by the IMA brief.
- Please note that only digitally-recorded role-plays are now acceptable. DVDs must be clearly marked on the outside with unit code, candidates' names and candidate numbers and date(s) in the order they appear.
- Digitally recorded role-plays must be clearly saved with the unit code, candidate name, candidate number and date in the filename (we would prefer files to be saved as .mpg, .wmv or .mov files).
- Completed IMA cover sheet for each candidate in the sample.

Please make sure that both the Tutor and candidate authentication statements are signed and dated.

Where correct marking procedures have been followed by the Tutor and internal moderator the external moderator can clearly see where marks are given. The external moderator is then able to make clear judgements and give relevant and valuable feedback to the centre.

The ISMM will adjust the marks submitted by centres as necessary to bring each centre's judgements into line with the required standard.

The external moderation process:

Moderators will scrutinise the samples submitted to make sure:

- that the work is appropriate for the demands of the syllabus and level;
- that an authentication statement is included;
- that the marking scheme has been applied consistently, accurately and appropriately;
- that there are no clerical errors in the mark sheets;
- that there is evidence that internal moderation has been carried out satisfactorily (if appropriate);
- if there is any need to adjust marks to bring them in line with national standards at the particular level being assessed.

As a result of external moderation, Moderators may recommend that a cohort's marks are adjusted by increasing or decreasing marks uniformly over part or all of the mark range.

The ISMM will ensure that mark adjustments will not change the rank order of the candidates submitted by the centre, unless the centre's marks are demonstrably inconsistent.

The moderation report

The moderation report will contain evidence to support any changes made to the centre marks.

The report will also contain feedback to the centre on the centre's assessment decisions, any errors spotted, advice and guidance for the future and so on.

The report will be sent to centres at the same time as the summary of results.

SECTION 5

Externally Marked Assignments (EMAs)

- Assessment sessions
- Registering candidates for an EMA
- Receiving the EMA from us
- Security/Issuing/Monitoring of EMAs
- Non-completion of an EMA within the deadline
- Authenticity
- Submitting EMAs to us
- EMA resit procedure

Externally Marked Assignments (EMAs)

The following qualifications have an EMA as part of their assessment:

- Level 1 Award
- Level 2 Certificate in Sales and Marketing
- Level 3 Diploma in Advanced Sales and Marketing
- Level 4 Diploma
- Level 5 Diplomas
- Level 6 Diploma

**There are two assessment sessions each year when candidates may sit a Level 2, 3, 4, 5 or 6 EMA.
There are 5 sessions each year when candidates may sit the online Level 1 EMA.**

The key dates for these assessment sessions are published in the ISMM Assessment Timetable at www.ismm.co.uk

Registering candidates for an EMA

Candidates must be registered for the EMA. Candidates can be registered for an EMA at any point prior to the closing date for the session in which they wish to sit the EMA.

To do this you will need to:

- complete a *Notification to Sit* form listing the candidates who wish to sit an EMA in that session
 - email this to the ISMM by the deadline date on the *Assessment Timetable*.
- Or*
- *Register them through the database* by the deadline date on the *Assessment Timetable*.
- and
- email the summary mark sheet for the relevant IMAs

Late entries will be accepted but there is a late entry fee payable for each candidate entered after the *Notification to Sit* deadline.

Centres must return the EMAs to the ISMM by the date stated in the *Assessment Timetable* – there will be no extensions to this date. Please note that the date for return of L5 and L6 EMAs is later than that for L1 to L4 EMAs.

If a *Notification to Sit* is submitted we will assume that the candidate(s) listed will be sitting in that session. You may withdraw a candidate from the session at any point up to the “EMA issued to

candidates” deadline given in the Assessment Timetable, but no refunds will be made. After the closing date each candidate will be marked as sitting the examination and, even if no written paper is received from that candidate, this will be considered their first attempt at the EMA. A resit fee will have to be paid if the candidate wishes to sit the EMA in a future session.

Despatch of EMAs to centres

EMAs will be emailed to arrive with the Examinations Officer no later than **two working days** before the EMAs should be given to your candidates.

Cases of non-arrival should be notified to the ISMM immediately by telephone (01582 843260).

On receipt of the email the Examinations Officer should immediately:

- Check that the EMA levels are correct.
- Check that the EMAs are for the correct session.

Security of EMA material

Electronic EMA materials **must** be stored on a computer to which candidates do not have access and preferably one that is not linked to a network. Electronic EMA materials **must not** be downloaded onto memory stick or other media nor ‘burnt’ onto CDR/DVDR or other media.

Printed EMA materials **must** be locked away securely, ideally in a safe. If a safe is not available then a non-portable, lockable, reinforced steel or metal cabinet must be used. Key holders should be restricted to one or two authorised named persons – the Examinations Officer being one.

Issuing EMAs

EMAs must not be given to candidates until the date given on the assessment timetable. Assignments for candidates who are distance candidates and/or cannot be present on the day must be emailed to them so that they arrive no earlier than the start date of the examination.

Monitoring of EMAs

Progress of work for an EMA should be monitored regularly to ensure that the candidates will meet the deadline. Monitoring can also provide evidence confirming the authenticity of the work produced.

Tutors may give guidance to candidates that indicates the parts of the assignment that have not been covered in enough detail, or have not been covered at all, but candidates **must not** be told what to write.

If a Tutor is in any doubt over the nature or amount of advice that is appropriate to give to a candidate, they must contact the ISMM as soon as possible at: education@ismm.co.uk.

Candidates may redraft an EMA after consultation with their Tutor, but this process of consultation and redrafting must only happen **once**. After the redraft has been submitted it should be stored and then sent to the ISMM for marking. The consultation and redrafting **must** take place within the **28** (Levels 1 to 4) or **42** (Levels 5 and 6) **calendar day** window for completing the EMA.

In summary, the drafting, redrafting and marking process should be:

Draft ➡ Consultation ➡ Redraft ➡ Store ➡ Submit EMA

Non-completion of an EMA within the deadline

If a candidate cannot complete an EMA in the set time period the incomplete EMA must be sent to the ISMM. **Candidates must not be given extra time to complete an EMA** (unless prior Reasonable Adjustments have been agreed). If there is no work at all an 'F' must be recorded in the top left hand corner of the front page of the EMA cover sheet for that candidate and the cover sheet returned to the ISMM. In some circumstances a centre may request Special Consideration for a candidate who has failed to meet the deadline. Please refer to the guidance on Special Consideration in this handbook.

Authenticity

Centres are required to take steps to confirm that the work submitted for an EMA is solely the work of the candidate concerned:

- **Candidates** must sign the EMA cover sheet (the **Declaration by candidate**) to confirm that the work submitted is original.
- **The Tutor/Assessor** must also sign the EMA cover sheet (the **Authentication by Tutor/Assessor**) to confirm that the work submitted is that of the candidate concerned.

If authenticity is doubted the Tutor/Assessor should discuss the work with the candidate and test out knowledge orally until authenticity can be confirmed.

A mark of zero must be recorded on the individual mark sheet and summary mark spreadsheet if a candidate cannot provide confirmation of the authenticity of the work in an EMA.

If a centre is unable to authenticate EMAs produced by any of its candidates, those EMAs must be recorded as contributing zero marks for the candidates concerned.

The ISMM will investigate any cases where a centre is unable to authenticate EMAs submitted for marking.

Submitting EMAs to us

At the end of the assessment session the candidates' scripts should be packaged securely and returned to the ISMM on the deadline for submission to the ISMM Education Team by a trackable, traceable service such as Royal Mail recorded delivery.

Before despatch to the ISMM the candidate must sign the **Declaration by candidate** and the Tutor/Assessor must sign the **Authentication by Tutor/Assessor**. Both of these are found on the last page of the EMA cover sheet.

The EMA cover sheet **must** also be fastened securely to the front of the candidate's script.

You **must** keep a copy (electronic copies are acceptable) of each candidate's EMA and send the original to the ISMM. **EMA scripts will not normally be returned to centres.**

The online Level 1 EMA

There are separate regulations and procedures relating to the use and conduct of the online L1 EMA.

EMA resit procedure

On the issue of final results centres will be notified of the EMA mark achieved by the candidate.

If a candidate fails to pass an EMA, he/she will need to be offered a resit. The candidate must be made aware that there is one opportunity only to resit the EMA. Resitting requires the submission of another *Notification to Sit* form and the payment of a resit fee.

This resit must take place within the candidate's two year registration period or in the assessment session immediately after the end of the registration period. If a candidate wishes to resit at any other time, the resit may be taken only after payment of another full qualification registration fee.

Please note that all the candidate's IMA marks will be carried over; there is no requirement to resit any IMAs, nor resubmit any IMA marks.

If at the second attempt a pass mark is not obtained in the EMA, the candidate will be recorded as having failed the qualification.

A candidate may resit an EMA that they have already passed, in order to try and improve their grade, on submission of a new *Notification to Sit* form and on payment of the resit fee. **This resit must take place within the candidate's two year registration period or in the assessment session immediately after the end of the registration period. If a candidate wishes to resit at any other time, the resit may be taken only after payment of another full qualification registration fee.**

Note: Centres **must** record on the *Notification to Sit* form if a candidate is, for whatever reason, resitting the EMA. Failure to inform the ISMM may result in a penalty fee being imposed on the centre to cover the additional administration costs incurred by the ISMM.

SECTION 6

Results and certification

- Issue of final results and certificates
- Grading rules

Results and Certification

Issue of final results and certificates

We cannot issue a final result for a candidate until we have a full set of marks – for all the relevant assignments - for the candidate.

For qualifications that consist only of Internally marked assignments(IMAs)

Requests for certification should be made by submitting an IMA Summary Mark Sheet, with the marks for the relevant IMAs. A sample of work may be requested for moderation.

For qualifications with Externally marked assignments(EMAs)

Certification will be done twice yearly on the dates shown in the Assessment Timetable

We send final results to centres, not to candidates. It is the responsibility of the centre to give candidates their results.

We send certificates to centres, not to candidates. Certificates are despatched by recorded delivery and we would suggest that you ensure, when sending or handing certificates to candidates, that you obtain a signature confirming receipt of the certificate. If a certificate is lost after receipt by the centre or candidate, a replacement certificate may be issued on submission a *Request for Replacement Certificate* form and payment of a fee. The replacement certificate will be clearly marked as a replacement.

Certificates are sent within **three weeks** of the end of the Enquiries About Results period (see the *Assessment Timetable*), so if you are working to a key date to present certificates, please bear this in mind.

The fee for one certification (at the level of the original registration) is included in the candidate registration fee.

It is possible, however, on payment of the appropriate fee, for a candidate to certify their results at lower levels within the qualification.

‘Upgrading’ from a lower to a higher certification level within a qualification

It is possible for a candidate registered at one certification level of a qualification to ‘upgrade’ and study for a higher certification level within that qualification (for example, a candidate registered for the Award, who wishes to go on and study for the Certificate or Diploma) on submission of a new Candidate Registration Form and payment of the appropriate fee.

For example, a candidate registered on a Level 3 Diploma course, can, on successful completion of the Level 3 Award Unit, certificate that result and be awarded a Level 3 Award certificate. On completion of the Certificate Unit, they can also certificate that result.

Grading rules for Award and Certificate qualifications

Levels 1 and 2

For all Level 1 Award and Level 2 Award and Certificate units, candidates are graded Pass/Fail.

For all Level 1 and 2 qualifications, candidates who have passed all of the required units will be awarded a Pass grade in the qualification. A Fail grade in one or more units will result in a Fail grade for the qualification, irrespective of performance in the other Units making up the qualification.

Levels 3, 4, 5 and 6 converting unit grades to unit points

For all Levels 3, 4, 5 and 6 Award and Certificate units, candidates are graded Fail, Pass, Merit or Distinction.

Candidates **must** score at least one point from each unit making up the qualification(that is, **all** the individual units within a qualification must be passed) before an overall grade can be achieved.

Levels 3, 4, 5, and 6 determining an Award qualification grade

An **Award** is one unit and will be graded fail, pass ,merit or distinction based on the marks received in line with ISMM marking ,moderation and awarding procedures.

Levels 3, 4, 5, and 6 determining overall Certificate qualification grade

To convert unit grades into an overall certificate grade, the unit grades first need to be converted into unit points:

Pass = 1 point

Merit = 2 points

Distinction = 3 points

To determine an overall Certificate grade each unit point score is added together and compared to the following:

Pass = 2 to 3 points

Merit = 4 to 5 points

Distinction = 6 points

Grading rules for Diploma qualifications

Levels 3,4,5, and 6 determining overall grades for the Diploma

The final assignment for the Diploma is called an Investigative Unit. This Unit is designed so that candidates can use their learning from across all previous Units.

This Unit represents 40% of the overall assessment.

Level	Units	% Final Grade	Investigative Project	% Final grade
Level 3	1,2 and 3	20, 20 and 20	Unit 4	40
Level 4	1,2 and 3	20, 20 and 20	Unit 4	40
Level 5 Account Management	1,3 and 4	20, 20 and 20	Unit 5	40
Level 5 Sales Management	2,3 and 4	20, 20 and 20	Unit 5	40
Level 5 Sales and Account Management	1,2,3 and 4	15, 15, 15 and 15	Unit 5	40
Level 6	1,2, and 3	20, 20 and 20	Unit 4	40

SECTION 7

Enquiries about results (EARs) and Appeals

- **EAR services available**
- **Candidate consent for an EAR**
- **Outcomes of EARs**
- **Enquiries about other decisions**
- **Appeals**

Enquiries about results

Enquiries about results (EAR) services are available to centres and candidates once a final result summary has been issued by the ISMM.

Requests for EARs **must** be submitted on the appropriate form, which can be found at the end of this handbook. Requests will not be accepted over the phone.

The form must be received by the ISMM no later than 28 calendar days after the centre or candidate receives the final results summary.

All EAR applications will be acknowledged by the ISMM within **7 working days** by receipt of an invoice from the ISMM. If an acknowledgement is not received within this period, centres/candidates should presume that their application has not been received and must contact the ISMM immediately. **If contact is not made until after the deadline for submission of enquiries, the ISMM is not obliged to proceed with the EAR.** Centres/candidates are, therefore, advised to keep proof of faxing/posting/emailing in case the original application is not received by the ISMM. If the centre/candidate provides evidence of having sent the relevant application(s) within the deadline, the ISMM will consider the evidence. Please note that a photocopy of the completed request form itself is not evidence that it was sent.

EAR services available

Service 1 (clerical check)

For externally marked assignments (EMAs) and internally marked, externally moderated assignments (IMAs)

At the request of a centre (usually the Examinations Officer) or candidate, the ISMM will undertake a check of the clerical procedures leading to the issue of a result for an EMA or IMA taken by a named candidate. The service will include the following checks:

- that all parts of the script have been marked
- the totalling of marks
- the recording of marks
- the application of any mark adjustments
- the application of any special consideration, where applicable – please indicate on your application if special consideration was requested at the time of the assessment.

Payment must be made by cheque (payable to the ISMM) on receipt of our invoice. This payment will be refunded if any errors are found. Please refer to the current ISMM Fees Handbook at www.ismm.co.uk for details of the fees.

The ISMM will endeavour to process all requests for a clerical check within **14 working days** of receipt of payment and candidate details. The ISMM will provide a statement to the candidate and their centre once the check has been made and, if necessary, a refund will be issued within **10 working days** of the date of the report.

Service 2 (clerical check and re-mark)

For externally marked assignments (EMAs) ONLY

If a candidate is dissatisfied about the result of an EMA, the candidate or the centre where the candidate has undertaken their studies may request a Service 2 EMA.

This process will involve a complete re-mark of the EMA, by a different Examiner who will also provide a written report, plus a clerical check as above.

Payment for a Service 2 EAR must be made by cheque (payable to the ISMM) on receipt of our invoice. This payment will be refunded if qualification or unit grades are improved. Please refer to the current ISMM Fees Handbook for details of the fees.

The ISMM will endeavour to process all requests for a Service 2 EAR **within 25 working days** of receipt of payment and candidate details. The ISMM will provide a statement to the candidate and their centre once the process has been completed and, if necessary, a refund will be issued **10 working days** of the date of the report.

Service 3 (review of moderation)

For internally marked, externally moderated assignments (IMAs) ONLY

Requests for a Service 3 EAR can only be made by a representative of the accredited centre which carried out the initial marking of the candidates' work. Requests from individual candidates will be referred to the centre.

Service 3 is a process in which a second Moderator reviews the work of the original Moderator to ensure that the required assessment criteria have been accurately, reliably, consistently and fairly applied. The second Moderator will use the original sample of work sent for moderation and any notes made by the original Moderator. Please note that if a centre's marks have been accepted without change by the ISMM, this service will **not** be available.

Payment for a Service 3 EAR must be made by cheque (payable to the ISMM) on receipt of our invoice. This payment will be refunded if qualification or unit grades are improved. Please refer to the current ISMM Fees Handbook for details of the fees.

The ISMM will endeavour to process all requests for a Service 3 EAR **within 25 working days** of receipt of payment and candidate details. The ISMM will provide a statement to the centre once the process has been completed and, if necessary, a refund will be issued **10 working days** of the date of the report.

Candidate consent for an EAR

If a centre requests an EAR, it must obtain a candidate's consent for a Service 1 or 2 EAR, as with these services the candidate's unit and qualification grade(s) may be lowered.

Candidates must be informed of this possible outcome and provide their informed, written consent to the centre before the EAR is submitted. This consent must be retained by the centre for at least six months following the outcome of the EAR and any subsequent appeal.

Submission of a signed Enquiries About Results application form to the ISMM must be taken as confirmation that consent has been given by the candidate for a Service 1 or 2 EAR.

Candidate consent is not required for a Service 3 EAR because, though candidates' marks may be lowered, their qualification grades cannot be lowered in the assessment session concerned. However, centres and candidates should be aware that a lowered mark will be used in future certifications. For example, if an IMA mark for a level 3 Award is lowered as the result of a Service 3, the grade of the Award will be protected for that session, but the lower mark will contribute to any subsequent Certificate or Diploma grade.

Outcomes of EARs

The result of a Service 1 or 2 EAR may result in a change upwards **or downwards** in the grade (at unit or qualification level) of a candidate.

In the case of a Service 3 EAR, qualification grades already awarded can only be confirmed or raised. Grades for units may be confirmed, raised or lowered and these grades will be carried forward to any subsequent qualification grade.

Where the outcome of an EAR brings into question the accuracy of other results, the ISMM will initiate a thorough review of all related results.

Enquiries about other decisions

Centres and/or candidates may also enquire about other decisions made by the ISMM that may affect centres and/or candidates, where appropriate. For example, refusal to be awarded Certified Training Provider of Accredited Courses status.

Such enquiries are usually made in writing and will be acknowledged within **5 working days**. If an acknowledgement is not received within this period, centres/candidate should presume that their enquiry has not been received and should contact the ISMM **immediately**.

There is no fee for making enquiries of this kind.

Centres/candidates will be informed in writing of the result of an enquiry within 28 working days of the ISMM acknowledging the enquiry.

Appeals

The appeals process is available to candidates and centres who wish to appeal to the ISMM against assessment or other decisions affecting candidates and/or centres. Not all appeals will necessarily be preceded by an EAR.

Appeals against assessment decisions can only be submitted after the outcome of an enquiry about results (EAR) has been reported to the centre/candidate and must be submitted within 14 calendar days of the receipt of the outcome of the EAR.

Other appeals must be made within 28 calendar days of receipt of the ISMM's decision.

Appeals are made **in writing** to the Director of Education and must state clearly the grounds for appeal. The grounds for appeal must be related to the ISMM's procedures or the application of these procedures. Appeals against assessment decisions do not generally involve further review of candidates' work.

All appeals will be acknowledged within **7 working days**. If an acknowledgement is not received within this period, centres/candidates should presume that their application has not been received and **must** contact the ISMM **immediately**.

Appeals will be heard on payment of the appropriate fee. If the appeal is upheld, this fee, and any associated EAR fees, will be refunded in full. Please refer to the current ISMM *Fees Handbook* for details of the fee.

An appeal will consider if the ISMM's procedures have been properly and fairly applied. The procedures open to investigation may include:

- the setting of internally or externally marked assignments
- marking procedures or moderation procedures
- the procedure for awarding grades
- EAR and appeal procedures
- the procedure for applying to become a Certified Training Provider.

Centres/candidates will be informed in writing of the result of an appeal within 28 calendar days of the ISMM acknowledging the Appeal.

Independent review

If a centre or candidate does not agree with the decision(s) of the Appeals Committee, they can request that the case be put to independent review, which is the final stage of the ISMM's appeals process. The recommendations of this review will be binding on the ISMM.

Requests for independent review must be submitted within 14 calendar days of the receipt of the outcome of an Appeal.

Requests for an independent review are usually made in writing to the Director of Education and must state clearly the grounds for the request.

All requests for an independent review will be acknowledged within **7 working days**. If an acknowledgement is not received within this period, centres/candidates should presume that their request has not been received and **must** contact the ISMM **immediately**.

The independent review will be carried out by an independent member who is not, and has not been at any

time during the past seven years, a member of the ISMM's board or committees, or an employee or examiner of the ISMM.

Centres/candidates will be informed in writing of the result of an independent review within 28 calendar days of the ISMM acknowledging the request.

Where the outcome of an appeal or independent review brings into question the accuracy of other results, the ISMM will initiate a thorough review of all related results in order to protect the interests of all candidates, the integrity of the ISMM's qualifications and the integrity of any relevant Qualifications Framework(s).

There is no fee for an independent review.

Access to Scripts

The ISMM does not provide centres or candidates with access to any marked and/or moderated scripts (IMAs or EMAs). Scripts are kept for **three months** after the final date by which an appeal can be made.

SECTION 8

Malpractice and maladministration

- Definitions
- Suspected or alleged malpractice by candidates
- Suspected or alleged malpractice/maladministration by centre staff or others

Malpractice and maladministration

Definitions

Malpractice is defined as any deliberate activity, neglect, default or other practice that compromises the integrity of the assessment process, and/or the validity of certificates. Malpractice may include a range of issues from the failure to maintain appropriate records or systems to the deliberate falsification of records in order to claim certificates. Failure by a centre to deal with identified issues may in itself constitute malpractice.

Maladministration is any activity, neglect, default or other practice that results in the centre or candidate not complying with the specified requirements for the delivery of qualifications and as set out in the relevant regulatory authority codes of practice (where applicable).

The ISMM will investigate cases of suspected or alleged malpractice/maladministration to establish the full facts and circumstances relating to the case and, where appropriate, candidate and/or centre conduct in other assessments.

Each case of suspected or alleged malpractice/maladministration will be considered and judged on an individual basis in the light of all information available. The outcome will be commensurate with the gravity of the malpractice/maladministration.

The main purpose of an investigation will be to establish if any regulations have been breached and to determine whether there is any irregularity.

The ISMM will usually only investigate cases of suspected or alleged malpractice/maladministration if they are reported to us in writing.

The ISMM will not normally investigate cases of suspected or alleged malpractice/maladministration if they are reported to us anonymously.

Centres must report all suspected or alleged malpractice/maladministration to the ISMM. Failure to cooperate with an investigation into malpractice/maladministration can lead to certificates not being issued and future entries/registrations from the centre not being accepted.

The ISMM will also accept reports of suspected or alleged malpractice/maladministration from candidates and other interested parties.

Suspected or alleged malpractice by candidates

Evidence of possible malpractice can include, but is not restricted to:

- Copying from another candidate and/or passing off the work of another candidate as if it was the candidate's own
- Inclusion of offensive or obscene material in assignments submitted to the ISMM
- Impersonation
- Plagiarism
- Helping another candidate to cheat
- Failure to properly acknowledge sources
- Failure to comply with the ISMM's regulations for the conduct of assessments
- Gaining access to 'live' assignment materials before the date for release to candidates
- Gaining access to 'live' IMA mark schemes before or during the assessment window.

Suspected or alleged malpractice discovered during the supervision of an IMA or EMA

Suspect Internally Marked Assignment (IMA) scripts must be marked, and the marks entered on to the Summary Mark Sheet as normal. The marked IMA script(s) or unmarked Externally Marked Assignment (EMA) script(s) must then be sent direct to the Director of Education at the ISMM with a written report from the Head of Centre describing the suspected or alleged malpractice (see below for details of what is needed in the report). The report should be worded in such a way that it will bear scrutiny if any mark is withheld and the ISMM is subsequently involved in an appeal. There should be no speculation as to the circumstances which may have permitted the suspected or alleged malpractice to occur.

In the above situation the ISMM should be informed of the suspected or alleged malpractice, by fax or email, within **two working days** of it being brought to the attention of the Head of Centre. The detailed report from the Head of Centre must be received by the ISMM within **21 calendar days** of the suspected or alleged malpractice being brought to the attention of the ISMM.

Suspected or alleged malpractice discovered during moderation of IMAs or marking of EMAs

In the event of suspected malpractice being identified by ISMM staff, Moderators or Examiners the evidence will first be sent to the Director of Education. The Director will write to the Head of Centre, giving details of the reason(s) for suspicion and enclosing copies of any scripts involved in the investigation. The Head of Centre must carry out an investigation into the suspected malpractice and send a written report to the Director (see below for details of what is needed in the report). The report should be worded in such a way that it will bear scrutiny if any mark is withheld and the ISMM is subsequently involved in an appeal. There should be no speculation as to the circumstances which may have permitted the suspected or alleged malpractice to occur.

The detailed report from the Head of Centre must be received by the ISMM within **21 calendar days** of the date of the request from the ISMM.

Evidence required by the ISMM in the Head of Centre's report

- A detailed account of the investigation carried out by the centre, including confirmation that centre staff and the candidate(s) involved have been informed about:
 - the suspicion/allegation
 - the procedures that the ISMM will follow to investigate the suspicion/allegation
 - the penalties that could be imposed if the malpractice is confirmed
- Written statements from any Tutors/Assessors involved
- Written statements from the candidate(s) concerned or statement(s) from the candidate(s) indicating that they have been given the opportunity to make a statement
- Written statements that the candidate(s) involved have been informed about the report and that they are aware of its content.

Investigating suspected or alleged malpractice by candidates

The ISMM will acknowledge the receipt of all written reports of suspected or alleged malpractice. On the basis of the information received, the matter will be referred to the ISMM Education Committee, which will decide what, if any, action will be taken. The committee will consider any statement of mitigating circumstances provided by the centre. But all decisions concerning the case will be made by the ISMM Education Committee.

Please note that the issue of results and certificates to the centre(s) and or candidate(s) involved may be delayed whilst any investigation into the suspected or alleged malpractice takes place.

Outcome of confirmed malpractice by candidate(s)

The following penalties may be imposed in cases of confirmed malpractice:

- A warning about future conduct may be issued
- Marks may be deducted from, or no marks awarded for, an assignment
- Disqualification from the particular qualification associated with the malpractice. In some cases the disqualification may be extended to all the qualifications offered by the ISMM
- The ISMM may disqualify a candidate from registering for ISMM qualifications for a period of up to five years.

Reporting the outcome of the investigation

The Head of Centre and any candidates involved will be informed of the decision of the Examinations Committee within **28 calendar days** of the receipt of the Head of Centre's report.

Suspected or alleged malpractice/maladministration by centre staff or others

Evidence of possible malpractice/maladministration by centre staff or others can include, but is not restricted to:

- non-compliance with the instructions issued by the ISMM for the operation of ISMM qualifications
- failure to deal appropriately with malpractice by candidates
- failure to comply with the guidance regarding reasonable adjustments and special consideration
- the deliberate falsification of records in order to claim certificates.

Any cases of malpractice/maladministration by centres or centre staff reported to the ISMM will be investigated by Director of Education initially and guidance will be taken from the regulatory authority Compliance Section as and when necessary.

The Director will write to the Head of Centre, giving details of the reason(s) for suspicion. The Head of Centre must carry out an investigation into the suspected malpractice/maladministration and send a written report to the Director. The report should be worded in such a way that it will bear scrutiny if any mark is withheld and the ISMM is subsequently involved in an appeal. There should be no speculation as to the circumstances which may have permitted the suspected or alleged malpractice/maladministration to occur.

Evidence required by the ISMM in the Head of Centre's report

- A detailed account of the investigation carried out by the centre, including confirmation that centre staff have been informed about:
 - the suspicion/allegation
 - the procedures that the ISMM will follow to investigate the suspicion/allegation
 - the penalties that could be imposed if the malpractice is confirmed
- Written statements from any centre staff involved or a statement from those staff indicating that they have been given the opportunity to make a statement
- Written statements that the staff involved have been informed about the report and that they are aware of its content.

The report from the Head of Centre must be received by the ISMM within **21 calendar days** of the date of the request.

Investigating suspected or alleged malpractice/maladministration by centre staff or others

The ISMM will acknowledge the receipt of the report of suspected or alleged malpractice. On the basis of the information received, the matter will be referred to the ISMM Education Committee, which will decide what, if any, action will be taken. The Committee will consider any statement of mitigating circumstances provided by the centre. But, all decisions concerning the case will be made by the ISMM Education Committee.

Please note that the issue of results and certificates to the centre(s) involved may be delayed whilst any investigation into the suspected or alleged malpractice takes place.

Outcome of confirmed malpractice/maladministration by centre staff or others

The following penalties may be imposed in cases of confirmed malpractice/maladministration:

- A warning issued to the Centre regarding future conduct and an action plan agreed
- Members of staff may be debarred from administration of ISMM examinations
- The centre may be debarred from entering candidates for ISMM examinations for a specified period of time
- The regulatory authorities and other relevant awarding bodies may be informed of the details of the case and the actions taken.

The ISMM will endeavour to ensure that no candidates are disadvantaged or advantaged as a result of any malpractice/maladministration by centre staff or others.

Reporting the outcome of the investigation

The Head of Centre and any candidates involved will be informed of the decision of the Education Committee within **28 calendar days** of the receipt of the Head of Centre's report.

Appealing against a malpractice/maladministration decision

Candidates and/or the Head of Centre have a right of appeal against the decision(s) of the Education Committee. Candidates/centres should refer to the ISMM appeals procedures, published elsewhere in this handbook for details of this process.

SECTION 9

Quality assurance

- Centre self-assessment report
- Centre visits

Monitoring of centres

All centres accredited to offer ISMM qualifications must carry out regular self-assessment and report the outcomes of this assessment to the ISMM as part of the ISMM's quality assurance programme.

Centre self-assessment report

Centres are required to make an annual return to the ISMM covering a limited amount of specific information related to the centre's self-assessment and risk-management procedures. The annual return also includes confirmation that centres have carried out self-assessment against the ISMM's requirements and that any documents relating to accredited courses banked with the ISMM are still current.

Centres will be required to complete a self assessment report by **31 October** each year. This form will be emailed to the centre by **01 October** each year.

A copy of the completed report must be submitted to the ISMM by **30 November** each year.

Extensions may be given in exceptional circumstances, but only if agreement is sought and given before the **30 November** deadline.

Candidate registrations **will not** be accepted from any centre until a completed SAR has been submitted to the ISMM.

The ISMM will then evaluate the annual return and will communicate the result of the evaluation to the centre approximately two months after the receipt of the return. The communication may contain recommendations from the ISMM. The centre is required to take these recommendations into account in carrying out self-assessment for the following year.

The annual return will be used to inform the ISMM's risk assessment system. It will also be used to:

- determine the frequency visits to the centre by ISMM staff and focus of such visits;
- inform the degree of external moderation that will take place;
- inform decisions on whether to extend the programme of accreditation at the centre, if requested.

Centre visits

ISMM staff may visit a centre as part of our monitoring programme and will visit a sample of centres each year. There is no fixed timetable for visits, instead, the need for a visit and the frequency of visits will depend on the information provided in the centre self-assessment report and/or complaints from candidates and/or the performance of candidates in assessments. Usually, a minimum notice period of 5 working days will be given before all visits.

Any visit will focus on:

- How closely the centre is adhering to the quality assurance structure reported in the original *Application for Centre Accreditation* (or any subsequent updates of that document).
- Discussing the centre's self assessment report and the implications of any recommendations made by the ISMM.

- Reviewing the operation of the accredited programmes over the previous year and to gain feedback.

The result of any visit will be recorded and copies of the report will be kept by the centre and by the ISMM. As a result of the visit the ISMM may make recommendations to the centre. The centre is required to take these recommendations into account in carrying out self-assessment for the following year.

SECTION 10

Appendices

Appendix 1: Customer service charter for candidates

Appendix 2: Reasonable adjustments and special consideration

Appendix 3: Forms

Appendix 1

Customer Service Charter for Candidates



Customer service charter for candidates

We are delighted that you have embarked on the study of an ISMM-accredited qualification.

Please note that your centre should be your first point of contact at all times.

The ISMM commit to the following levels of service for all candidates registered to study an ISMM-accredited qualification:

- To provide a high level of support for Tutors to enable candidates to gain maximum benefit from their course. This support will include clearly defined timescales for processing registrations, payments, examinations, complaints and certification.
- To provide comprehensive results and enquiries about results services.
- To ensure that certificates are despatched to centres within 21 days of the end of the enquiries about results process.

You should be aware that the ISMM treats malpractice by candidates very seriously. If you plagiarise someone else's work, allow another candidate to copy from you or if you cheat in any other way, you may be disqualified from at least the qualification you are studying.

We will also investigate any complaints about the way centres deliver our qualifications and any allegations of malpractice/maladministration by our centres.

The ISMM may use candidate scripts for training purposes, where this happens the scripts will be depersonalised to ensure complete anonymity for the candidate and the company.

The ISMM will use and store the information submitted on your registration on their database. This data will be used for the following purposes:

- To inform you that you have been registered on an ISMM qualification and give you information about our e-membership scheme.
- To send information regarding other ISMM events (such as our free Regional Seminars, Annual Tutor Conference and the *Successful Selling* conference) to you.
- To provide data to our regulator, OFQUAL, who maintain national statistics on the number of candidates studying particular qualifications, their age, their ethnicity and so on.

The ISMM will not share your information with any other parties without your written permission.

If you do not wish to receive any information from the ISMM please inform us by either writing to
ISMM
1 Harrier Court
Woodside Road
Lower Woodside
LU1 4DQ

or by emailing education@ismm.co.uk

Appendix 2

Reasonable Adjustments and Special Consideration

Reasonable adjustments and special consideration

Principles

The ISMM has a duty to ensure that the integrity of our qualifications and assessment is maintained at all times. At the same time we and our centres have a duty to ensure that the rights of individual candidates to access qualifications and assessment in a way most appropriate for their individual needs are upheld.

Reasonable Adjustments

The ISMM considers the needs of all potential candidates when developing its qualifications and assessments in order to minimise any later need to make reasonable adjustments for candidates with particular requirements.

A reasonable adjustment is any action that helps to reduce the effect of a disability or difficulty that places the candidate at a substantial disadvantage in the assessment situation. Reasonable adjustments must not affect the reliability and validity of the assessment outcomes, but must enable candidates to access fair assessment and demonstrate attainment. Reasonable adjustments may involve:

- changing the usual access arrangements
- adapting assessment materials
- providing assistance during assessment
- changing the assessment method
- using assistive technology.

Centres must take all possible practical steps to apply reasonable adjustments, so as to promote equality of access for candidates who are placed at a substantial disadvantage in comparison to a person without disability or difficulty, without giving candidates an unfair advantage compared to candidates for whom reasonable adjustments are not being made. Reasonable adjustments should reflect the current needs of individual candidates and, as far as is reasonably possible, their usual methods of working.

Special consideration

The ISMM's special considerations policy is designed to treat candidates fairly, in accordance with any guidelines from the regulatory authorities particular to our qualifications.

Special consideration is a small post-assessment percentage adjustment made to the mark scored by a candidate on an externally marked assignment (EMA) – that is an assignment set and marked by the ISMM - and may be given if the candidate:

- is present for the assessment but who may have been disadvantaged by temporary illness, injury, indisposition or adverse circumstances which arose at or near the time of assessment
- misses part of the assessment due to circumstances outside their control.

The size of any adjustment will depend on the circumstances and reflect the difficulty faced by the candidate. It should be noted that a successful application of special consideration will not necessarily change a candidate's result.

Special consideration is usually only applied to externally marked assignments (EMAs) as these have a fixed start date.

How to apply for reasonable adjustments or special consideration

The ISMM must be notified, using the *Form to apply for reasonable adjustments* found at the back of the *Qualification Administration Handbook*, of **any** candidates requiring reasonable adjustments needing ISMM permission within **one week** of the candidate being registered.

Some reasonable adjustments do not require prior permission. In these cases, the *Form to complete where a centre has permitted reasonable adjustments* must be completed and submitted to the ISMM with the candidate's script.

Applications for special consideration must be made, using the *Form to apply for reasonable adjustments* found at the back of the *Qualification Administration Handbook*, within **7 working days** of the end of the relevant EMA assessment window.

Requests for special consideration may only be accepted after the results of the examination have been released in the following circumstances:

- application has been overlooked at the centre and the oversight is confirmed by the Head of Centre
- medical evidence comes to light about a candidate's condition, which demonstrates that the candidate must have been affected by the condition at the time of the examination, even though the problem revealed itself only after the assessment.

A separate *Form to apply for special consideration* should normally be completed for each candidate for each qualification. However, in cases where a group of candidates has been disadvantaged by a particular event a single form should be submitted, with a list of all the candidates affected attached.

All applications will be acknowledged by the ISMM within **7 working days**. If an acknowledgement is not received within this period, centres should presume that their application has not been received and **must** contact the ISMM **immediately**.

The ISMM will provide its decision about any application for reasonable adjustments or special consideration within **28 calendar days** of its receipt.

Enquiries and appeals about ISMM decisions about reasonable adjustments or special consideration

Centres and candidates may enquire about or appeal against an ISMM decision about reasonable adjustments or special consideration by following the procedures in the Enquiries about results and/or Appeals sections of this *Qualification Administration Handbook*.

Guidance for reasonable adjustments

To meet their responsibilities to individual candidates and in terms of current disability and equal opportunities legislation and regulatory requirements, centres should identify as early as possible, preferably before registering a candidate with the ISMM, any difficulties the candidate may have in accessing assessment. Pre-registration contact with the ISMM is strongly advised, so that we can determine whether reasonable adjustments to the assessment process are possible.

Examples of candidate needs that may be eligible for adjustment include:

- communication or interaction difficulties
- learning difficulties
- hearing and/or visual impairment;
- candidates for whom English is a second or other language.

This list is not exhaustive and some candidates' needs may fall within more than one category.

As most ISMM assessments are not taken under examination conditions, centres have greater flexibility to be responsive to an individual candidate's needs and choose an assessment activity and method that will allow the candidate to demonstrate attainment.

The candidate may meet the specified assessment criteria in any way that is valid. To facilitate access where there is evidence of need, the centre may:

- allow the candidate to use any mechanical, electronic or other aid(s) in order to demonstrate achievement as long as the aid(s):
 - are generally commercially available
 - reflect the candidate's normal way(s) of working
 - enable the candidate to meet the specified assessment criteria
 - do not give the candidate an unfair advantage
- present assessment materials or documents in a way that reflects the candidate's normal way(s) of working and enables him/her to meet the specified assessment criteria
- allow the candidate to present their answers or evidence in any format as long as it enables them to demonstrate that they have met the specified assessment criteria.

Centres are advised to adopt a flexible approach in identifying and implementing alternative ways of achieving the assessment requirements. Centres are advised to contact the ISMM to discuss alternative arrangements that may be appropriate for specific situations.

The outcome produced by the candidate must at all times:

- meet the requirements of the specified assessment criteria, regardless of the process or method used
- be assessable
- be able to be moderated.

In cases of long-term illness or when a permanent health condition/disability means a candidate's completion of an internally marked assignment (IMA) takes additional time, a centre may, at their discretion permit an extension to the deadline for submission of the IMA, after informing the ISMM. For externally marked assignments (EMAs), centres should apply to the ISMM for permission, as it may not always be possible to allow time extensions for these assignments.

Permissions table

The table lists many of the most commonly requested adjustments to standard assessment arrangements. It is not intended to be a comprehensive list and centres are advised to contact the ISMM for advice on alternative ways of accessing assessment for particular situations.

Centres should note that not all adjustments will be reasonable, permissible or practical in particular situations. If in doubt the centre is strongly advised to contact the ISMM for advice. In some circumstances it may be more appropriate to select an alternative assessment task for the candidate

The letters in the table show where the decisions on reasonable adjustments can usually be made. However, centres have a duty to seek advice from the ISMM in any case where they do not consider that they have the necessary expertise to judge whether a reasonable adjustment is needed and/or how it should be applied.

- A** Reasonable adjustment permitted at the centre's discretion. These adjustments may be implemented at any time.
- B** Apply to the ISMM for permission.

Reasonable adjustment	Internally Marked Assignment (IMA)	Externally Marked Assignment (EMA)
Extra time	A	B
Supervised rest breaks	A	A
Change in the assessment room	A	A
Separate accommodation at the centre	A	A
Taking the assessment at an alternative venue	A	A
Use of coloured overlays, low vision aids, tinted spectacles, CCTV and OCR scanners	A	A
Use of assistive software	B	B
Use of bilingual/translation dictionaries	B	B
Assessment material in enlarged format	A	A
Assessment material in Braille	B	B
Language modified assessment material	B	B
Assessment material in BSL	B	B
Assessment material on coloured paper	A	A
Assessment material in audio format	A	A
Use of ICT	A	A
Responses using electronic devices	B	B
Responses in BSL	B	B
Responses in Braille	B	B
Reader	A	A
Scribe	B	B
BSL or English interpreter	B	B
Transcriber	A	B
Other	B	B

Applying reasonable adjustments

The following sections provide guidance for centres on

how some types of reasonable adjustments should be implemented.

Extra time

Where assessment activities are time constrained a candidate may be allowed extra time during an assessment if he/she has a condition which affects the speed of processing.

The amount of extra time allowed should accurately reflect the extent to which the completion of the assessment will be affected by the candidate's difficulty.

'Unlimited' extra time will not be allowed. It is the centre's responsibility to specify the amount of extra time the candidate will need, using as a guide the extra time required during formative assessments in the centre.

Before the centre allows extra time for the candidate, the centre should be satisfied that the candidate can cope with the content of the qualification and that the candidate is medically fit to undertake the extended assessment.

Supervised rest breaks; Change in the assessment room; Separate accommodation at the centre; Taking the assessment at a different venue

As ISMM assessments are not carried out under examination conditions, these reasonable adjustments are not normally used.

But, centres may implement any of them in order to allow a candidate to demonstrate his/her attainment.

Use of coloured overlays, low vision aids, tinted spectacles, CCTV and OCR scanners

The centre should ensure that the candidate has had sufficient practice in the use of these aids and that any electronic aids are in good working order.

Centres should contact the ISMM if they are unclear about whether any new technology will unfairly advantage the candidate or invalidate the assessment requirements.

Use of assistive technology

(for example speech/screen reading software and voice activated software)

Some candidates may benefit from the use of software that reads the assessment material to them and records their spoken responses.

Such software may be used to allow candidates to have access to assessments that are appropriate for them and enable them to show their proficiency.

The centre should ensure that the use of assistive technology will not invalidate the assessment requirements or give the candidate an unfair advantage. Due to the rapid development of such technology, the centre should seek advice from the ISMM if the implications of using certain kinds of assistive technology are unclear.

It should be noted that the use of such software may introduce a hidden assessment agenda, in that the candidate has to master the use of the software in addition to mastering the assessment criteria. Some candidates may need extra time if they use such software.

Use of bilingual dictionaries or bilingual translation dictionaries (manual or electronic)

The use of bilingual dictionaries and bilingual translation dictionaries (including BSL/English dictionaries/glossaries) is allowed in all vocational assessments unless its use is expressly forbidden by the assessment requirements.

For timed assessments, if the centre is satisfied that the candidate can cope with the subject content, but the candidate's knowledge and comprehension of English impairs his/her ability to complete the assessment within the normal time allocated, an additional allowance of extra time may be permitted.

Centres should check the dictionaries used by the candidate to make sure they do not contain notes which would give the candidate an unfair advantage. Where permission is given to use electronic dictionaries, the centre must check that the equipment does not contain additional functionality that will give the candidate an unfair advantage. If such functionality is present, it must be disabled or the equipment disallowed.

Assessment material in enlarged format

For paper-based assessments

Enlargements for paper-based assessments may be used. Examples of these include:

- unmodified enlarged papers where the standard paper is photocopied from A4 to A3, thus enlarging the whole paper and retaining the original layout and visual presentation.
- modified enlarged paper where the paper is modified by simplifying the layout and where necessary reducing the content while still meeting the same objectives as those tested in the original paper.

Centres are permitted to make the enlargements to externally set assessment material and should take responsibility for the security of the material and for ensuring that the entire document is enlarged. The candidate may be penalised for any errors in his/her work which occur as a result of incomplete enlargement of the material.

It is the centre's responsibility to provide centre-devised assessment material/resource or reference material in a suitable format for the candidate.

Assessment material in Braille

Assessment material may be provided in Braille for a blind or visually impaired candidate.

Permission is required before a centre brailles externally set assessment materials. The centre is responsible for the security of the material and may be responsible for ensuring that the entire document is brailled. The candidate may be penalised for any errors in his/her work which occur as a result of errors in the brailled material.

Braille is not always an appropriate adjustment for the candidate, not all blind people are fluent in Braille.

It is the centre's responsibility to arrange for the braille of centre-devised assessment material/resource or reference materials.

Language modified assessment material

The carrier language in assessment material may be modified for a deaf candidate whose first language is either English or British Sign Language (BSL). In either case, the candidate's English may be limited and modified assessment material may be necessary. BSL

is a language in its own right and has its own grammar, syntax and vocabulary and written assessment material will have to be modified for most deaf candidates for whom BSL is their first language.

Technical language may not be modified. The modified version of the assessment material should contain the same questions as the standard version and the same answers will be expected from the candidate.

Permission is required if centres wish to language modify externally set assessment material. The centre is responsible for the security of the material and may be responsible for the accuracy of the modification. The candidate may be penalised for any errors in his/her work which occur as a result of inaccurate modification of the material.

It is the centre's responsibility to arrange for the modification of centre-devised assessment material/resource or reference materials.

Assessment material in BSL (British Sign Language)

Where the centre cannot provide a BSL/English interpreter for the assessment, and if language modified assessment material does not provide sufficient assistance, a BSL version of assessment material may be provided on videotape instead of (or in addition to) the assessment material in written English.

Permission is required if centres wish to translate externally set assessment material into BSL. The centre is responsible for the security of the material and may be responsible for the accuracy of the translation. The candidate may be penalised for any errors in his/her work which occur as a result of errors in the material.

It is the centre's responsibility to arrange for the translation of centre-devised assessment material/resource or reference materials into BSL.

Centres should note that this adjustment will not be suitable for all assessments and that they may need to contact the ISMM for further advice if they are unclear whether this adjustment is appropriate.

Assessment material on coloured paper

Centres are permitted to photocopy and/or print externally set assessment material onto coloured paper and should take responsibility for the security of the assessment material and for ensuring that the entire document is copied.

The candidate may be penalised for any errors in his/her script which occur as a result of incomplete copying of the document.

It is the centre's responsibility to provide centre-devised assessment material/resource or reference material on coloured paper, if required.

Assessment material in audio format

Where there is evidence of need, assessment material may be provided in audio format.

Centres are permitted to produce an audio version of externally set assessment material and should take responsibility for the security of the material and for ensuring that the recording is accurate. The candidate may be penalised for any errors in his/her work which occur as a result of errors in the recording.

It is the centre's responsibility to provide centre-devised assessment material/resource or reference material in a suitable format for the candidate.

Alternative ways of presenting candidate responses

A candidate should be provided with the means to present their responses by the method most appropriate and familiar to them, as long as the use of methods will not invalidate the requirements of the assessment. The use of ICT is generally perceived to have a positive impact on helping candidates to access assessment.

All ISMM written assignments require the use of ICT.

Use of ICT to present responses

The use of ICT in this context should be taken to include word processors, personal computers (PCs) and other microprocessor controlled devices producing output in text or other forms such as graphics and diagrams.

For many candidates with additional support needs, computers provide an effective means of independent communication.

Consideration should be given to whether the candidate can meet the assessment criteria using a computer.

A computer should only be used if it is appropriate to the candidate's needs and if the candidate is confident in its use, can use it effectively and if it reflects his/her normal way of working. The candidate should be consulted before a decision is taken whether the use of ICT is an appropriate adjustment.

When a computer is used, other than as a basic word processor, the centre needs to consider the effect and appropriateness of facilities like spell-checkers, electronic dictionaries, thesauri, calculators, predictive software, etc that are available.

The use of the computer should not create a misleading impression of the candidate's attainment or confer an unfair advantage over other candidates.

The centre should ensure that workstations are adapted for the needs of the candidate, and that enabling technologies, (for example screen reading software, coloured background, adapted keyboard, large tracker ball mouse, sticky keys) are available.

Where it is apparent that assessment objectives cannot be met fully if a computer is used, the centre should suggest alternative arrangements.

Spoken responses using electronic recording devices, for example CD Roms, memory sticks, audio cassettes

Where there is evidence of need, the candidate may be permitted to record their responses electronically.

This arrangement will only be available for assessments where there is no requirement for the candidate to produce visual material.

Where the candidate's responses are recorded electronically, the centre should provide an authenticated transcript of the candidate's responses.

It is the centre's responsibility to ensure that the transcript is an accurate reflection of the candidate's responses and to keep this and the original recording as a record of the assessment.

Responses in BSL

Where there is evidence of need, the candidate may be allowed to sign their responses to questions.

Signing of responses should not be permitted if the ability to write or speak English is being assessed, for example in an externally marked assignment (EMA).

A candidate can sign full responses in BSL. Where the candidate is required to show knowledge of an expression/name in their response, this must be fingerspelt. This must all be videoed for quality assurance purposes.

The centre must provide a translation of the responses for assessment.

The centre should ensure that the person doing the translation is appropriately qualified.

The centre should ensure that sufficient recording equipment is available and that it is in good working order.

Where the centre provides a transcript of the candidate's response, the centre should ensure that the transcript is authenticated as an accurate reflection of the candidate's responses. The centre should keep a copy of the transcript as a record of the assessment.

Responses in Braille

Where there is evidence of need, a candidate may be permitted to present their responses in Braille.

In these cases an authenticated transcript of the candidate's responses must be provided by the centre.

It will be the centre's responsibility to ensure that the transcript is an accurate reflection of the candidate's responses and to keep a copy of the transcript as a record of the assessment.

Reader

A reader is a person who, when requested, will read to the candidate all or part of the assessment material and the candidate's written responses.

Where there is evidence of need a reader may be allowed in all assessments where reading or

understanding of the written word is not an assessment requirement or the competence being assessed.

The centre should, in consultation with the candidate, decide whether the use of a reader will be an effective arrangement.

The candidate may be more comfortable with:

- the use of speech/screen reading software which reads out the material without decoding or interpreting it
- accessing the assessment material in electronic format, in Braille or through sign language.

The centre is responsible for making the necessary arrangements for the provision of a reader.

The reader should not normally be the candidate's own Tutor or Assessor, except in circumstances where it is necessary to do so. In such cases, the ISMM should be specifically consulted. On no account may a relative, friend or peer of the candidate be used as a reader.

The centre should select the reader on the basis of their ability to work effectively with the candidate. The reader should be able to read accurately and at a reasonable rate and should have sufficient knowledge of the subject to read technical terms accurately.

A candidate should, wherever possible, have had previous practice in working with the reader and should have used this arrangement during the training programme leading up to the assessment.

The centre should ensure that the candidate and reader are clear about the limitations of the reader's role.

The centre should give the reader clear instructions regarding what they are required to do and what they may and may not do during the assessment.

For a candidate requiring a reader and a scribe, the same person may act as both as long as permission has been given for both arrangements.

Where a candidate is not eligible for the use of a reader, it may be helpful for the candidate to read the questions aloud. In these circumstances the candidate

must be accommodated in a separate room so that other candidates are not disturbed. Separate invigilation should be arranged in these cases.

The reader is responsible to, and should be approved by the Head of Centre or the centre staff member with delegated responsibility.

The reader:

- should read only as requested by the candidate. The candidate may choose to read some parts of the assessment him/herself;
- should read accurately. If the reader is working with a deaf or hearing impaired candidate, the reader should articulate clearly;
- should only read the exact wording (instructions and questions), and not give meanings of words, rephrase or interpret anything;
- should repeat instructions and questions on the paper only when specifically requested to do so by the candidate;
- may consult a dictionary, where this is allowed, at the candidate's request and read out entries;
- should read, as often as requested, the answers already recorded, but may not act as proof-reader;
- should not advise the candidate regarding which questions to do, or the order in which the questions should be answered;
- may enable a visually impaired candidate to identify which piece of visual material relates to which question, but should neither give factual help to the candidate nor offer any suggestion;
- should, if requested, give a visually impaired candidate the spelling of a word which appears on the paper, but otherwise spellings must not be given;
- should refer any problems during the assessment to the Tutor.

Scribe (sometimes called amanuensis)

A scribe is not normally permitted in any ISMM assessment.

If a candidate is unable to use a computer or dictate responses, and the candidate's handwriting is illegible, a scribe may be used – but a transcriber is usually better.

British Sign Language (BSL)/English interpreter

The centre should check that the use of a BSL/English interpreter is the most appropriate arrangement to enable the candidate to undertake the assessment.

The centre should select a BSL/English interpreter and fully brief him/her on their responsibilities.

A BSL/English interpreter should not be allowed where such use would invalidate the assessment requirements.

The BSL/English interpreter should have an appropriate qualification in the sign language so as not to disadvantage the candidate.

Transcriber

This arrangement may be used by a candidate in the following circumstances:

- where the candidate's handwriting is illegible, but he or she is unable to use a computer or dictate responses. It may not be allowed where writing by hand is the competence being assessed;
- where the candidate's responses are produced in Braille or in BSL.

The transcriber will produce a transcript to assist the examiner/Assessor in the assessment of a candidate's work. The examiner/Assessor will assess the candidate's work and will only refer to the transcript if it is impossible to decipher any part of the candidate's response(s). (For responses produced in Braille or BSL the examiner/Assessor may refer solely to the transcript).

The centre should, in consultation with the candidate, decide whether the use of a transcript will be an effective arrangement.

The transcript should be produced by a member of the centre's staff who is familiar with the candidate's handwriting, is fully competent in Braille (where the transcription is for candidate's responses produced in Braille), or who has the required skills in BSL (where the transcription is for candidate's responses produced in BSL).

The transcript(s) should be securely attached to the back of the candidate's work and be included with the other work from the centre for dispatch to the Assessor in the normal way. The production of the transcript should not delay the dispatch of scripts to the Assessor.

The centre should **not** inform the Assessor of the reason why a transcript was necessary.

The centre should keep a copy of the transcript as a record of the assessment.

The transcriber:

- should word process the transcript;
- produce the transcript immediately after the submission of the assignment, under secure conditions;
- should not involve the candidate in the production of the transcript;
- should normally transcribe complete answers. In cases where only occasional words need to be transcribed, these may be written on a photocopy/printout of the candidate's work. On no account should the candidate's original work be marked or annotated in any way;
- should normally provide a word-for-word transcription, that is an exact copy of what the candidate has written. The transcriber may not insert or omit words or alter their order. The transcriber may correct the spelling of non-technical words;
- should indicate any corrections to spelling on the verbatim transcript using a different colour ink, but not red, green or purple ink. Pencil must not be used for this purpose;
- should not transcribe diagrammatical material. Assessment of such material will be based on the candidate's own work.

Identifying and obtaining supporting evidence for reasonable adjustments

In order to ensure that any adjustment to assessment will only provide the candidate with the necessary assistance without giving him/her an unfair advantage over others, centres must be clear about the extent to which the candidate is affected by the disability or difficulty.

Where the centre can verify evidence of the disability or difficulty and where the implications are clear, such as for a candidate with physical difficulties, profound hearing impairment or who is registered as blind or partially sighted, the centre does not need to provide further evidence of these physical difficulties.

Where the implications of the difficulty are not obvious, the centre will have to provide extra evidence of the effect of the impairment on the candidate's performance in the assessment. Any of the following types of evidence would be acceptable. The centre should decide which of these will best assist understanding of the candidate's situation:

- evidence of assessment of the candidate's needs in relation to the assessment, made within the centre by the relevant member of staff with competence and responsibility in this area. If necessary, external experts may be called upon to assess the candidate. This evidence should include an indication of how the centre plans to meet the candidate's needs and should show that the candidate can cope with the level and content of the assessment. Information from previous centres attended by the candidate may also be included. The evidence should be documented for audit purposes.
- history of provision within the centre. This should include information about the support received by the candidate during the teaching programme and during assessments. The evidence should be documented for audit purposes.
- written evidence produced by independent, authoritative, specialists. This evidence should state the name, title and professional credentials of the person who carried out the assessments and wrote the report. The report should set out the nature of the difficulty and the extent to which the candidate is affected by the difficulty. The evidence should be documented for audit purposes.

Requirements for reasonable adjustments record keeping within the centre

Recording adjustments to assessments agreed with the ISMM

The centre should retain a copy of the *Form to apply for reasonable adjustments* and supporting evidence sent to the ISMM and any relevant documentation received from the ISMM. These records must be kept for a period of not less than **two years**.

Recording adjustments to assessments permitted at the centre's discretion

The centre should keep records of their decisions to permit adjustments to assessments, including a copy of *Form to complete where a centre has permitted reasonable adjustments*. These records should include any supporting evidence. These records must be kept for a period of not less than **two years**.

Guidance for special consideration

It is usually the responsibility of the Examinations Officer at the centre to apply the criteria for special consideration and to make appropriate arrangements, including informing the ISMM.

Each request for special consideration will be unique to that candidate or assessment. This guidance offers some broad principles for centres to follow. Further information should be sought in each case from the ISMM.

Special consideration may be given following an assessment to a candidate:

- who is present for the assessment but who may have been disadvantaged by temporary illness, injury or adverse circumstances which arose at or near the time of assessment
- who misses part of the assessment due to circumstances outside their control.

Special consideration should not give the candidate an unfair advantage, neither should its use cause a user of the candidate's certificate to be misled regarding the candidate's achievements. The candidate's result must reflect his/her achievement in the assessment and not necessarily his/her potential ability.

If the application for special consideration is successful, the candidate's performance will be reviewed in the light of available evidence and a small percentage adjustment may be applied.

Eligibility criteria

A candidate who is fully prepared and present for a scheduled assessment may be eligible for special consideration if:

- performance in an assessment is affected by circumstances beyond the control of the candidate for example recent personal illness, accident, bereavement, serious disturbance during the assessment
- alternative assessment arrangements which were agreed in advance of the assessment proved inappropriate or inadequate
- part of an assessment has been missed due to circumstances beyond the control of the candidate
- there is a sufficient difference between the part of the assessment to which special consideration is applied and other parts of the qualification that have been achieved to infer that the candidate could have performed more successfully in the assessment.

A candidate will **not** be eligible for special consideration if:

- no evidence is supplied by the centre that the candidate has been affected at the time of the assessment by a particular condition
- any part of the assessment is missed due to personal arrangements including holidays or unauthorised absence
- preparation for a component is affected by difficulties during the course, for example disturbances through building work, lack of proper facilities, changes in or shortages of staff, or industrial disputes.

A candidate must have exceeded 50% of the word limit and covered more than 50% of the required content of an assignment before special consideration can be applied.

The ISMM does not provide aegrotats.

Identifying and obtaining supporting evidence for special consideration

The candidate needs to submit evidence in support of special consideration. This may include medical evidence or a statement from the Tutor or any other appropriate information.

This supporting evidence should usually be supplied with the *Form to apply for special consideration*.

Appendix 3

Forms

- **Application for special consideration**
- **Application for reasonable adjustments**
- **Notification that a centre has permitted reasonable adjustments**
- **Enquiries About Results**
- **Request for a Replacement Certificate**



ISMM
The Institute of Sales & Marketing Management

Application for special consideration

Please complete a separate form for each individual candidate and fax or scan and email a completed copy to the ISMM (01582 849142).

Do not enclose the form with any scripts.

Send the form to the ISMM within **7 working days** of the close of the relevant EMA assessment window.

Centre name			
ISMM centre number			
Centre contact name			
Contact telephone number			
Contact e-mail address			
Candidate name			
ISMM candidate number			
Qualification code		Unit code	
Date of assessment session			

Summary of the adverse circumstances affecting performance in the assessment:

--

Evidence in support of the application

This may include:

- medical or psychological evidence
- statement from the Tutor/Head of Centre or the candidate's/delegate's employer

Please provide details of supporting evidence:

--

Optional information:

In cases of partial absence, the ISMM may require the following information from the centre:

- the names of four candidates estimated to be of comparable standard

Name		ISMM candidate number	
Name		ISMM candidate number	
Name		ISMM candidate number	
Name		ISMM candidate number	

Declaration

I confirm that the information provided is accurate to the best of my knowledge.

Name	
Signature	
Date	

*This form **must** be sent directly to the ISMM and **must be** accompanied by any medical notes or other evidence. It should not be enclosed with any examination scripts. Please ensure you have read the guidance on Reasonable Adjustments & Special Consideration before completing this form.*

For ISMM Use Only		
Date Received:	Date Logged:	Added to File:
Notes:		
Initials:		



ISMM
The Institute of Sales & Marketing Management

Application for reasonable adjustments

Please complete a separate form for each individual candidate and fax or scan and email a completed copy to the ISMM (01582 849142).

This form must be faxed to the ISMM within **one week** of the candidate being registered with the ISMM.

Centre name			
ISMM centre number			
Centre contact name			
Contact telephone number			
Contact e-mail address			
Candidate name			
ISMM candidate number			
Qualification code		Unit code	
Date of assessment session			

Reason for application:

Reasonable adjustments required (please be specific):

--

Evidence in support of the application

This may include:

- the centre's assessments of the candidate's needs
- history of provision within the centre
- medical certificate
- psychological or other professional assessment report

Please provide details of supporting evidence:

--

Please provide details of access facilitator required (where applicable):

--

Declaration

I confirm that:

- the information provided is accurate to the best of my knowledge
- the centre will be able to provide the arrangements requested
- the reasonable adjustments will be implemented in accordance with the guidance given by the ISMM

Name	
Signature	
Date	

*This form **must** be sent directly to the ISMM and **must be** accompanied by any medical notes or other evidence. It should not be enclosed with any examination scripts. Please ensure you have read the guidance on Reasonable Adjustments & Special Consideration before completing this form.*

For ISMM Use Only		
Date Received:	Date Logged:	Added to File:
Notes		
Initials:		



ISMM
The Institute of Sales & Marketing Management

Notification that a centre has permitted reasonable adjustments

A copy of the completed form should be retained by the centre and made available to the ISMM or the regulatory authorities if requested.

Complete this form for each candidate granted reasonable adjustments by the centre.

Please **do not** complete this form for candidates for whom applications have been made to the ISMM (using the **Form to apply for reasonable adjustments**).

The original of this form must be returned to the ISMM with the candidate's work.

Centre name			
ISMM centre number			
Centre contact name			
Contact telephone number			
Contact e-mail address			
Candidate name			
ISMM candidate number			
Qualification code		Unit code	
Date of assessment session			

Reason for granting reasonable adjustments:

--

Reasonable adjustments made (please be specific):

--

Supporting evidence:

--

Declaration

I confirm that:

- the information provided is accurate to the best of my knowledge
- this form contains the details of all the reasonable adjustments granted to the candidate
- the reasonable adjustments to assessment have been made in accordance with the guidance of the ISMM

Name	
Signature	
Date	



ISMM
The Institute of Sales & Marketing Management

Enquiries About Results

Please complete this application form making reference to the guidance notes in the *ISMM Qualification Administration Handbook*.

Centre name	
ISMM centre number	
Centre contact	
Contact telephone number	
Contact e-mail address	
Candidate name	
ISMM candidate number	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

Qualification name	
Qualification code	
Unit code(s)	

Enquiry service required <i>Please tick as appropriate</i>	1 (Clerical Check)	<input type="checkbox"/>	2 (Re-mark)	<input type="checkbox"/>	3 (Moderation Review)	<input type="checkbox"/>

Fee payable <i>Please see Fees Handbook</i>	£ <input type="text"/>
--	------------------------

This form can be faxed (01582 849142), scanned and emailed, or posted to the ISMM.

I confirm that I am/the candidate is aware of the possible outcomes of the enquiry. I am/the candidate is aware that their unit/qualification grade(s) could be lowered and I have/ the candidate has given their written consent for this enquiry to be made.

Signed:

Date:

Name: Head of Centre / Examinations Officer / Candidate (delete as appropriate)

For ISMM Use Only			
Date received: __/__/__	Date logged: __/__/__		
S1 completed by:	S1 completion date: __/__/__		
Date S2/S3 sent to examiner: __/__/__	Date S2/S3 outcome received: __/__/__		
Date centre advised of outcome: __/__/__	Sign off and file:	<input type="text"/>	__/__/__



ISMM
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Request for a Replacement Certificate

Centre name	
Contact telephone number	
Contact email address	
Candidate name	

(Please provide proof of identity - photocopy of driving licence or passport is preferred.)

ISMM candidate number							
Address where certificate should be sent. (please include the postcode)							
Qualification name							
Qualification code							
Certificate number							
Approximate date of issue							

Please send this form, with the certificate to be replaced (if it is available) and payment to:
 ISMM Education
 Harrier Court
 Lower Woodside
 LUTON
 LU1 4DQ
 UK

Make cheques payable to ISMM

For ISMM Use Only		
Date received __/__/__	Date processed __/__/__	Replacement sent __/__/__
Name:	Notes:	