

IPA Advanced Certificate Candidate Policies 2019

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Candidate Obligations

You understand that following your booking you are a candidate member of the IPA professional development community and agree that as such you will behave respectfully to all other members and staff of our community.

You agree that you will familiarise yourself with and adhere to the Candidate Policies for the relevant course or qualification and all other regulations and policies that are brought to your attention.

You agree that you will be responsible for your learning and will pursue your studies conscientiously, making use of the resources and opportunities made available to you. You agree that you will attend any compulsory workshops, webinars, submit assignments and undertake examinations unless agreed otherwise with the IPA because of extenuating circumstances.

You will maintain the accuracy of your personal details, including your email address and other contact details, on the IPA website or by informing the IPA Professional Development Team of any changes. You understand that mail or messages sent at any time to you will be considered as sufficient to meet the IPA's responsibility to give due notice of updates or changes to the course or qualification.

Definitions and Interpretation

"Sales Rep": an individual, company, professional trade or L&D body that has the right to sell and run IPA courses and qualifications in their local market, in line with their contractual agreement with the IPA.

The IPA works with:

- 4A's USA
- 4As Malaysia
- Ampersand
- APG Canada
- European Association of Communication Agencies (EACA)
- Institute of Advertising Practitioners in Ireland (IAPI)
- Institute of Advertising Singapore (IAS)
- The Commercial Communications Council New Zealand (Comms Council)
- The Communications Council Australia (Comms Council)

1. Qualification Booking

It is the candidate and their agency/company's responsibility to ensure that the candidate is aware they have been booked onto the qualification.

If you are making a booking on behalf of a candidate, it is your responsibility ensure they are informed of the booking and are aware of the Policies.

1.1 Booking Deadline

All bookings, whether first or deferred, must be made by the booking deadline, 24th December 2018.

Payment can be made after this date, but places must be booked by this deadline.

1.2 Booking Name Change

Name changes are not accommodated on the Advanced Certificate. They also cannot be applied against a deferred place.

1.3 Payment

1.3.1 Members

Invoices for the Advanced Certificate are raised after the booking deadline date.

Online payments are made at point of booking.

1.3.2 Non-members

Qualification fees must be paid in full prior to candidates gaining access to the online learning.

All fees must be paid online.

Payment by invoice is only available for sums exceeding £4000, and payment must be made within the IPA's 30-day payment term.

1.3.3 Booking through a Sales Rep in association with the IPA

Payment method is determined by the Sales Rep.

1.4 Qualification Access

Qualification access is opened by the IPA once the booking deadline has passed, in the New Year on Monday 18th February 2019. Each module is opened once the preceding module's assessment deadline has passed.

1.5 Cancellation

If you change your mind about the Qualification, and wish to receive a full refund, you have to give notification within 14 days after we email you to confirm that we received your booking ("Cancellation Period").

You do not have a right to change your mind in respect of the Qualification booking if you have already completed the Qualification.

If you have partially accessed or viewed the Qualification and wish to cancel within the Cancellation Period, you will receive a refund equivalent to 50% of the price that you paid for that Qualification.

To cancel your Qualification booking, please contact the IPA by phone or email. Alternatively, you may write to us, including details of your order and your contact details. We will issue the relevant refund using the same method used for payment within 30 days of you telling us that you wish to cancel the booking.

If you made your booking through a Sales Rep, please contact them by phone or email to make your cancellation. They will issue the relevant refund as per your booking contract with them.

Refunds for cancellation other than as set out above will be dealt with on a case-by-case basis at the discretion of the IPA or Sales Rep and may be subject to an administrative fee.

To qualify for a cancellation free of charge on the grounds of extenuating circumstances, candidates must supply reasonable extenuating circumstances alongside proof/notice of absence from work, by email, to the IPA. This must be validated by the candidate's HR/manager by email. No calls will be accepted. Any requests made due to annual leave or work commitments known or not known at the point of booking will not be accepted as reasonable reason for cancellation at no charge under any circumstances.

1.6 Qualification Deferral

Advanced Certificate deferrals are charged at £300 + VAT.

Delegates that pay the deferral fee may re-use any assessments submitted before their deferral, but the IPA does not take responsibility for the re-submission or storage of these pieces of work. This is the responsibility of the delegate. The IPA can also not guarantee that the next Advanced Certificate course will have the same assessments for re-submission of work.

The deadline for Advanced Certificate deferrals is the deadline of the third assessment, Friday 21st June 2019. You may only defer to the next Advanced Certificate intake.

It is the delegate's responsibility to inform the IPA of this intention.

Delegates may defer a maximum of 1 times and only to the following intake. Candidates may not defer from the qualification for a second time, instead they will be treated as a new booking and must pay the full qualification fees again.

2. Qualification Assessments

2.1 Assessments

To achieve the Advanced Certificate, delegates must complete and pass five assessments.

2.2 Assessment Submission

Where the module assessment is a piece of written work to be uploaded for marking the delegate must upload their work in the appropriate module area in the appropriate format, this is clearly marked in each module in the pink Assessment block.

Please be aware that when you upload work you must not leave the submission in draft form as this will not be marked. All assessment deadlines are 5pm on the submission date.

2.3 Assessment Extension

Whilst the IPA expects delegates to submit each module assessment on or before the dates above, we allow delegates to extend assessment submission deadlines if the delegate is unprepared to submit a module assessment. Please see qualification *Everything You Need to Know* document, shared with delegates at qualification commencement, for more information.

Whilst there is no charge for module assessment extensions made before the assessment submission date, delegates will incur a penalty to their grade for submitting their work late:

For each extended submission the assessment grade will be capped at 64%, a high pass.

If a delegate applies for an extension following the module submission deadline, extensions are charged at £25 + VAT.

Following the submission of an extension application delegates will be able to submit their assessment at any time until the following module's submission date, along with their next module assessment. The assessment will then be marked with this set of submissions, and returned to the delegate when the results for this module are released. For example:

Delegate A successfully applies for a Module 1 assessment extension. Delegate A can submit their work at any time until Friday 16th March, the Module 2 assessment submission deadline. Delegate A is expected to also submit their Module 2 assessment on this date. Delegate A's Module 1 and Module 2 assessment marks will be released on Friday 20th April, the Module 2 assessment release date. Their module 1 assessment will be capped at 64%.

If Delegate A does not successfully apply for an extension before Friday 9th February, the Module 1 assessment submission date, they must pay a fee of £25 + VAT for an extension. Once a paid extension is successfully applied for, Delegate A is expected to submit their work on the next assessment submission date.

If a delegate does not apply for an extension by the next modules' assessment submission date they will be penalised according to the resubmission rules, please see below.

2.4 Assessment Resubmission

The IPA does allow delegates to resubmit assessments, at no charge, where they are awarded a failing mark.

The IPA assumes that all delegates that receive a fail grade for any module assessment will resubmit their work on the next module assessment deadline. This is assumed because a non-

submission would cause a delegate to fail the qualification. As a result, delegates do not need to contact the IPA to inform of their intention to resubmit failed work.

Whilst there is no charge for module assessment resubmission, delegates will incur a penalty to their grade for resubmitting their work:

For each resubmission the assessment grade will be capped at 50%, a pass. N.B The delegate can still fail.

This grade cap considers the advantage of marker feedback, given with every failed assessment, which delegates are welcome, and encouraged, to use in the resubmission of their work.

Following the release of a failed assessment delegates will automatically be able to submit their assessment at any time until Friday 29th June, the final module's submission date, along with their final module assessment. The assessment will then be marked with this set of submissions, and returned to the delegate with the final release. For example:

Delegate A submits their Module 1 assessment on Friday 9th February. They continue their learning and submit their Module 2 assessment on Friday 16th March. Their Module 1 result is also released on Friday 16th March, the Module 1 release date, and they find they have failed. Delegate A can automatically resubmit their Module 1 assessment at any time, until Friday 29th June, the Module 5 assessment deadline. The delegate does not need to inform the IPA of this intention or apply for the ability to resubmit.

On Friday 29th June, Delegate A will submit their Module 5 assessment and resubmit their Module 1 assessment, both results will be released on Friday 3rd August, the Module 5 release date.

2.5 Extenuating Circumstances Deferral/Resubmission

To qualify for an assessment extension or re-sit without the grade cap or fee on the grounds of extenuating circumstances, candidates must supply reasonable extenuating circumstances alongside proof/notice of absence from work, by email, to the IPA. This must be validated by the candidate's HR/manager by email. No calls will be accepted.

Extenuating circumstances will be dealt on a case-by-case basis at the discretion of the IPA. Any extenuating circumstances or deferral requests made due to annual leave or work commitments known or not known at the point of booking will not be accepted as reasonable reason for extension/re-sit without the grade cap or fee under any circumstances.

2.6 Failing

If a delegate fails an extended assessment, they will revert to the resubmission process as above.

If a delegate is awarded a failing mark in their resubmitted work, either after missing the extension deadline or in a second failed assessment resubmission, they will fail the qualification.

2.7 Special Requirements

Candidates with dyslexia or dyspraxia are entitled to 25% extra time for timed assessments, (unless a different amount of additional time is stipulated in any supporting paperwork) and marking consideration for essay-based assessments,

Any request for extra time/marked with consideration must be submitted before the Module assessment submission deadline in a special requirements submission form.

2.8.1 [IPA Exam/Assignment: Special Requirements Submission Form](#)

2.8.2 Language Differences

Extra time requests for the timed assessments due to language differences do not extend to non-native English speakers working and submitting work in an English speaking country. They are however permitted the use of a translation dictionary.

2.9 Assessment Feedback

Essay-based assessments include feedback from the qualification marker. This feedback is written at a university level standard and should be used by delegates to improve their subsequent assessments.

The IPA will not ask for more feedback than is initially given. If however a delegate has any questions about feedback, they should contact the qualification's IPA contact.

2.10 Plagiarism

All candidates are expected to adhere to high standards of academic and professional integrity. All work presented as original must, in fact, be original, and the ideas and contributions of others must always be appropriately acknowledged. Quotations must, of course, be acknowledged, but so must summaries, paraphrases, and the ideas of others.

There are various referencing rules and the etiquette can be confusing. For the purposes of these assignments adherence to the Harvard (APA) principles is required but candidates will not be penalised for minor discrepancies or variances from the approved methodology. This is not a test of referencing skills.

Minor variances including italicising the wrong element, using 'accessed' instead of 'retrieved from', using the sign [online], or even getting books, articles and web reports mixed up. Just make sure readers can track the material you cite in-text through the List of References.

Please see *Everything You Need to Know* for full referencing guide.

3. Other

3.1 Grades and Grade Publishing

Grades are released to candidates in the online learning portal.

All IPA qualifications go through a rigorous double marking process by independent markers. The IPA does not provide a breakdown of grades across our qualifications and courses, candidates will only be provided with their grade boundary. The IPA will not, under any circumstances, re-mark any assessment. Grades will not change once released by the IPA.

3.2 Shredding and Archiving

Assessments from IPA qualifications will be archived for a maximum of 2 years. Unless requested by a candidate they will be deleted/shredded following this date. Original questions and assessments are not available for candidates to request after the exam.

3.3 IPA Assistance: Technical & Otherwise

Technical assistance for the online learning and IPA website is available during IPA office hours: Monday - Friday, 9.30AM - 5.30PM, excluding UK holidays via learning@ipa.co.uk.

We aim to respond to all queries and support issues within 48 hours.

3.4 Qualification Mailing List

The IPA shares all information regarding the online learning and assessments via email. By making a booking for an IPA qualification, the candidate agrees to be added to the mailing list for communication regarding the qualification and assessments and will not unsubscribe.

It is the candidate and their agency/company's responsibility to ensure that the candidate is aware they have been booked onto the qualification and that they receive updates from the IPA regarding their qualification and assessments. The IPA accepts no responsibility should any communication regarding their qualification or assessments end up in the candidate's spam/junk/clutter folders.

Should a candidate unsubscribe from our mailing list, they understand that they will miss communication regarding their assessments, grades, digital certificate of completion and any invites to relevant industry events including the graduation party.