

## ENQUIRIES, FEEDBACK SERVICE AND APPEALS POLICY

### 1.0 Introduction

The Chartered Institute of Marketing Enquiries, Feedback Service and Appeals Policy enables studying members and Study and Exam Centres to make enquiries regarding a number of issues, including our processes, and provides a framework for those processes to be challenged.

Copies of the Enquiries, Feedback and Appeals Policy can be downloaded from the Learning Zone website. For hard copies, please phone the Customer Contact Centre on +44 (0)1628 427120 or email [qualifications@cim.co.uk](mailto:qualifications@cim.co.uk). Study Centres are sent electronic copies of this policy for their files and can access it on the Tutor website, or request a hard copy by ringing +44 (0)1628 427113.

### 2.0 Enquiries procedure for studying members

**For any enquiries concerning your membership or assessment, please call the Customer Contact Centre on +44 (0)1628 427120 between 08:30 and 17:30, or email [qualifications@cim.co.uk](mailto:qualifications@cim.co.uk).** The Customer Contact Centre deals with all initial external communication between students and members and will have answers to most of your questions. Please note that there may be some delay at peak registration and assessment entry times. There is a 10 working day turnaround during these peak periods.

### 2.1 Enquiries relating to Accredited Study Centre Issues

You cannot study for our qualifications without registering with one of our Accredited Study Centres (ASC), who are initially assessed and then reviewed on a regular basis.

Each ASC has its own complaints and enquiries service, and should you have a complaint or concern about the quality of tuition or any other issue relating to your Study Centre, in the first instance, you should contact the **Course Manager** at your centre and follow the centre's internal enquiries and appeals or grievance procedure.

If you are not satisfied with your centre's response and wish to discuss the matter with the Institute, please telephone the **Customer Contact Centre**. They may be able to provide additional advice or will take details and forward the information to the **Regional Education Manager (REM)** who looks after your centre.

The REM will deal with the issue either directly with the study centre or by investigating further. You may be asked to write to the REM with details of your complaint and include any correspondence you have had with your study centre.

Please note that the Institute is unable to refund any tuition fees, as the contract for tuition is between you and the centre that receives your tuition fees.

## 2.2 Enquiries relating to Assessment and Results

The Institute recognises that all studying members have the right to request an investigation should they believe they have been treated unfairly during the assessment process or that the Institute's standard operating procedures have not been followed.

The Awarding Body is responsible for ensuring that assessments are a fair, reliable and valid test of the learning outcomes of a specific unit, and that the standard of marking is consistent and transparent across all levels of the Institute's assessed qualifications.

From May 2010 the following services will be available for all units of the **new** syllabus where students have not passed:

### i. Procedural Check of Results

All results are checked by the Institute's Awarding Body staff before they are submitted to the Exam Board for ratification. However, students sometimes wish to ensure that no mistakes or errors have been made in recording their marks. If so, this check is available for a period of four weeks following the publication of results for that session and involves retrieving the script/assignment from our external fulfillment house and inspecting the transposition of marks from the script/assignment to the mark sheet, the recording of results into the database and the reporting of marks to the student.

#### **Fee £15**

Note: if a procedural error is identified, any corrections will be made and the fee for this service reimbursed.

### ii. Individual Student Feedback

Students who do not pass their assessment(s) may want some specific feedback to supplement the Senior Examiner's comments that are published. If so, on receipt of the relevant fee the following service will be provided:

- The student's script/assignment will be recalled from the external fulfillment house, and if a procedural check has not already been carried out, this will be done. The assessment will then be sent to a trained feedback writer, who is also an examiner, to provide feedback based on the following criteria:
  - *Concepts and underpinning theory*
  - *Application to context*
  - *Use of relevant examples*
  - *Appropriate insight*
  - *Ability to recommend and justify*
  - *Evaluation techniques*
  - *Format and presentation*

- If the assessment has not already been moderated, the feedback writer will also moderate the work using the standards that were agreed with the examining team at standardisation.

**Fee £115** per assessment. (If a Procedural Check has already been carried out, the fee is £100 per assessment.)

### 3.0 The Appeals Process

The Awarding Body has various procedures and checks in place to ensure our assessments are fair and valid and that the marking process is reliable and professionally sound. However, studying members can appeal if they feel they have been disadvantaged due to the assessment and/or a procedural error, **but not against academic judgement**.

**An appeal needs to be supported by relevant evidence and if it is not supplied, it will be requested before the appeal can proceed.**

**The Appeals Policy does not apply to cases where studying members believe that there are extenuating circumstances relevant to their assessment performance, such as illness or a disturbance at the Examination Centre. Such cases are dealt with under the Institute's Reasonable Adjustments and Special Considerations policy.**

The appeals process consists of two stages; each stage has an associated handling fee:

**Internal Review:** The first stage of this review includes the procedural check. Once this check has been completed, the Appeal Process can begin.

The internal review is carried out by the Head of Awarding Body and involves an evaluation of the assessment process in relation to assessment validation, the administrative processes associated with marking and recording the marks, and the quality assurance processes including sampling, moderation and ratification. If the script has not already been moderated as part of the sampling, moderation or feedback service, it will also be moderated by an examiner who was part of the standardisation process. Having carried out this review, a report will be written.

The Head of Awarding Body can uphold the appeal in full but cannot dismiss it, either wholly or in part. If the Head of Awarding Body does not uphold the appeal in full, he or she must forward it, together with his/her report to the Secretary to the Appeals Panel, for a decision by the Appeals Panel; the appellant will then be informed of its decision.

The Appeals Panel is made up of the Chief Examiner, the Director of Education, an independent reviewer and the Secretary to the Panel (Minutes).

**Fee is £50 including the procedural check** (£35 if the procedural check has been completed in earlier stage)

**NOTE: The timescales that apply to the Internal Review only begin when ALL the relevant documents have been received by the Secretary to the Appeals Panel.**

***External Review by the Independent Adjudicator:*** If the Appellant disagrees with the decision made by the Appeal Panel, he/she can appeal against their decision and invoke an external review of the process, which involves a review of the appeal by an Independent Adjudicator.

### **Fee is £200**

The fee for both stages is a contribution towards the administration costs associated with handling the appeal. The fee(s) will be refunded in full if the Appellant is successful and the appeal is upheld.

Please note that the appeals process can be lengthy and it may not be possible for the result of the appeal to be available before the registration deadline for the following assessment registration. This being the case, students are advised to register for the next assessment session (for a re-sit attempt), and if their appeal is upheld, this fee will be refunded.

All appeal forms (see Appendix) are available from the Secretary to the Appeals Panel at [appeals@cim.co.uk](mailto:appeals@cim.co.uk), or by telephoning +44 (0)1628 427264.

If the Appellant is unable to pay the associated fees owing to personal financial constraints, he or she must submit a formal justification to the Head of Awarding Body, who will review the circumstances and may either reduce or waive the fee. The Appellant must give evidence of his or her financial situation.

## Steps and Timings Associated with the Appeals Process

### Internal Review

For an Internal Review Appeal, the student must submit a Appeal Form (**SL EAP1/1**), which must clearly identify all reasons for the appeal and provide full relevant supporting evidence (further evidence can be attached to the form if necessary).

The form should be posted to: **Secretary to the Appeals Panel at The Chartered Institute of Marketing, Moor Hall, Cookham, Berkshire, SL6 9QH.**

The Secretary to the Appeals Panel will acknowledge receipt of the form (**SL EAP1/1**) within **10** working days by post (using forms **SL EAP1/2** or **SL EAP1/3**); a procedural check will be completed first, if not already done.

Once the procedural check has been completed, the Head of Awarding Body will review all the documentation associated with the appeal and the assessment processes related to it and make a decision either to uphold the appeal (this is when the appeal is fully successful), or to refer it to the Appeals Panel. If the student's work has not been moderated as part of the sampling process, then it will also be moderated by an examiner who was part of the standardisation meeting for that session. The Appellant will be notified in writing within **10** working days of the procedural check being completed as to whether the appeal is upheld or referred (using form **SL EAP1/4**).

If the appeal is referred, it will be presented before the Appeals Panel for review, and a formal report will be submitted by the Head of Awarding Body to the Appeals Panel. This will include the original request and supporting evidence submitted by the Appellant.

The Appeals Panel will meet and consider the information contained within the Head of Awarding Body's report within **30** working days of its submission. The Secretary will convey the decision of the Appeals Panel to the Appellant within **five** working days of the Panel meeting (using forms **SL EAP1/5** and **SL EAP1/6**).

If the Appellant wishes to appeal against the Appeal Panel's decision, he or she can invoke an External Review of the Appeal.

**Please note that the Institute will not return any assessments.**

## External Review

**The External Review of the Appeals Process is in the hands of the Independent Adjudicator. The Independent Adjudicator is not, and has not at any time during the last seven years, been a member of the Board or committees of the Institute's Awarding Body, or an employee or examiner of the Awarding Body.**

The Appellant should complete the External Review Appeals Form (**SL EAP2/1**) and return it to the Secretary to the Appeals Panel with the fee of **£200** and supporting documentation, within **20** working days of the date of the Internal Review decision.

The Secretary to the Appeals Panel will acknowledge receipt of the form within **10** working days (using form **SL EAP2/2**).

The Secretary to the Appeals Panel will send the form (**SL EAP2/1**) and associated documentation to the Independent Adjudicator, together with the Head of Awarding Body's report and the Appeals Panel's decision. Any additional information that is presented to the Independent Adjudicator by the Institute will also be sent to the Appellant for information. (Please note that the assessment script itself will NOT be returned to the Appellant at any stage).

If the Independent Adjudicator requires further information from either party to the appeal or from any third party, he or she will ask for that information to be supplied within **15** working days (using form **SL EAP2/3**). Upon receipt of such information, the Independent Adjudicator will immediately copy it to the other party (or parties) to the appeal, with a request that observations on the information should be submitted within **15** working days.

If, after receiving these observations, the Independent Adjudicator finds the complaint cannot be upheld, the investigation will be terminated by letter to the parties (**SL EAP2/5** and **SL EAP2/6**), or, if the Independent Adjudicator considers that there is a case to answer, the Independent Adjudicator will draft a report and circulate it to the parties for comment before issuing the award (**SL EAP 2/4**) with the appropriate letters to the parties (**SL EAP2/5** and **SL EAP2/6**). A copy will be sent to the Chair of the Appeals Panel (**SL EAP2/7**). The Institute must act within **five** working days of the date of the letter to the Appellant.

The Award of the Independent Adjudicator shall be final and binding on the Institute.

In all matters relating to the External Review Appeals Procedure, the Independent Adjudicator is responsible for procedure and shall act with discretion.

In cases where technical matters are an issue, the Independent Adjudicator may instruct as Assessor(s) a person or persons with the requisite professional technical knowledge relating to the technical matter at issue.

The Independent Adjudicator shall copy any written advice received from Assessors to the parties to the Appeal, and invite them to comment on this advice within **10** working days.

The Independent Adjudicator may award the Appellant compensation not exceeding £1,000 in respect of any loss or detriment sustained by the Appellant in consequence of maladministration or misconduct by the Institute, its servants and agents identified by the Independent Adjudicator in his or her Award. Only in exceptional circumstances will the Appellant be awarded any costs incurred in pursuing an appeal.

The Independent Adjudicator may convene a hearing if he or she considers it necessary for dealing with the appeal, for example, if there is a conflict of evidence as to the facts. The Appellant and the Head of Awarding Body are entitled to have a friend present at the hearing, but only in exceptional circumstances will the Independent Adjudicator permit legal representation, for example when the reputation of the studying member is in jeopardy.

In cases where the Independent Adjudicator convenes a hearing, he or she shall settle the time, date and venue of the hearing after discussion with the parties.

Procedure at such a hearing shall be at the discretion of the Independent Adjudicator, who shall not be obliged to adhere to the strict rules of evidence.

Following a hearing, the Independent Adjudicator shall within **15** working days issue his or her Award to the parties, with a copy to the Chair of the Appeals Panel.

### **Monitoring, evaluating and reporting**

The Institute's Head of Awarding Body shall be responsible for ensuring that this policy is implemented correctly.

The Head of Awarding Body shall ensure that all records relating to appeals are filed electronically and in hard copy and are retained in both forms for two years.

The Head of Awarding Body shall ensure that a summary of all appeals is submitted regularly to the Board of Examiners.

The Head of Awarding Body shall conduct a quantitative and qualitative evaluation of all appeals and their outcomes and submit a report to the Appeals Panel with a copy to the Director of Education twice yearly.