

1 Student Recruitment

1.1

4. CAM also works with Faculty Heads of Marketing and Communications to support academic colleagues with new degree programme proposals, and specifically to identify the appropriate quantitative and qualitative research needs to assess the market for proposed programmes. Further information is given in Chapter 7.
5. Policies and procedures related to student recruitment market research are laid out in [Annex 1.1.1 Market Research Policies and Procedures](#), and also in Chapter 7.

1.3 Student Recruitment Communications

1. UCL's core student recruitment communications are managed by the MarComms department, part of the UCL Communications and Marketing Division. A range of student recruitment communications are published in print and digital media to inform prospective students about the details of UCL's degree and affiliate student programmes, and summer school programmes.
2. All student recruitment communications should follow the good practice guidelines set out in [Annex 1.1.2 Good Practice in Student Recruitment Communications](#).
3. UCL produces annual versions of the following key student recruitment publications in print and online.

1.3.1 Undergraduate Prospectus

This is published in March each year and is targeted at students intending to begin undergraduate degree studies at UCL in September of the following year, eighteen months after the date of publication.

The printed edition of the prospectus provides an overview of UCL's undergraduate offering. More detailed information is hosted in the online edition.

Details of the production process and timelines are set out in [Annex 1.1.3 Undergraduate Prospectus and Associated Materials Policies and Procedures](#).

1.3.2 Graduate Prospectus

This is published online in September each year and is targeted towards students intending to begin graduate taught studies one year after the date of publication or research studies at any time, although entry is usually in September of each year.

The printed edition of the prospectus provides an overview of UCL's graduate study offering. More detailed information is hosted in the online edition.

Details of the production process and timelines are set out in [Annex 1.1.4 Graduate Prospectus and Associated Materials Policies and Procedures](#).

1.3.3 Study Abroad and Summer School Literature

The printed edition of 'Study Abroad at UCL' provides an overview of UCL's study abroad offering. More detailed information is hosted in the online edition. This information is published in September of each year and is targeted towards students intending to begin affiliate studies in either the September twelve months after the date of publication or January sixteen months after the date of publication.

The printed UCL Summer School leaflet provides a brief overview of UCL's Summer School offering and is published in August/September of each year. It is targeted at students intending to enter UCL in July/August 11/12 months after of the date of publication. Full details of the Summer School are made available online in September of each year and these are targeted at students intending to begin their Summer School programme in July/August, ten or eleven months after the date of publication.

Details of the production process and timelines for 'Study Abroad at UCL' and UCL Summer School materials are set out in [Annex 1.1.5 Study Abroad at UCL and Summer Schools Publications](#).

1.3.4 Faculty Marketing Materials

Faculty marketing teams are responsible for ensuring that information about degree programmes is up-to-date, accurate, and complies with CMA guidance with regard to the application of Consumer Protection Law as it applies to the promotion of degree programmes to prospective students. All prospectuses are intended to provide information to prospective students to inform the early stages of their decision-making

process about whether to make an application to UCL. Online editions include text, imagery and video content.

More detailed information, designed to provide enquirers with information about such issues as the study experience, departmental facilities and teaching staff, is provided by academic departments and faculties.

1.3.5 Web sites

The prospectus websites detailed in Student Recruitment Communications, para 1.3.3 above are intended to provide information to address first and second level enquiries from prospective students. Production and communication of detailed information about degree programmes (e.g. staff details, departmental facilities, detailed module content etc.) are the responsibility of faculty marketing teams in liaison with academic departments

Guidance on what should be included, editorial standards and how it should be linked to prospectus content in order to benefit users' journeys through the UCL website are available at Annex 1.1.6 Good Practice for Student Recruitment Content on Departmental Websites.

1.3.6 Video content

Advice and guidance for department and faculty staff wishing to produce video content to support student recruitment is available on the [CAM website](#).

It is important that quality control standards are applied and all video content complies with the advice and guidance prepared by the Competition and Markets Authority with regard to provision of information to prospective students.

It is UCL policy that all video content must be subtitled. Not only does this meet accessibility standards to which UCL is committed, but it enables users to view videos without sound in situations when it is inappropriate for the soundtrack to be heard.

Details of the editorial guidelines to be followed for all student recruitment-focused videos are available at Annex 1.1.7 Good Practice in the Production of Student Recruitment Video Content.

1.3.7 Social Media

Where student recruitment is concerned, CAM maintains the corporate UCL social media accounts for the following purposes:

Raising awareness of the UCL brand, the UCL offering, and student recruitment activities

Driving traffic to the UCL website

Advertising

Social media accounts are also used to respond to queries from prospective students.

Further information is available at Annex 1.1.8 Student Recruitment Good Practice.

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2.3 Taught Postgraduate Entrance Requirements

2.3.1 Postgraduate Certificate, Postgraduate Diploma, Taught Masters and Graduate Diplomas/Certificates

1. UCL requires a UK Bachelor's degree in an appropriate subject, awarded with first or second-

2. UCL specifies the need for its undergraduate and graduate students to have adequate English in order to ensure that their academic progress is not hindered by language difficulties and that students are able to integrate socially whilst studying at UCL and living in this country.
3. UCL's English language proficiency policy has been approved by the relevant committees of UCL's Academic Committee. This policy places responsibility on faculty and departmental

<p>GCSE English Language</p>	<p>Level 1: Pass at grade C or 5 with Merit in spoken component (where applicable). Level 2: Pass at grade C or 5 with Merit in spoken component (where applicable). Level 3: Pass at grade B or 6 with Distinction in spoken component (where applicable). Level 4: Pass at grade B or 6 with Distinction in spoken component (where applicable). Level 5: Pass at grade A or 7 with Distinction in spoken component (where applicable).</p>
<p>IGCSE * Indicates that speaking and Listening must be separately endorsed on the certificate and the required grade achieved.</p> <p>Cambridge Assessment International Education (formerly Cambridge International Examinations)</p> <p>Cambridge IGCSE English - First Language (0500)* or (0990)* Cambridge IGCSE English - First Language (US) (0524)*</p>	<p>Level 1: Pass at grade C or 5 with Merit/grade 2 in speaking and listening endorsement. Level 2: Pass at grade C or 5 with Merit/grade 2 in speaking and listening endorsement. Level 3: Pass at grade B or 6 with Distinction/grade 1 in speaking and listening endorsement. Level 4: Pass at grade B or 6 with Distinction/grade 1 in speaking and listening endorsement. Level 5: Pass at grade A or 7 with Distinction/grade 1 in speaking and listening endorsement.</p>
<p>Cambridge Assessment International Education (formerly Cambridge International Examinations)</p> <p>Cambridge IGCSE English as a Second Language (Speaking endorsement) (0510)* or (0993)*</p>	

<p>Pearson Edexcel</p> <p>Edexcel IGCSE English as a Second Language (4ES1)*</p>	<p>spoken language component</p> <p>Level 2: Pass at 6 (or grade B) with pass in the spoken language component</p> <p>Level 3: Pass at 7 (or grade A) with pass in the spoken language component</p> <p>Level 4 and Level 5: Not acceptable</p>
<p>Oxford International AQA Examinations</p> <p>Oxford AQA IGCSE English Language (9270)*</p>	<p>Level 1: Pass at grade 5 with Merit in the speaking and listening component</p> <p>Level 2: Pass at grade 6 with Merit in the speaking and listening component</p> <p>Level 3: Pass at grade 7 with Distinction in the speaking and listening component</p> <p>Level 4: Pass at grade 8 with Distinction in speaking and listening component level</p> <p>Level 5: Pass at grade 9 with Distinction in speaking and listening component</p>
<p>Oxford International AQA Examinations</p> <p>Oxford AQA IGCSE English as a Second Language (9280)</p>	<p>Level 1: Pass at grade 6</p> <p>Level 2: Pass at grade 6</p> <p>Level 3: Pass at grade 9</p> <p>Level 4 and Level 5: Not acceptable</p>
<p>International Baccalaureate (IB)</p> <p>IB English Language A: Literature, IB English Language A: Language and Literature</p>	<p>Level 1: Grade 5 at either higher or standard level</p> <p>Level 2: Grade 6 at either higher or standard level</p> <p>Level 3: Grade 7 at either higher or standard level</p> <p>Level 4: Grade 7 at either higher or standard level</p> <p>Level 5: Grade 7 at either higher or standard level</p>
<p>International Baccalaureate (IB)</p> <p>IB English Language B</p>	<p>Level 1: Either grade 5 at higher level or grade 6 at standard level</p> <p>Level 2:</p>

<p>International Baccalaureate (IB)</p> <p>IB English Language A: Literature and Performance (standard level only)</p>	<p>Level 1: Grade 5 Level 2 and above: Not acceptable</p>
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International English Language Testing System (IELTS) Academic

Level 1: Overall

Trinity Integrated Skills in English level II (Trinity ISE II)

Level 2: Overall score of 96 with 24/30 in reading and writing and 22/30 in speaking and listening

Level 3: Overall score of 100 with 25/30 in reading and writing and 23/30 in speaking and listening.

Level 4: Overall score of 109 with 27/30 in reading and writing and 23/30 in speaking and listening.

Level 5: Overall score of 110 with 29/30 in reading and writing and 23 in in speaking and listening.

Level 1: Successful completion with a

<p>UCL Centre for Languages and International Education - Pre-Sessional English Language Courses</p>	<p>Level 1: Overall score of 65% and a minimum of 60% in each component</p> <p>Level 2: Overall score of 70% and a minimum of 65% in each component</p> <p>Level 3: Overall score of 70% and a minimum of 70% in each component</p> <p>Level 4: Overall score of 75% and a minimum of 70% in each component</p> <p>Level 5: Overall score of 80% and a minimum of 80% in each component</p>
<p>UCL Centre for Languages and International Education – Undergraduate Preparatory Certificates (Academic English)</p>	<p>Level 1: Overall score of 65% and a minimum of 60% in each component</p> <p>Level 2: Overall score of 70% and a minimum of 65% in each component</p> <p>Level 3: Overall score of 70% and a minimum of 70% in each component</p> <p>Level 4: Overall score of 75% and a minimum of 70% in each component</p> <p>Level 5: Overall score of 80% and a minimum of 80% in each component</p>

2.7 Additional requirements for entry to courses of Initial Teacher Education

General

1. Applicants undertaking any course of initial teach TJETQq0.000008866 0 594.96 842.04 reW* nE

1. RPL *may* be considered for initial entry to a UCL taught or research Programme where a student does not meet the standard entry requirements as defined in Section 2: Entrance Requirements and Chapter 5: Research Degrees Framework e.g. a student holds an international Qualification that could be judged equivalent to the standard entry requirements, or a student has significant, evidenced industry experience that could be judged equivalent to the standard entry requirements.
2. RPL for initial entry *may* be 'certified' (APL) or 'experiential' (EPL).
3. Applications for RPL for initial entry *may* be considered, at the discretion of UCL, where:
 - a) UCL is satisfied that the student is at least as well qualified as candidates who are able to satisfy the standard entrance requirements, and
 - b) UCL is satisfied that the candidate's general education, scholarship, training and experience are suitable for the Programme which they wish to follow, and
 - c) The applicant is able to provide (accredited or experiential) evidence of their background and experience that satisfies UCL as to their fitness to follow the Programme, and
 - d) The applicant satisfies UCL's English Language

Graduate Diploma	Up to 40 credits
Postgraduate Certificate	Up to 30 credits
Postgraduate Diploma	Up to 60 credits
Taught Masters	Up to 90 credits
Research Masters	Up to 90 credits

4. Applicants who have already completed a Qualification *may* only use those credits to apply for advanced entry to a UCL Programme where the original Qualification is surrendered, unless the previous Qualification is a constituent part of a student's professional accreditation (e.g. Qualified Teacher Status).
5. Where the surrender of the previous Qualification would result in forfeiture of professional accreditation

Taught Masters	Up to 30 credits
Research Masters	Up to 30 credits

3. Where UCL deems it necessary, an applicant for EPL *may* be required to pass a qualifying examination or to meet other appropriate qualifying conditions prescribed by the UCL department.
4. Credits for Modules awarded through EPL are included in the total number of credits for the Qualification (and, where applicable, are treated as 'complete') but are not graded nor included in the classification calculation.

2.9.6 Advanced Entry to Research Programmes

1. Recognised Prior Learning (RPL) *may* be considered for advanced entry to a UCL research Programme where a student has already completed learning of a standard judged equitable with the UCL Programme concerned e.g. a student has commenced a PhD at another Higher Education Institution and wishes to transfer to a UCL PhD.
2. RPL is not permitted for advanced entry to Completing Research Status (CRS).
3. Applications for RPL for advanced entry to research Programmes *may* be considered, at the discretion of UCL, where:
 - a) A UCL supervisor is available in the appropriate Field of Study, and
 - b) The learning is formally recognised by a Higher Education Institution,

from a recognised funding body - for study in the following academic year. (A 'scholarship' does not include student loans. The UCL Student Funding office can confirm the standing of a funding body or partnership as required).

4.

1. In the first instance applicants wishing to study at UCL as an Erasmus Programme exchange student must ensure that there is an appropriate institutional link in operation.

Further guidance

1. Erasmus Programme exchange applicants should contact the relevant Erasmus Co-ordinator and/or International Relations Office at their home university.
2. Submitted Socrates-Erasmus application forms must include an official institutional stamp and the signature of the Erasmus Co-ordinator at the applicant's home institution.
- 3.

3. Upon the recommendation of the relevant department/division, a formal UCL offer will be made to the applicant by [Admissions in Student & Registry Services](#).

Further guidance

4 Offer Holders

4.1 Accepting an Offer

4.1.1 Undergraduate Applicants

1. All applicants for full-time undergraduate degree programmes will be informed by UCAS of the date by which they have to make a formal response to the offers they have received, either accepting them firmly, or on an insurance basis, or declining them.

Undergraduate Affiliate Applicants

2. For programmes starting in September/October, affiliate applicants have until 31 July in the

Further guidance

1. Affiliate applicants confirm or decline their acceptance of an offer of a place to study at UCL via the Applicant Portal.

4.2 Proof of Identity

General

1. All students are required to provide an accepted form of identification, as determined by UCL, for verification before they can be enrolled.

4.4 Confirmation of Offer

4.4.1 General

1. Applicants who firmly accept an offer of a place at UCL have their places confirmed by UCL as and when any conditions attached to the offer are satisfied.
2. If any conditions of any offer have not been met, applicants should contact [Admissions in Student & Registry Services](#) as soon as possible to ascertain