

Admissions Policy

Scope of the Policy

This policy covers entry to University of Essex Online (UoEO) courses delivered by Kaplan Higher Education (KHE) UK. It covers all stages of an applicant's interaction with the UoEO from initial enquiry through application and receipt of the selection decision.

We're committed to fair access and encourage applications from all students who are able to demonstrate the potential to meet the entry criteria for the relevant course.

Principles Governing Admissions

We believe that a diverse community forms an essential part of our core values and that diversity amongst our student body enriches learning, teaching and the overall student experience.

Our courses combine the advantages of a traditional classroom environment with the flexibility of distance learning. They're part-time and delivered entirely online and thus are ideally suited to the needs of working adults and those who cannot or do not want to study full-time at a traditional campus-based university.

This policy sets out the means by which we encourage and welcome applicants from different backgrounds. We're committed to ensuring that every student who has the potential to succeed on our programmes has the opportunity to apply. All applicants will be considered and evaluated on the basis of their past achievements and academic potential. Our admissions policies and procedures are designed to ensure that all applicants are considered fairly and consistently and in accordance with

professional standards. We acknowledge the principles governing good admissions practice set out in the QAA Advice and Guidance on Admissions, Recruitment and Widening Access¹.

We also strive to observe the good practice guidance provided by UCAS² where it's applicable to part-time online distance learning provision and to comply with all relevant legislation in relation to admissions activity. The University of Essex is also a signatory of the Fair Admissions Code of Practice co-owned by Universities UK and GuildHE, which can be found at: **Fair admissions code of practice.**

We're committed to equality of opportunity and to a proactive and inclusive approach to equality to ensure that admission to our courses is determined only by personal merit. Our Equality and Diversity Policy sets out how we safeguard the equality for our students and our staff.

Monitoring and review of the Admissions Policy is undertaken by the Academic Board and Senior Management Team.

Marketing and Student Recruitment

The University of Essex Online is dedicated to providing clear, consistent and transparent information throughout its marketing and recruitment activities. We aim to ensure that all processes leading to student admission are fair, clearly explained and applied in a consistent manner.

Given the diverse range of countries where the UoEO engages in marketing and recruitment, maintaining consistency in messaging is particularly important.

¹ <https://www.qaa.ac.uk/en/quality-code/advice-and-guidance/admissions-recruitment-and-widening-access>

² <https://www.ucas.com/providers/good-practice>

Our promotional materials and activities are designed to be accurate, up-to-date, relevant and accessible. This ensures that prospective students have the information they need to make informed choices about their study options.

Marketing and student recruitment activities include:

- Communicating with enquirers and applicants.
- Virtual webinars, open days and offer holder events.
- Working with recruitment agents who represent us around the world.

Information about marketing and student recruitment is communicated through a variety of channels, including:

- The University of Essex Online main website (online.essex.ac.uk).
- Digital prospectuses and other marketing collateral.
- Email campaigns to enquirers and applicants.
- Social media.
- Digital advertising campaigns.

Marketing and student recruitment ensure that all communications with applicants and enquirers comply with relevant legislation and frameworks, including the Competition and Markets Authority (CMA) guidance; General Data Protection Regulation (GDPR); Privacy and Electronic Communications Regulations (PECR); and the British Universities International Liaison Association Agent Quality Framework (AQF).

To support a joined-up approach, Marketing and Admissions teams work closely together, guided by the principles outlined in the Admissions Policy.

Entry Requirements

We have flexible entry requirements that look at both academic and work-based experience.

The specific entry requirements for each individual programme are outlined in the 'Entry requirements' section on the relevant programme information page on our website (online.essex.ac.uk).

We offer the following entry routes:

1. Academic Entry Route

In order to satisfy the Academic Entry Route requirements for our undergraduate and postgraduate programmes, applicants must meet the academic qualification criteria detailed in the 'Entry requirements' section on our website and be able to provide evidence of their academic achievement at the point of application.

Our standard academic entry requirements for undergraduate programmes are:

- Two A-levels or equivalent.

Our standard academic entry requirements for postgraduate programmes are:

- An undergraduate degree from an approved institution, equivalent to a UK Honours degree; or a relevant professional qualification

2. Work Experience Entry Route

We recognise that candidates can gain skills in a wide variety of ways and that prior academic performance is not the only indicator of an applicant's ability. That's why, if applicants don't meet the Academic Entry Route requirements, they may still be eligible to enrol via the Work Experience Route.

In order to satisfy the Work Experience Entry Route requirements for our undergraduate and postgraduate programmes, applicants must meet the criteria detailed in the 'Entry requirements' section on our website and be able to provide evidence of their academic achievement and work experience at the point of application.

Our standard work experience entry requirements for undergraduate programmes are:

- GCSE Maths and English at grade C or above, or equivalent.
- three years' relevant work experience.

Our standard work experience entry requirement for postgraduate programmes are:

- Three years' relevant work experience.

3. Open Entry Route

This entry route only applies to Certificate of Higher Education (CertHE) programmes at undergraduate level. We believe that education should be accessible to everyone, so applicants do not need any previous academic qualifications or work experience to apply for a CertHE programme.

English Language Competence

Applicants whose first language isn't English and who haven't been educated in an English-speaking environment (country and/or institution) are required to achieve a minimum overall score of IELTS (Academic) 6.0 or equivalent (undergraduate) or 6.5 or equivalent (postgraduate) to be admitted to our programmes. A range of English language qualifications are accepted as being equivalent to IELTS.

If applicants don't hold an IELTS or equivalent qualification, we require them to complete the Kaplan International Test of English (KITE). KITE is an online assessment which is adaptive based on the answers provided. Students must score a minimum of B2 (426) for undergraduate and B2 (459) with minimum component scores of Listening: 396, Reading: 396, Writing: 426 for postgraduate courses prior to being offered a place on one of our programmes.

21 Day Money Back Guarantee

We recognise that starting or returning to higher education, especially online study, can be daunting and challenging, which is why we offer a 21-day money back guarantee period. Within this period all students will be required to participate in a range of activities which will allow them to experience online study and will also allow our academic team to assess a student's potential to succeed on their chosen programme. Engagement in the activities will also help the academic team to determine if any additional support may be required when a student commences their studies.

Students who don't actively engage with the required activities won't be permitted to proceed on the programme and will be offered one further attempt. The student will be provided with advice and guidance about how to address any issues to improve their potential for success at the next attempt.

Additionally, students may decide that this mode of study isn't right for them and may withdraw within the 21 days. Students who decide not to continue, or who aren't permitted to proceed on the programme, will receive a full refund within 14 working days.

Recognition of Prior Certificated Learning and Professional Exemptions

Applicants who believe they may be eligible for Recognition of Prior Certificated Learning (RPCL) or professional exemptions will be given the opportunity to have this assessed and accredited towards a relevant programme:

- Applicants who've completed modules at Levels 4 and 5 are able to apply for RPCL for relevant individual modules.
- Applicants who've completed relevant qualifications equivalent to 240 credits (120 credits at Levels 4 and 120 credits at level 5) are able to apply for direct entry onto our Level 6 top-up programmes leading to a full Bachelors' degree.
- Applicants who've completed modules at Level 7 or a professional qualification in a relevant subject are able to apply for up to 90 credits of module exemptions on our Masters programmes.

All applications are considered on a case-by-case basis and should be made before the applicant commences study on the programme into which they're wanting to enrol onto. Please refer to our **Recognition of Prior Certificated Learning Policy** for further details.

The Admissions Process

Each applicant will be allocated a dedicated Admissions Adviser who will be their principal contact and will guide them through the admissions process:

1. Quality evaluation

All applications are subject to a quality evaluation by an Admissions Adviser. This ensures that the application form has been fully completed and that the following information and documentation has been provided as a minimum:

- Copy of an official form of photo ID.
- Personal statement (minimum 100 words).

On completion of satisfactory evaluation, the application is classed as a 'Qualified Application'.

The following additional evidence may also be requested to support the application:

- Copies of prior educational certificates
- CV
- Reference(s)
- IELTS or equivalent English language certificate

The documents listed above are indicative only and are not exhaustive; additional documentation may be requested to support the assessment of an application where necessary.

2. Admissions approval

In accordance with our commitment to fair admissions, each 'Qualified Application' is considered individually by an Admissions Manager or Head of Admissions, who will determine whether an offer should be made on the basis of academic achievements to date, or other evidence of the applicant's ability and potential to complete the course for which they've applied.

3. Conditional Offers

Upon review of a qualified application, where it's determined that the applicant is likely to meet the entry requirements for their chosen course, but additional supporting documentation is required, a conditional offer letter may be issued. The condition must be satisfied prior to enrolment onto the course.

4. Successful applicants

Where we decide to make an unconditional offer, this will be communicated to the student directly by their allocated Admissions Adviser. The Admissions Adviser will send an offer letter and answer any further questions in relation to the course.

5. Unsuccessful applicants

Where we decide that an offer can't be made, the Admissions Adviser will contact the applicant explaining the reasons for the decision. Where possible, the Admissions Adviser will offer guidance as to what alternative qualifications or experience an applicant would need to gain in order to pursue their chosen path of study.

6. Re-admission of withdrawn students

Students who previously left a course voluntarily or who were required to withdraw without obtaining an award and now wish to reapply will be considered in accordance with our Re-admission Policy.

7. Discontinuation or suspension of courses

We reserve the right to discontinue or suspend a course for which offers have already been issued but undertake to do this in exceptional circumstances only. Where a course is discontinued, applicants holding offers will be informed as soon as possible, and where possible and appropriate, will be offered a place on an alternative programme delivered by us.

8. Applicants with disabilities

The University of Essex Online is dedicated to providing all our applicants with an equal opportunity to engage, learn and succeed on their chosen course. In order to provide the most appropriate support, it's important that we are made aware of any disability or condition an applicant has – whether the applicant believes it may affect their studies or not. Although, it's the right of the applicant not to disclose a disability if they don't wish to.

Applicants who declare a disability will be provided with advice and guidance on the level of support that we can provide prior to them enrolling to enable them to make an informed decision about joining the course. We can also provide information on any funding that may be available.

Responsibility of applicants in the application process

Applicants are expected to:

- Provide full, accurate and honest information with respect to their application.
- Communicate any changes to the information originally supplied in their application as soon as possible.
- Respond in a timely manner to requests for further information from us.

Any application found to contain false or misleading information will be rejected and no further applications from these candidates will be considered.

We reserve the right to withdraw or amend any offer in light of additional information which may come to light after the original decision has been made.

Complaints

Where an applicant is dissatisfied with the outcome of their application, we encourage them to let us know as soon as possible to allow us to resolve the matter as quickly as possible.

A complaint doesn't necessarily have to be regarding an unsuccessful application but may be in connection with any aspect of the admissions process or any belief that a procedure has not been properly followed.

It's possible that we may not be able to resolve the matter informally and in these cases the applicant may initiate a formal complaint. Further details of how to raise a formal complaint can be found in the [Complaints Policy](#).

Data Protection and Communication with Third Parties

We operate in compliance with data protection legislation and good records management practice. Applicants' data is treated as confidential by all staff involved in the admissions process and is not divulged unnecessarily or inappropriately.

Data may be shared with our University partner, Government agencies and, if appropriate, our recruitment agents. In accordance with University policy, staff involved in the admissions process communicate only with applicants themselves, unless the applicant has given express permission for a third party to communicate on his/her behalf. Third parties may be parents, teachers, advisers or agents acting on behalf of applicants.

Registration and Induction

We provide an academic and pastoral induction period to support the transition of applicants to registered students at the end of the admissions process.

The Student Support Team will conduct an initial Welcome Call to introduce themselves and explain the induction process. This may include a Welcome Week designed to introduce students to the

learning platform and online resources that will be available to them. This will normally also include information on general study skills, access to online libraries and good academic practice, such as effective referencing and advice on how to avoid plagiarism.

Responsible Manager	Name	Date approved	Related Policies
Head of Student Recruitment & Admissions Director of Student Recruitment and Admissions	Katie Flanagan Faye Coates	June 2026	<p><u>Accredited Prior Certificated Learning Policy</u></p> <p><u>Re-admission Policy</u></p> <p><u>Disability Disclosure and Reasonable Adjustment Policy</u></p> <p>Widening Participation Statement</p> <p><u>Inclusion and Equal Opportunities Policy</u></p> <p><u>Complaints and Appeals Policy for Applicants</u></p> <p>Terms and Conditions</p>