

Application Forms

New Applicants

If you are applying for a course for the first time or if you are applying for new certificates or diplomas, you will have to fill in the application form for "New Applicants".

It is essential that you elaborate on the objective of each module in your course as well as stress its European dimension. In addition, you will be asked questions about literature coverage, organisation vision, selection criteria for students, internal assessment, practicalities, and evaluation procedures (in particular by students).

At the end of the application form you will be asked to fill in references in your course to the skills in the list(s) of core competencies.

The application form should include a complete curriculum of the course, with a thorough course/module description, showing that the course includes every subject referenced in the corresponding "list of core skills"; the objectives of the course; suggested literature; and practicalities.

Price: 1000 Euros

Renewals

If you are re-applying for accreditation of a course that already delivers European certificates or diplomas, you will have to fill in the application form for "renewals".

The emphasis in this application form will be on the improvements that have been made to the course since last time it applied for European accreditation. The idea is to concentrate on verifying that the basis for the original accreditation remains valid, that the programme meets any updated requirements, that feedback / testimonials /evaluation forms from students are available and positive, and that the institution is committed to the ongoing improvement of its programme.

Price: 500 Euros

Please note:

There are two levels of re-certification. If the applicant has taken all main recommendations into consideration and shown genuine efforts to improve the course accordingly, the certification will be renewed unconditionally. The applicant does not need to re-new for another two years. However, if the applicant has not shown great efforts to adapt the course according to the given recommendations, the certification will be renewed on condition, i.e. the applicant will have to re-apply already the following year (e.g. if an institute was re-certified on condition in 2008, the institute would have to re-apply in 2009).

Core Competencies

Based on the needs of industry, PEEAC has developed the following sets of core competencies. Courses wishing to be certified must cover these points in their courses. –

- [European Diploma and Certificate in Direct Marketing](#)
- [European Diploma and Certificate in Interactive Marketing](#)
- [European Diploma and Certificate in Direct and Interactive Marketing](#)
- [European Diploma and Certificate in Database Marketing & CRM](#)
- [European Diploma and Certificate in e-Business](#)
- [European Diploma and Certificate in Customer Contact Centre Management](#)

Courses must also clearly demonstrate a European dimension to their courses, and show they have a philosophy of constant self-improvement. More information on this is available in the application forms.

The PEEAC core competencies are available online at <http://www.fedma.org/core-competencies.78817.en.html>

International reading list

An international reading list, from which each student has to choose one title in the category/ies he/she is taking a diploma/certificate, is required as added reading material to the local list - please visit for more information: <http://www.fedma.org/international-reading-list.99541.en.html>

European student questionnaire

To better judge student feedback and satisfaction in a course FEDMA has developed a student questionnaire for all students from all applying institutes. For more information, please visit: <http://www.fedma.org/student-questionnaire.99542.en.html>

FEDMA Seal of Excellence

The application form for this scheme is extremely simple and has just a few open questions. This is so that a wide range of courses can use it. Please answer the questions comprehensively, to give the Judging Committee as accurate an overview of your course as possible.

Judging

First read-through of application forms

In the period between the deadline and the judging session FEDMA will read through the applications, with specific focus on the coverage of core skills, listed in the "New Applicant" application forms.

All application forms will also be sent to the PEEAC members to give them time to prepare for the judging meeting.

Presentation of the course to the Pan-European Education and Assessment Committee (PEEAC)

All applicants will be asked to present the applications in person (or by conference call) during the judging session in Brussels. He/she has 15 - 30 minutes to present the application, followed by Q&A session.

Final judging

After all the presentations each candidate will be asked to leave the room while their application is being assessed by the PEEAC members. When a judgement is made the candidate will be called in for the verdict.

Post-Judging

Certificates and Diplomas

The institutes that were positively assessed will receive the European certificates and diplomas to hand out to students who successfully finish the accredited course. N B: This does not apply to courses which are awarded the FEDMA Seal of Excellence – these may put the FEDMA logo and the words "Seal of Excellence" on their own certificates.

If you have any further questions, please do not hesitate to contact the PEEAC project coordinator, Anne Storen at astoren@fedma.org or tel: +32 (0)2 776 03 97.