



FEDERATION OF EUROPEAN DIRECT  
AND INTERACTIVE MARKETING

# Pan-European Education and Assessment Committee PEEAC

## APPLICATION FORM FOR EUROPEAN ACCREDITATION

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**The purpose of this application form is to provide the basic information necessary for an assessment to be undertaken by the Pan European Education and Assessment Committee (PEEAC).**

PEEAC will use the information provided on this form together with the required supporting PEEAC documents to determine the type of Accreditation that can be awarded.

This application form should be used in conjunction with the FEDMA/PEEAC Accreditation Application Terms and Conditions.

### **Submitting the Application**

This application form, together with the supporting documentation, should be sent to:

FEDMA, Federation of European Direct Marketing

PEEAC Application

Avenue des Arts, 43

1040 Brussels

Belgium

or

mail to: [shouze@fedma.org](mailto:shouze@fedma.org)

### **Questions about the Application**

If you have questions regarding the application procedure, please call FEDMA +32 2 779 4268

or mail to [shouze@fedma.org](mailto:shouze@fedma.org)

## WAY OF WORK

Accreditation will only be awarded to:

1. Public or private educational institutions (i.e. usually universities), recognized by the competent national authority
2. Private sector institutions (i.e. usually training institutes) that can deliver convincing proof of recognition status as requested (see 1. Recognition status)

Follow these steps if the above applies to your institution:

### Step 1

Choose the right list of Course Core Competences (see [www.FEDMA.org](http://www.FEDMA.org) PEEAC)

### Step 2

Define which Core Competences your course refer to

- It is not necessary to refer to all core competences of a core competence list
- It is necessary to have a balanced set of competences that clearly covers the relation between the overall course content and the title of the diploma or certificate and is in balance with the related lecture/content and study hours

### Step 3

Define the lecture hours/contact and study hours of your in order to apply for a certificate or a diploma

- A Certificate accredited course has the equivalent of a minimum of 80 lecture/contact hours (120 study hours).
- A Diploma accredited course has the equivalent of a minimum of 240 lecture/contact hours (360 study hours).

### Step 4

- In case the criteria of step 2 and/or 3 are not covered, please review your course in order to meet the criteria. If this is not possible, do not apply.
- In case the criteria of step 2 and 3 are covered, application for accreditation can be started,

### Step 5

- Send in full application and pay the application fee for Accreditation at least 6 weeks before the next meeting of PEEAC.

### Step 6

- You will be invited to present your application and course on the next meeting of PEEAC
- Our assessment meetings are twice per year, in autumn and in spring
- Please consider applying in time before your next course starts, so hopefully you can enjoy all the benefits of PEEAC Accreditation.

### Step 7

- The PEEAC Steering Committee will confirm the outcome of your application after your presentation and deliberation upon the assessed results of your course.

## Applicant details

### INSTITUTE

Name of Institution			
Street Address		No	
City		Postal Code	
Country		State	
Institution website			

### LEGAL REPRESENTATIVE

First name		Surname	
Position		Sexe	
Telephone no		Email address	

### CONTACT PERSON

First name		Surname	
Position		Sexe	
Telephone no		Email address	

### TYPE OF INSTITUTE

	University		Professional Association
	Business School		Training Institute
	College		Company
	Other, please specify		

### INVOICE INFORMATION FOR FEDMA-PEEAC

Name of Institution			
Department			
Contact person			
Telephone no		Email address	
Street Address		No	
City		Postal Code	
Country		State	
Purchase order no or other reference:			
Email address for invoicing:			



## Declaration

This declaration must be signed and included with your application.

I declare that the information provided in this application form is, to the best of our knowledge, correct and we hereby apply for PEEAC European Accreditation on the basis of the stated educational course(s).

I understand that it is our responsibility to ensure that PEEAC is kept informed of any changes to the structure or content of this course, and to the contact details supplied previously and in this form. We accept that PEEAC reserves the right to request additional information relating to matters included in this submission, and that PEEAC is solely responsible for all decisions regarding the award of Accreditation and exemption.

I have read, and agree to comply with the Terms and Conditions of PEEAC Accreditation, the receipt of which I hereby acknowledge, and which terms and conditions are incorporated herein.

I hereby acknowledge and agree to pay, upon application for Accreditation, the total of EUR 1.000 (for one course), to cover the fees for the Application & Accreditation service, to.

FEDMA

**BIC**

**IBAN**

Reference: PEEAC Application

The following calendar years, after grant of Accreditation, I will pay to FEDMA during the years of accreditation, after receiving an invoice, in case of

One program (course) per institution	600 EUR per year
Two programs per institution	500 EUR per program and year
Three or more programs per institution	400 EUR per program and year

### LEGAL REPRESENTATIVE

First name		Surname	
Position			

On behalf of

Name institute		Sexe	
Place		Date	

Signature

Stamp

## 1. Recognition status

Accreditation will only be awarded to:

3. Public or private educational institutions (i.e. usually universities), recognized by the competent national authority,
4. Private sector institutions (i.e. usually training institutes)

**Public or private educational institutions (i.e. usually universities), recognized by the competent national authority, must provide with their application to PEEAC, the following:**

Legal status:

- Convincing* proof that the institution has been recognized and accredited as an “accredited private or public educational institution” by the competent regulator.

The nature of the business premises the institution occupies:

- Proof required:
  - whether owned, leased or rented in its own name (title of property or leasing or rental invoice in the name of the registered business), space occupied in the premises of others (name of principal occupant and nature of its business, and proof of “sublet”),
- No proof required:
  - whether it operates from private residential premises
  - if the course is held entirely online

**Private sector institutions (i.e. usually training institutes) must provide with their application to PEEAC, the following:**

Legal status:

- Convincing* proof that the private sector institution has been incorporated as a for-profit, or not-for-profit organization (i.e. that the institution is a proper legal entity, not just a registered trade-mark or brand).

The nature of the business premises the institution occupies:

- Proof required:
  - whether owned, leased or rented in its own name (title of property or leasing or rental invoice in the name of the registered business), space occupied in the premises of others (name of principal occupant and nature of its business, and proof of “sublet”),
- No proof required:
  - whether it operates from private residential premises
  - if the course is held entirely online

In the case of courses that are not wholly online, a description is required of the premises where the course will be held and the facilities available to students. Specify, whether such facility is wholly owned by the institution, rented by the institution full-time in its own name, shared with other institutions, such as universities, business schools etc. as part of a long-term agreement or association, or just rented ad-hoc from third parties (resorts, hotels etc.).

## 2. Course details

*All required supporting material must be in either English (preferably), French, German, Spanish or Dutch. In the case of it not being in English, it must arrive at PEEAC with sufficient advance notice so that it may be passed to the language-competent PEEAC MEMBER for certification of its content before the relevant PEEAC meeting. Optional supporting material may be in other languages but must be certified by either an official or the local Direct Marketing Association "to demonstrate the points it is purporting to support".*

Course title	
Duration	
Mode of Study (taught course, distance learning, etc.):	
Year and month in which course starts/started (YYYY-MM)	
Name of degree or certificate awarded	
From when do you want Accreditation to commence (YYYY)	

## 3. Type of Accreditation Applied for

*You may choose to apply for a Certificate or Diploma type of Accreditation. The difference between a certificate and diploma resides in the number of hours taught, depth of content and methodology.*

- A Certificate accredited course:  
Must have the equivalent of a minimum of 80 lecture/contact hours (120 study hours).
- A Diploma accredited course:  
Must have the equivalent of a minimum of 240 lecture/contact hours (360 study hours).

**Please indicate the type of Accreditation you are applying for**

<input type="checkbox"/>	European Diploma in Interactive Marketing
<input type="checkbox"/>	European Diploma in Direct & Interactive Marketing
<input type="checkbox"/>	European Diploma in Relationship Marketing
<input type="checkbox"/>	European Diploma in Digital Business
<input type="checkbox"/>	European Diploma in Customer Management
<input type="checkbox"/>	European Certificate in Interactive Marketing
<input type="checkbox"/>	European Certificate in Direct & Interactive Marketing
<input type="checkbox"/>	European Certificate in Relationship Marketing
<input type="checkbox"/>	European Certificate in Digital Business
<input type="checkbox"/>	European Certificate in Customer Management

## 4. Course objectives

Please clearly state the overall aim of the course and the objectives for each module (i.e. the skills the student should have gained after completing the course, for what position this course prepares the student; the knowledge to be acquired/learning objectives; insights developed; etc.)

4.1. Please attach The Programmed Objectives

4.2. Please attach Learning Outcomes for each Module

## 5. Course structure

5.1. Please use the table below to show the number of staff that are involved in the course.

Involved in the course:	Number of staff:
Professors	
Lecturers	
Teaching assistants	
Contracted Staff	
Practitioners	

5.2. Please use the table below to show the number of hours spent on the course.

	Number of hours:
Lectures	
Tutorials/seminars	
Group work	
Project work	

5.3. Please attach profiles of teaching staff as appropriate.

5.4. Please attach the course outline document, or handbook if appropriate, and in summary outline the course structure.

## 6. Admission to the course

6.1. What is the course target group? (secondary school graduates, students who have already obtained a first degree, young professionals, etc.)

6.2. Please outline the admission requirements for this course

6.3. How many students accepted?

How many students applied?

<input type="text"/>	<input type="text"/>
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## 7. Course specific facilities

7.1. Please attach an outline of opportunities and resources available for E-Learning and/or distance learning.

7.2. Please attach IT-Resources (please describe the computing facilities available to students of the course).

7.3. Please describe all other relevant facilities available to students of the course -e.g. library, group work rooms, broadband internet access, etc. (If applicable, please provide a web link where photos/descriptions of the facilities are published) in an attachment.

## 8. Student feedback

8.1. Do you provide an online system to allow the students to give feedback (such as the European-wide questionnaire) on the course?

Yes		Not available <i>(to be marked only if the course is new and has not started yet)</i>
No		Other evaluation methods

8.2.

Yes	please provide quotes of students' comments and attach examples of filled-in questionnaires	
	the URL for your online feedback system:	
No	please justify in an annex	
Other	please elaborate on this in an annex	

## 9. Literature Coverage

9.1. Do you require the students to use the PEEAC European Reading List, as a complement to the local literature?

Yes
No

9.2. A reading list should be annexed to the application form.

9.3. Please elaborate in an annex to the application form on the use of literature for the course, with special emphasis on the use of practice-oriented case studies for, the balance between local literature and international publications or case studies, and the use of online reading material.

*Notes: All required supporting material must be in either English (preferably), French, German, Spanish or Dutch. In the case of it not being in English, it must arrive at PEEAC with sufficient advance notice so that it may be passed to the language-competent PEEAC MEMBER for certification of its content before the relevant PEEAC meeting.*

*Optional supporting material may be in other languages but must be certified by either an official or the local Direct Marketing Association "to demonstrate the points it is purporting to support".*



## 10. Positioning

How do you plan to use FEDMA / PEEAC Accreditation in the positioning of your course, and the informational and promotional material? We encourage institutions to make a responsible mention of the European Accreditation acquired. (See example at <http://www.icemd.com/titulaciones-europeas/> )

10.1. Please attach your positioning of your course regarding FEDMA/PEEAC Accreditation

## 11. European and Global Dimensions

In today's interconnected markets, students increasingly require more European and/or global experiences. Please explain how the course meets these requirements – for example, by using pan-European resources; international or pan-European case studies and literature; teaching staff with international experience; knowledge of European legal requirements; etc.

11.1. Please attach your explanation of how the course meets these requirements.

## 12. Industry Responsiveness

12.1. Please outline in an annex the involvement of the direct and interactive marketing industry in the course - for example industry practitioners lecturing one or more modules, "real life" case studies, initiatives between industry and your institute (e.g. partnership with database software companies for usage of specific software; deals with companies for placement/internship of students, etc.)

## 13. Core Competences

Based on the needs of industry, PEEAC has developed sets of core competences for each type of Accreditation. In the applicable "Core Competences" list you should cross reference the core competences with the content of the course you wish to be certified as follows:

Skills corresponding with the Core Competences	Indication where the competences appear in your course (e.g. chapter 1, section 3, or module 5, point 5 or as appropriate)

13.1. Please add your cross reference listing of the core competences.

## 14. Additional Supporting information

14.1 If you wish to include any additional information in support of your application, please give details in an annex.

## 15. Checklist

Please ensure that the following supporting documentation has been included with your application:

Section	
0	Applicant details and declaration with legal signature
1	Official confirmation of institution's recognition status
1	Proof of legal status
1	Proof of the nature of the business premises the institution occupies
4.1	The Programmed Objectives
4.2	Learning Outcomes for each Module Module descriptions for all modules
5.1	Number of staff are involved in the course
5.2	Number of hours spent on the course
5.3	Profiles of teaching staff
5.4	The course outline document, or handbook if appropriate, the course structure
6.1	The course target group
6.2	The admission requirements for this course
6.3	Students applied and students accented
7.1	outline of the opportunities and resources available for E-Learning and/or distance learning
7.2	IT-Resources
7.3	Other relevant facilities and links
8.1	Student feedback/questionnaire
8.2	Proven outcomes of student feedback
9.2	Literature coverage list
9.3	use of literature for the course, with special emphasis on the use of practice-oriented case studies for, the balance between local literature and international publications or case studies, and the use of online reading material.
10.1	Marketing and promotional material
11.1	European and global dimension
12.1	Industry responsiveness
13.1	Core Competences cross reference listing
14.1	Additional information