



**Pearson**

**Marketing opportunities for third party publishers  
of endorsed resources policy**

For internal and external use

October 2016

Version 0.3

Pearson Qualification Services

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Marketing opportunities for third party publishers of endorsed resources policy

Owner: Publisher Relations Manager

Authorised by Responsible Officer

Ratified by PUKLT November 2016

Version 0.3 October 2016



The key role of Pearson Education Ltd (Pearson) is to secure standards for those qualifications we certificate. As part of our commitment to quality assuring standards and therefore protecting learners, Pearson provides guidance and support to help centres and their learners achieve their learning and development goals. Pearson also ensures that any regulatory requirements our regulators impose on us are met, and that we support centres to meet those requirements.

Pearson regulatory policies are integral to our approach and articulate in a consistent way how we meet our regulatory requirements. They are reviewed annually to ensure that they remain fit for purpose. These regulatory policies apply to Pearson business units where UK regulated qualifications are developed, implemented or delivered.

This policy provides guidance on how third party publishers may expect Pearson to provide marketing opportunities for endorsed resources at events and through other channels. This document replaces the *Publisher attendance at Pearson qualification marketing events policy 2015*. It should be read in conjunction with the *Endorsement of resources supporting Pearson qualifications policy*.

## 1. Policy statement

- 1.1 Pearson is committed to ensuring that teachers and learners have access to a wide variety of high quality support materials and, as such, welcomes the opportunity to work with any publisher who wishes to provide resources relating to Pearson qualifications.
- 1.2 To support choice for teachers and learners, and to ensure that any products supporting Pearson qualifications are fit for purpose, Pearson operates an open endorsement policy that applies to all publishers, whether or not they are part of Pearson. The endorsement policy and the process for quality assuring and approving commercial published resources are owned and operated by the Publisher Relations team at Pearson.
- 1.3 Resources will be endorsed for the teaching and learning of a Pearson branded qualification provided that they meet the quality guidelines set by Pearson. All commercial resources put forward for endorsement<sup>1</sup>, whether they are produced by Pearson or by other ('Third Party') organisations, must go through the same approval process to confirm their suitability for endorsement.
- 1.4 The JCQ Code of Practice: Awarding body/Publisher Relationships states that Pearson must work professionally with publishers in their development of materials that support Pearson qualifications. Third party publishers with endorsed resources can find this document at the back of the endorsement agreement or a copy can be requested from the Publisher Relations team.
- 1.5 *The endorsement of resources supporting Pearson qualifications policy* states that 'Pearson will give access to information, marketing opportunities and events to all publishers who are developing or have published endorsed resources for the same qualifications'.
- 1.6 This policy, *Marketing opportunities for third party publishers of endorsed resources*, sets out how Pearson will apply the principles outlined in the endorsement policy to its work with Third Party

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<sup>1</sup> Paid for resources including textbook, e-books, websites.  
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publishers, and is intended to clarify what those publishers can expect from Pearson regarding the availability of opportunities for marketing at events and other fora.

## 2. Publisher attendance at marketing events

### 2.1 Launch events and Getting Ready to Teach events

- 2.1.1 Presentations at these events will always include information about Third Party published resources which have been endorsed, or are awaiting endorsement, whether or not Third Party publishers are represented at those events,
- 2.1.2 Where these events are taking place, third party publishers who have, or who are seeking, endorsement for relevant materials will be informed by the Publisher Relations team and be given an opportunity to attend. From time to time, at Pearson's discretion and where venues permit, third party publisher attendance with marketing and promotional materials may be accommodated. The Publisher Relations Team will provide information regarding whether, and to what extent (eg the inclusion of an exhibition stand or banner) this is permitted. Where this is not the case, third party publishers will be offered the opportunity to attend as delegates although, where spaces are limited, customer bookings will be given priority. Entry to an event will be dependent upon the publisher having registered and received booking confirmation.

### 2.2 Other, non-qualification specific events

- 2.2.1 Third Party publishers will not be offered opportunities to market materials at, or attend, other types of event which are delivered by Pearson from time to time and which are not directly connected to a specific qualification. This would include centre networking events and 'topic' related events covering issues which may relate to a range of qualifications, or which are non-qualification specific - for example, relating to a particular Key Stage.

### 2.3 Other marketing opportunities

- 2.3.1 Pearson will list all available published resources on the relevant subject pages of its website. This will not include cover visuals, but will provide a direct link for customers to the relevant publishers' sites.
- 2.3.2 Pearson will normally, but is not obliged to, provide third party suppliers with centre information on request.

### 2.4 Marketing Pearson published resources

- 2.4.1 Pearson reserves the right to promote its own published resources, whether endorsed or not, at any event where Pearson qualifications are being discussed.

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- 2.4.2 Pearson reserves the right to market its own published materials, whether endorsed or not, differently from those of other publishers.
- 2.4.3 Pearson will clearly identify those resources which are endorsed, or are awaiting endorsement, from those which are not.
- 2.4.4 Pearson commits to ensuring that, where Pearson has produced and is promoting its own range of resources, which may include both commercial ‘paid for’ materials and free resources which have been developed by the Awarding Organisation, it will clearly identify the source of those materials and will emphasise where such materials are necessary for the delivery of the qualification and where they are intended as additional and optional support.
- 2.4.5 Pearson will not imply that any ‘paid for’ resource it produces, whether endorsed or not, could provide teachers and learners with information about the qualification which is not in the public domain, or give undue advantage to teachers or learners simply because it has been produced by Pearson.
- 2.4.6 Pearson is committed to an open approach to marketing published materials, and will carefully scrutinise its marketing activities to ensure that it does not prejudice the availability of choice for customers or take the form of potentially anti-competitive behaviour which may result in unfair or inappropriate advantage.

### 3. Regulatory references

- 3.1 UK regulators require all awarding organisations to establish and maintain their compliance with regulatory conditions and criteria. As part of this process, policies that relate to Pearson’s status as an awarding organisation will reference any particular conditions and criteria that they address.
- 3.2 This policy addresses the following regulatory criteria and conditions:

Ofqual/CCEA Accreditation/Qualifications Wales General Conditions of Recognition (2016)	
Conflict of Interest Arrangements with Publishers	A4 C3
SQA Accreditation Regulatory Principles (2014)	
The awarding body shall have clearly defined business planning processes which show evidence of management commitment, decision making and ongoing review.	Principle 3

### 4. Policy review date

- 4.1 October 2017

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## 5. Useful contacts

- 5.1 For more information on Pearson qualifications and services please visit the website: [qualifications.pearson.com](http://qualifications.pearson.com)

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