



Pearson

Endorsed resources for Pearson qualifications policy

Quality Services and Governance

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Who and what is this policy for:

This policy is for publishers who are seeking endorsement for resources relating to our qualifications and who are interested in advertising or marketing those resources at Pearson events.

This policy describes the principles we will follow and apply in reviewing materials for endorsement and what opportunities there are for publishers who want to market or promote their materials at our events. To apply for endorsement you should contact publisher.relations@pearson.com

Pearson Education Ltd – Our Mission and Values

Welcome to Pearson, the world's leading learning company. We have a simple mission: to help people make more of their lives through learning. Whether it's at home, in the classroom or in the workplace, learning is the key to improving our life chances. We are the UK's largest awarding body and we are regulated by Ofqual (England), SQA Accreditation (Scotland), CCEA Regulation (Northern Ireland) and Qualifications Wales (Wales). We offer academic and vocational qualifications that are globally recognised and benchmarked, with educational excellence rooted in names like Edexcel, BTEC, and LCCI.

Our regulatory policies are integral to our approach and articulate in a consistent way how we meet regulatory requirements. These policies are designed to support centres and learners with the design, delivery and award of Pearson qualifications and services.

1. Policy statement

- 1.1 The best support materials help teachers to give their students a rich learning experience and enable the students to achieve their potential, providing access to a subject which is likely to go beyond the confines of a qualification specification or examination. Because we believe that students and teachers should expect the best, we aim to ensure that our qualifications are supported by a range of high-quality resources, produced by a variety of publishers. We welcome the opportunity to work with any publisher who wishes to develop resources that support and enrich the teaching and learning of our qualifications.
- 1.2 We endorse supporting materials that align with and support our specifications and meet our expectations of quality, which are set out in the endorsement principles below. We take an open, non-exclusive approach to endorsement and our policy allows for the endorsement of all appropriate resources which are submitted to us¹, irrespective of whether they are produced by Pearson or by other Third Party organisations. The process for review and approval for endorsement is the same for all publishers, including Pearson publishing. Endorsement of a resource doesn't mean that the resource is required to achieve the qualification and it doesn't mean it's the only suitable material available to support the qualification.
- 1.3 We follow the [Agreed Code of Practice: Awarding Body/Publisher Relationships, JCQ January 2008](#) produced by the Joint Council for Qualifications.
- 1.4 Endorsement of a resource means that it has been reviewed and approved by the Awarding Body (usually by a senior examiner for the subject and/or someone who has been closely involved in the development of the specification) as being appropriate to support teaching and learning for the relevant specification. However, it is important to note that an endorsed resource is neither the sole nor the required source of material for the teaching and learning of a specification.
- 1.5 Our qualifications and their specifications can be delivered using any appropriate resources. Endorsement by the Awarding Organisation acts as a quality mark which can help teachers and learners select good resources which are recognised as aligning with the specification and as effective aids to high quality teaching and learning.

¹ Paid for resources including textbook, e-books, and websites.

2. Endorsement principles



An endorsed resource includes teaching and learning content that offers appropriate support for study of a course leading to our qualifications.

High quality resources offer opportunities to explore a subject in a broader context, beyond the strict boundaries of the specification and assessments.



An endorsed resource fully covers the teaching and learning content of the specification or part of a specification at which it is aimed, and has an appropriate balance between the development of subject skills, knowledge and understanding, and preparation for assessment.

For example, a text book will have a balance in favour of the development of subject skills, knowledge and understanding, while a revision guide is likely to have more emphasis on preparation for assessment.



An endorsed resource includes questions or tasks that are relevant to the content of the specification and at the right level.



Endorsed resources carry a Pearson endorsement logo so that they can be clearly differentiated from non-endorsed resources

Endorsed resources for Pearson qualifications policy

Owner Publisher Relations Manager

Authorised by Responsible Officer

January 2018 version 1.2 DCL 1: Public (Unclassified)

Ratified by PUKLT February 2018

What should be avoided in resources submitted for endorsement?



An endorsed, commercial resource will always be clear that it is an optional aid to teaching and learning.

An endorsement does not imply that a resource is 'official', nor that it is the only suitable material available to support the qualification.



An endorsed resource will never imply or explicitly state that examiners have contributed to its content or that any of the guidance provided relates to examiner judgements, 'tips' or feedback.

Is the content of the resource approved by Pearson?

- 2.1** The content of a resource is checked for accuracy, relevance and appropriateness to the specification which it aims to support, and level of the target audience. Our reviewers will review the assessment related content to ensure its alignment with sample assessment material and the design principles of the relevant assessments, but will not provide publishers with information or advice relating to specific content areas unless there are errors or information is misleading.

Can anyone write resources?

- 2.2** Our [Examiners as author's policy](#) provides full information about how we manage potential conflicts of interest in relation to writing commercial resources to support our qualifications and assessments. It explains how and when an examiner may be barred from being involved in the development of a related resource, in order to protect the integrity of secure assessment materials and maintain public confidence in our examinations.

Are Pearson endorsed resources used in assessment?

- 2.3** Endorsed resources are intended to support teaching and learning, but are not a requirement for doing so. We strictly bar examiners from using endorsed resources, or from being involved in their development, when they are writing assessments. This ensures no learners are given an unfair or inappropriate advantage because of the learning resource that they are using.

How to apply for endorsement of resources

- 2.4** To apply for endorsement and to find out more about how we decide whether or not to endorse resources please contact the [Publisher Relations Manager](#).

3. Publisher attendance at events

- 3.1 Any publishers that have endorsed resources or are awaiting endorsement will be given information and invitations to events for the qualifications that they want to market for.

Launch events and getting ready to teach events

- Presentations at these events always include information about Third Party published resources which have been endorsed, or are awaiting endorsement, whether or not Third Party publishers attend those events.
- Third Party publishers who have, or who are seeking, endorsement for materials will be told about these events by our Publisher Relations Team and will be invited to attend.
- We will always try to accommodate, where venues permit, Third Party publishers with marketing and promotional materials. The Publisher Relations team provide information about whether, and to what extent (for example the inclusion of an exhibition stand or banner) this is permitted. Where this is not possible, Third Party publishers will be invited to attend as delegates although, if spaces are limited, customer bookings will be given priority. Entry to an event depends on the publisher having registered and receiving booking confirmation.

Non-qualification specific events

- Third Party publishers **will not be invited** to market materials at, or attend, **other types of event** which we deliver from time to time and which are not directly connected to a specific qualification. This includes centre networking events and 'topic' related events covering issues which may relate to a range of qualifications, or which are not qualification specific, for example, relating to a particular Key Stage.

Other marketing opportunities

- All available published resources are listed on the subject pages of our website. This does not include cover visuals, but does provide a direct link for customers to the relevant publishers' websites.
- We will normally, but are not obliged to, provide Third Party suppliers with centre information on request.

Marketing Pearson published resources

- 3.2 We reserve the right to:
- Promote Pearson published resources, whether endorsed or not, at any event where our qualifications are being discussed.
 - Market Pearson published materials, whether endorsed or not, differently from those of other publishers.
- 3.3 We'll clearly mark those resources which are endorsed, or are awaiting endorsement, from those which are not.
- 3.4 We're clear when promoting or marketing Pearson 'paid for' or free resources, about the source of the materials and whether they are needed for the delivery of the qualification or whether they're intended as additional and optional support.

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- 3.5** We won't imply that any 'paid for' resource Pearson produces, whether it is endorsed or not, could provide teachers and learners with information about our qualifications, or give an advantage to teachers or learners simply because it has been produced by Pearson.
- 3.6** We have an open approach to marketing published materials, and we carefully scrutinise our marketing activities to ensure that we do not prejudice the availability of choice for customers or behave in an anti-competitive way which may result in unfair or inappropriate advantages.

4. Feedback and complaints

- 4.1** We welcome your feedback, which helps us to improve the products and services we provide. We know that sometimes things go wrong, but if they do, we want to try to stop them from happening again. If you'd like to give us your feedback or you're unhappy with the service you can [email us using our online form](#).

5. Regulatory references

- 5.1** 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.
- 5.2** This policy addresses the following regulatory criteria and conditions:

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

6. Policy review date

- 6.1** January 2019

7. Useful contacts

- 7.1** The contact person for all queries is the [Publisher Relations Manager](#).