



Tertiary Bulletin

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Be interested in your future, you're likely to spend a lot of time there!

SALES and MARKETING

The ISMM Sales and Marketing Workshop held in Coventry on 4th October was a huge success. It was attended by 24 UK students plus 2 from Denmark who all left the event freshly enthused and motivated! This Sales and Marketing Course is very popular, 60 students having achieved Certificate Level this year. Many of these have now progressed to Level 3 and 2 have enrolled for Level 5. New enrolments this autumn total about 30



Engrossed students at the ISMM Workshop

and students from Canada, Denmark and Spain are also working on the Course. In order to meet demand another Workshop is being planned for March 2012.

PRACTICAL ENGLISH COURSE

Read this testimony from a thankful student –

'The Course in Practical English from Bowden Hall College which I received last month is a winner. Not stuck on the theory, it provides practical advice that will help a lot in business and beyond. It was the 2 weeks free trial and the free resource library that made it a no-brainer!' [See Tertiary Bulletin Issue 3]. This Course is being taken up successfully in France and Germany as well.

MORE POSITIVE COMMENTS!

"I have done one of the levels of the Sales and Marketing Course, which has proved very useful not only in sales and marketing itself (which is a part of my job) but also in everyday business tasks. During a recent successful appointment with Tesco I was able to put to extremely good use what I had just learnt about listening skills, answering intelligently and mirroring the client. I would therefore like to encourage anybody who is thinking about a Sales and Marketing Course to take it up without any hesitation. Everybody needs to do something and this Course will give you valuable skills that are sure to produce results."

EXAM PASSES IN UK LAW

Out of 20 Law exams sat in August 2011, students gained 19 passes of which 8 obtained Distinctions! Furthermore, many law students have now been awarded their Level 3 Certificates in Law and Practice and two have obtained their Diploma. This is all most encouraging and we offer our hearty congratulations for every success!

More students are now enrolling for these quality studies. Why not join them by contacting oliver.woodcock@oneschoolglobal.com ?

TERTIARY STUDIES IN NON-UK COUNTRIES

Generally, but not always, students in non-UK countries would select tertiary courses in their own native language. Before enrolling, however, students are advised to consult thoroughly, as there is plenty of direction available to match a student to the most appropriate course. The LTC can supply details of many courses and will give advice. It is important also to listen to guidance from parents, employers and any student who has experience of a particular course and can recommend it. If a student decides to enrol on a course which is new to us he should be prepared to work with the LTC to ensure that course content and progress are monitored adequately at all stages to check suitability and to assess its likely benefit for others in the future.

WATCH THE DEADLINES!

The deadline for registration as an ATT student is 31st October if you wish to take your first papers in May 2012. ATT prides itself on its reputation as the leading professional body for those working in UK tax compliance activities.

BUSINESS COURSES

Recent guidance has highlighted the value of Business as well as Accountancy Courses. Business Courses focus on various business areas such as Operations, Marketing, Management, Sales and Purchasing. Currently there are four such Courses recommended: ISMM Sales & Marketing, CMI Management, CIM Marketing and CIPS Purchasing & Supply. Each of these Courses offers a range of levels and as the student progresses there are opportunities to specialise in particular subject areas. Other Courses that may be complementary to these are currently being researched. Interested students are encouraged to contact their LTC for information.

EXAM RESULTS

LTCs should ensure that they are up-to-date with exam progress of all students in their respective areas. Once this is done LTCs should please forward a list to the relevant TST Member showing exam results and current progress for each student. Relevant to this are items headed 'Student Data' and 'Student Spreadsheet' in Tertiary Bulletins 1 and 2.

HELPFUL TIPS

Do you have a problem concentrating and remembering what you have read? Try these techniques –

- Successful students allocate specific time slots for their studies and insist on no interruptions. Sporadic studying between other activities does not work. Study periods must be dedicated time.
- Read aloud to yourself. This concentrates the mind and enters the brain by two routes – ear and eye.
- Read a section fast out loud, shut the book and then write down everything you can remember. Then re-read it and see how much more you can write down.

Please could LTCs draw attention to these tips when passing on this Bulletin to students.