



London College of Business

Marketing Agent Application Form

Main Campus and Head Office
Unit 6a Monteaegle Court, Wakering Road,
Barking, Essex IG11 8PL

Email: admissions@lcbuk.org

Website: www.lcbglobal.org and www.lcbuk.org

Phone: (+44) (0) 208 591 2222

Please read the policies at <http://www.lcbuk.org/download.html> before completing this form.

Applicant Information							
Title	Mr /Mrs/Miss/Ms	Forenames		Last Name		DOB	
Company							
Address							
City		Zip/Postcode		Country			
Email		Phone		Mobile			
Gender	Male <input type="checkbox"/>	Female <input type="checkbox"/>	Nationality		Country of Origin		
Photo ID Type		Photo ID Number		Photo ID Expiry			

Job Title	Name of Organisation	From	To

Further Information
Please enter below any information that you deem relevant to your application to become a marketing agent for LCB.

References
Please enter below details of two colleges that you have worked as a marketing agent for.

Please read the excerpts below from the LCB Marketing Policy.

Marketing Agents

The role of the recruiting agent is solely a marketing role and nothing else. The only authorised work for LCB in this regard is to promote the current programmes using up-to-date literature produced by LCB. The marketing agent is restricted to only stating the facts of the course, as it appears on the literature and not answering questions further. The literature itself will contain the college's contact details to answer any queries. For overseas online students, at an agreed date and location the agent will encourage prospective students to gather to meet LCB staff to complete the application, enrolment and induction process. Prospective students will already have sent copies of their documents for matriculation and college checking. Original documents will be checked on the enrolment day. After this, the agent has no further role to play.

The conduct of agents will be monitored through asking students about their experiences to determine what they have been told prior to contacting the college directly. All such feedback will be recorded on standard forms to be reviewed every semester by the senior management and admissions teams. Admissions staff will be trained to raise any arising concerns with SMT immediately. Occasionally, LCB will recruit anonymous individuals to visit the agents to monitor their activities. Any complaints or concerns about agent conduct will result in an enquiry with appropriate action being taken. Agents are required to complete a form every semester stating what their recent marketing activities entailed.

Most agents will have been selected by senior LCB staff based upon their existing reputation and established operation. It is conceivable, however, that prospective agents may contact the college to request working with us. In this case they will need to complete an application form to register their interest, which will then be passed to the marketing officer to consider. Thorough background checks, including getting references from previous educational establishments, will need to be undertaken before senior managers finally invite the applicant to complete the agent agreement.

Notes:

- 1) No word of mouth or informal referral fee system will exist.
- 2) All who are involved with marketing the courses will be explicitly authorised to do so and have clear written agreements.
- 3) Agents will be paid a commission on successfully enrolled students. Agents will be penalised if students' complaints about their behaviour are upheld, possibly having the agreement revoked.
- 4) Agents are not to handle the student's fees at all and are forbidden from charging students extra fees.
- 5) New Agents will be interviewed and have their backgrounds checked. LCB will only work with established reputable agents.
- 6) Existing and former students may become an agent, with a signed agreement. Only students whom we have experience with and so have confidence in their integrity will be considered for this.
- 7) Agents are bound by the agreement and also a code of conduct, which will be publicised to students and applicants as well. (See attached)
- 8) Only employed staff will have regular access to the college premises.
- 9) All students, visitors and staff must display identification when on the college premises.
- 10) All new applicants' original documents must be seen by a member of staff. Either by posting originals, or by visiting the country to take copies when a number of students' papers can be gathered.
- 11) All new applicants will have a face-to-face or live online interview with LCB staff where they must present their identification and original documents.
- 12) All new applicants will be explicitly asked about what information they have already been told about the course in question. They will also be shown exact details of the course.
- 13) Agents will not have any academic role to play. They will not be involved in sourcing, or monitoring dissertation supervisors, as this will be done exclusively by the college staff.

Marketing Agent Code of Conduct

A marketing agent of London College of Business (LCB) is expected to uphold the colleges values at all times. Agents are often the first contact that students have with the college, so it is important that they are given accurate information. In particular, the following applies:

- 1) No Agent will tell or imply to a student or applicant that they are employed staff of the college. They should inform the student or applicant that they are an agent with permission to promote the course in question.
- 2) The agent will not have any personalised literature, cards, websites, brochures or the like, which imply that the agent is an employee of LCB.

- 3) All marketing materials that the agent uses must be approved in writing by LCB before distribution.
- 4) The Agent shall not make any false claim or statement about the college or its courses.
- 5) The agent shall not offer careers, financial or visa advice, unless authorised to do so by the relevant authority in the area in which they operate.
- 6) The agent shall direct students to the college staff or its website for answers to questions about anything other than basic course details.
- 7) The agent will not handle any of the student's or applicant's money at any time.
- 8) Any breach of the above rules will result in a penalty and maybe the agreement between the college and the agent will be revoked.

Declaration			
I confirm that all the information provided in this application form is complete, factual and correct..			
I agree to the above declaration	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
Signature of Applicant		Date	

The section below is for LCB internal use only.

References checked by		Position		Date	
Comments					

Approved / Rejected	
Outcome	Approved <input type="checkbox"/> Rejected <input type="checkbox"/>

Application Approved / Rejected by		Position		Date	
Comments					

Now pass to Senior Administrator for filing, the notify Principal to prepare new agent agreement.