

HRODC Postgraduate Training Institute



A Postgraduate - Only Institution



#180

Real Estate Sales and Marketing

Postgraduate Short Course

Leading To:

DIPLOMA - POSTGRADUATE IN

**Real Estate Sales and Marketing
Triple Credit, 90 Credit-Hours**

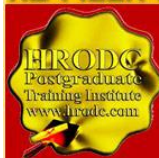
Accumulating to A

Postgraduate Certificate, With 90 Additional Credit-Hours, or A

**Postgraduate Diploma, With 270 Additional
Credit-Hours**

HRODC Postgraduate Training Institute

HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK



Prof. Dr. Ronald B. Crawford - Director

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc. Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.; M. RG. C.



HRODC POSTGRADUATE TRAINING INSTITUTE
A Postgraduate – Only Institution

Websites:
<https://www.hrodc.com/>
<https://www.hrodc.london/postgraduateshortcourses.com/>

Email:
institute@hrodc.com
london@hrodc.com

HQ
122A Bhylls Lane
Wolverhampton
WV3 8DZ
West Midlands, UK

Tel:
+44 1902 763 607
+44 7736 147 507


HRODC Postgraduate Training Institute, A Postgraduate-Only Institution
Our UK Government's Verification and Registration

Our Institute is Verified by, and Registered with, the United Kingdom (UK) Register of Learning Providers (UKRLP), of the Department for Education (DfE). Its UK Provider Reference Number (UKPRN) is: 10019585 and might be located at: <https://www.ukrlp.co.uk/>.

Course Coordinator:

Prof. Dr. R. B. Crawford is the Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:

- Doctor of Philosophy {(PhD) {University College London (UCL) - University of London}};
- MEd Management (University of Bath);
- Postgraduate (Advanced) Diploma Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);



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- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Member of ResearchGate;
- Executive Member of Academy of Management (AOM). There, his contribution incorporates the judging of competitions, review of journal articles, and guiding the development of conference papers. He also contributes to the Disciplines of:
 - Human Resources;
 - Organization and Management Theory;
 - Organization Development and Change;
 - Research Methods;
 - Conflict Management;
 - Organizational Behavior;
 - Management Consulting;
 - Gender & Diversity in Organizations; and
 - Critical Management Studies.

Professor Dr. Crawford has been an Academic in the following UK Universities:

- University of London (Royal Holloway), as Research Tutor;
- University of Greenwich (Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- University of Wolverhampton, (Wolverhampton Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- London Southbank University (Business School), as Lecturer and Unit Leader.


His responsibilities in these roles included:

- Doctoral Research Supervisor;
- Admissions Tutor;
- Postgraduate and Undergraduate Dissertation Supervisor;
- Programme Leader;
- Personal Tutor

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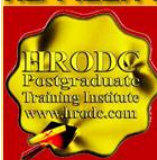
For Whom This Course is Designed

This Course is Designed For:

- Business Studies Lecturers;
- Entrepreneurs;
- Executives Directors;
- Fund Managers;
- General Marketing Specialists;
- Investment Managers;
- Marketing Consultants;
- Marketing Directors;
- Marketing Executives;
- Marketing Managers;
- Portfolio Managers;
- Postgraduate Students;
- Real Estate Agents;
- Real Estate Developers;
- Real Estate Managers;
- Real Estate Managers;
- Sales Managers;
- Venture Capitalists;
- All others seeking an enhanced understanding of Sales and Marketing in the Real Estate Sector.

Classroom-Based Duration and Cost:	
Classroom-Based Duration:	15 Days
Classroom-Based Cost:	£15,000.00 Per Delegate
Online (Video-Enhanced) Duration and Cost	
Online Duration:	30 Days – 3 Hours Per Day
Online Cost:	£10,050.00 Per Delegate

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 M. RG. C.

Classroom-Based Course and Programme Cost includes:

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;
- Postgraduate Diploma/ Diploma – Postgraduate –or
- Certificate of Attendance and Participation – if unsuccessful on resit.

Students and Delegates will be given a Selection of our Complimentary Products, which include:

- **Our Branded Leather Conference Folder;**
- **Our Branded Leather Conference Ring Binder/ Writing Pad;**
- **Our Branded Key Ring/ Chain;**
- **Our Branded Leather Conference (Computer – Phone) Bag – Black or Brown;**
- **Our Branded 8-16 GB USB Flash Memory Drive, with Course Material;**
- **Our Branded Metal Pen;**
- **Our Branded Polo Shirt.;**
- **Our Branded Carrier Bag.**

Daily Schedule: 9:30 to 4:30 pm.


Delivery Locations:

- 1. Central London, UK;**
- 2. Dubai, UAE;**
- 3. Kuala Lumpur, Malaysia;**
- 4. Amsterdam, The Netherlands;**
- 5. Brussels, Belgium;**
- 6. Paris, France; and**
- 7. Durban, South Africa;**
- 8. Other International Locations, on request.**

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Real Estate Sales and Marketing Seminar or Course

Leading to Diploma – Postgraduate – in Real Estate Sales and Marketing (Triple Credit) and 90 Credit-Hours, Accumulating to a Postgraduate Certificate, with 90 Additional Credit-Hours, or a Postgraduate Diploma, with 270 Additional Credit-Hours

Course Objectives

By the conclusion of the specified learning and development activities, delegates will be able to:

- Adopt effective telephone techniques particularly in terms of people contact, receiving incoming calls and placing calls;
- Adopt some important closing techniques;
- Ascertain how major advertising decisions are made;
- Ascertain the feature of direct marketing;
- Ascertain the public relations role and impact;
- Be familiar with the product/market expansion grid;
- Be familiarise with the global marketing environment;
- Choose effective value proposition;
- Conduct a SWOT analysis of their organisation;
- Conduct online marketing;
- Decide on the global marketing program;
- Decide where to work;
- Define demand management;
- Define marketing, contextualising the associated issues;
- Define sales in contest;
- Define the qualifying process;
- Demonstrate how to attract sellers and buyers through advertisement;
- Demonstrate how to build good customer relationship;
- Demonstrate how to create customer value;

- Demonstrate how to develop a prospecting system;
- Demonstrate how to develop self-discipline in this field;
- Demonstrate how to effectively communicate with the consumer;
- Demonstrate how to enter the market the proper way;
- Demonstrate how to maintain control;
- Demonstrate how to manage time effectively;
- Demonstrate legal awareness in the field of real estate sales and marketing, particularly with the application of the provisions of the Fair Housing, Equal Credit Opportunity, Truth in Lending, Anti-Trust and Deceptive Trade Practices Law;
- Demonstrate the concept of professionalism in sales and marketing;
- Demonstrate the techniques and strategies towards effective and efficient advertising;
- Demonstrate the techniques of negotiating counteroffers;
- Demonstrate their understanding of the concept of knowledge application in developing prospecting a system;
- Demonstrate their understanding the concept of marketing management;
- Demonstrate their understanding the listing process;
- Demonstrate their understanding the sales process;
- Describe a market;
- Describe the importance of being qualified as an agent;
- Describe the importance of showing in the sales process;
- Describe the nature of personal selling;
- Describe the new direct marketing model;
- Describe the sales process;
- Describe the underlying principle of partner relationship marketing;
- Determine how companies ensure customer satisfaction;
- Determine how prospecting works in real estate marketing is conducted;
- Determine the buying motives of customers;
- Determine the buying signals;
- Determine the components of sales promotion;
- Determine the components of value delivery network;
- Determine the factors to be considered in deciding whether to go global;
- Determine the techniques of selling one's knowledge;

- Develop an exceptional ability to set goals;
- Differentiate between marketing vs. Sales;
- Differentiate market segmentation and targeting;
- Differentiate needs, wants and demands;
- Differentiate quality and afford;
- Distinguish market segmentation and target marketing;
- Draft a marketing plan for their organisation, incorporating all the components of a marketing plan;
- Enumerate some advertising considerations;
- Enumerate some major marketing decisions;
- Enumerate the 4 marketing management functions;
- Enumerate the 4Cs and 4 Ps of the marketing mix;
- Enumerate the characteristics of a successful salesperson;
- Enumerate the different types of advertising;
- Enumerate the factors which are changing the face of marketing communications;
- Enumerate the forms of online advertising;
- Enumerate the forms of online promotion;
- Enumerate the strategies firms must engage in, to be successful;
- Enumerate the various technology involved in real estate sales and marketing and explain how they are utilised in sales and marketing;
- Establish the importance of public relations in marketing;
- Establish the relationship between customer databases and direct marketing;
- Establish the relationship between strategic planning and marketing;
- Evaluate advertising and return on advertising investment;
- Explain classified advertising;
- Explain customer equity;
- Explain how marketing plans are turned into marketing actions;
- Explain need/want fulfilment and its link to marketing;
- Explain the concept of advertising;
- Explain the concept of closing in real estate sales and marketing;
- Explain the marketing concept;
- Explain the necessity of showing the property;
- Explain the principles of marketing mix;

- Find out how the overall promotion mix is shaped;
- Handle objections by following the correct step-by-step process;
- Identify other media for advertisement;
- Identify the 7 Cs of effective website design;
- Identify the benefits of listings in marketing;
- Identify the components of the promotion mix;
- Identify the different communication barriers;
- Identify the factors involved in personal motivation;
- Identify the factors to be considered in deciding which market to enter;
- Identify the promotion mix strategies;
- Identify the requirements for agent qualification;
- Identify the responsibilities of a salesperson;
- Identify the seven trends that characterise the global marketplace today;
- Identify the steps in personal selling process;
- Identify the various effective advertisement techniques;
- Identify the various marketing offering;
- Identify ways to contact the seller;
- Illustrate the importance of Online Marketing;
- Illustrate their knowledge of the general guidelines for writing advertisement;
- Illustrate their knowledge of the growth and the benefits of direct marketing;
- Illustrate their knowledge of the guidelines for making a listing presentation;
- Illustrate their knowledge of the guidelines when showing the property;
- Illustrate their knowledge of the importance of customer perceived value in marketing;
- Illustrate their knowledge of the reasons for customer's objections;
- Illustrate their knowledge of the role of the sales force;
- Illustrate their knowledge of what a global firm is;
- Know the characteristics of a good broker;
- Know who to acquiring market knowledge for efficient real estate sales and marketing;
- Manage the sales force effectively;
- Name the advantages and disadvantages of selling real estate;
- Name the different forms of direct marketing;
- Name the different marketing department organisation;

- Name the different online marketing domains;
- Name the major public relations tools;
- Outline the marketing control process;
- Outline the simple model of the marketing process;
- Plan the presentation for the offer;
- Present an offer;
- Provide Improved Guidelines for the Closing Stage;
- Realise the importance of Demonstrating the marketplace history.

Course Contents, Concepts and Issues

Part 1: Marketing: Creating and Capturing Customer Value

- Defining and Deconstructing Marketing;
- Understanding the Marketplace and Customer Needs;
- Designing a Customer-Driven Marketing Strategy;
- Preparing an Integrated Marketing Plan and Program;
- Building Customer Relationships;
- Capturing Value from Customers;
- The Changing Marketing Landscape.

Part 2: Company and Marketing Strategy: Partnering to Build Customer Relationships

- Companywide Strategic Planning: Defining Marketing's Role;
- Designing the Business Portfolio;
- Planning Marketing: Partnering to Build Customer Relationships;
- Marketing Strategy and the Marketing Mix;
- Managing the Marketing Effort;
- Measuring and Managing Return on Marketing Investment.

Part 3: Analysing the Marketing Environment

- The Company's Microenvironment;
- The Company's Macro-environment;
- Demographic Environment;
- Economic Environment;
- Natural Environment;
- Technological Environment;
- Political and Social Environment;
- Cultural Environment;
- Responding to the Marketing Environment.

Part 4: Managing Marketing Information to Gain Customer Insights

- Marketing Information and Customer Insights;
- Assessing Marketing Information Needs;
- Developing Marketing Information;
- Marketing Research;
- Analyzing and Using Marketing Information;
- Other Marketing Information Considerations.

Part 5: The International Marketplace

- International Markets VS Global Markets;
- Why International Markets?
- Characteristics of the International Market;
- Factors Affecting Internationalization Decision;
- Deciding Which Markets to Enter;
- Choosing the International Segment to Infiltrate;
- Operational Organization for International Marketing and Sales.

Part 6: Contextualising Strengths and Weaknesses (SW), and their Organisational Implications for Real Estate Business Operation

- Conducting a Business or Organisation's Internal Analysis: Determining Its Strengths and Weaknesses (SW);
- Assessing Business or Organisational Strengths;
- Determining the Business or Organisation's Weaknesses;
- Eliminating Business and Organisational Weaknesses or Conceding 'Exposure' Avoidance;
- Aligning Business or Organisational Strengths with Its Strategic and Operational Plans.

Part 7: Strategic Operational Review: Conceptualising Political, Economic, Social, Technological, Environmental (PESTEL) External Uncontrollable Factors (1)

Constituents and Importance of Strategic Operational Reviews

The Organisation's External Uncontrollable Environment



➤ Political Context:

- Bilateral Trade Agreements;
- Multilateral Agreements;
- Employment Tribunal Rulings;
- Wage Regulations;
- Equality and anti-discriminatory Act;
- Disability Rights Act;
- Equal Opportunity Act;
- Sex Discrimination Act;
- Sex Discrimination or Related Act;
- Gender Reassignment or Similar Act;
- Other Employment Related Acts.

Part 8: Strategic Operational Review: Conceptualising Political, Economic, Social, Technological, Environmental (PESTEL) External Uncontrollable Factors (2)

➤ Economic Context:

- Economic Exposure;
- Transaction Exposure;
- Translation Exposure;
- Economic Exposure;
- Rulings by Regulatory Authorities;
- Investment Boards;
- Competition Commission;
- Trading Regulation;
- Foreign Exchange;
- Interest Rates;
- Availability of Funding.

Part 9: Review of Real Estate Business: Conceptualising Political, Economic, Social, Technological, Environmental (PESTEL) External Uncontrollable Factors (1)

➤ Social Context:

- General Social Context;
- Urban-Suburban Preference;
- Social Mobility;
- Geographic Mobility;
- Skills Levels;
- Demographic Factors;
- Age Range of Population;
- Gender Mix of Population;
- Ethnic Mix;
- Vogue;
- Behavioural Patterns;
- Changing Expectations;
- FADS; and
- Social/Environmental Sensitivity.

Part 10: Review of Real Estate Business: Conceptualising Political, Economic, Social, Technological, Environmental (PESTEL) External Uncontrollable Factors (2)

➤ Technological Context:

- E-Commerce its impact on Client/ Customer Relationship Management (CRM);
- Development and use of technology;
- Affordability of technology;
- Web-based recruitment;
- E-Selection;
- Web-based selection;
- Video-conferencing;

- Web-conferencing.
- Environmental Context:
 - Internal Environmental Issues;
 - External Environmental Factors;
 - Competitive Forces;
 - Consumer Influence and Power;
 - Supplier Monopoly;
 - Duopolistic Market Domination;
 - Infrastructural Challenges;
 - Demand for Corporate Social Investment;
 - Strategy Implementation vs Ethical Concerns;
 - Social and Business Objectives: Compatibility or Spinoffs?

Part 11: Review of Real Estate Business: Conceptualising Political, Economic, Social, Technological, Environmental (PESTEL) External Uncontrollable Factors (3)

- Legal Context:
 - Competition Rules;
 - Integration Rules;
 - Employment Law;
 - Indigenisation Rules;
 - Trading Rules;
 - Import and Export Laws;
 - Bilateral Trade Agreements;
 - Multilateral Agreements
 - Employment Tribunal Rulings
 - Wage Regulations;
 - Equality and anti-discriminatory acts – e.g.
 - Disability Rights Act
 - Equal opportunity Act
 - Sex Discrimination Act
 - Sex Discrimination Reassignment;
 - Other Employment Related Acts.

Part 12: Real Estate Business and Organisational External Analysis: Understanding the Threats Posed, and Opportunities Presented, by Prevailing or Anticipated PESTEL Factors (1)

- Focus of External Environmental Analysis: Opportunities and Threats (OT);
- Contextualizing Environmental Threats in the PESTEL;
- Assessing Political Threats:
 - Bilateral Trade Agreements;
 - Multilateral Agreements;
 - Employment Tribunal Rulings;
 - Wage Regulations;
 - Equality and anti-discriminatory acts – e.g.
 - Disability Rights Act;
 - Equal opportunity Act;
 - Sex Discrimination Act;
 - Sex Discrimination Reassignment;
 - Other Employment Related Acts.
- Determining Economic Threats:
 - Economic Exposure;
 - Transaction Exposure;
 - Translation Exposure;
 - Economic Exposure;
 - Rulings by Regulatory Authorities;
 - Investment Boards;
 - Competition Commission;
 - Trading Regulation;
 - Foreign Exchange;
 - Interest Rates;
 - Availability of Funding.

Part 13: Real Estate Business and Organisational External Analysis: Understanding the Threats Posed, and Opportunities Presented, by Prevailing or Anticipated PESTEL Factors (2)

➤ Sorting Social Threats:

- General Social Context;
- Urban-Suburban Preference;
- Demographic Factors, e.g.
- Age Range of Population;
- Gender Mix of Population;
- Ethnic Mix;
- Social Mobility;
- Geographic Mobility;
- Skills Levels;
- Vogue;
- Behavioural Patterns;
- Changing Expectations;
- FADS; and
- Social/Environmental Sensitivity.

➤ Analyzing Technological Threats;

- E-Commerce its impact on Client/ Customer Relationship Management (CRM);
- Development and use of technology;
- Affordability of technology;
- Web-based recruitment;
- E-Selection;
- Web-based selection;
- Video-conferencing;
- Web-conferencing.

Part 14: Real Estate Business and Organisational External Analysis: Understanding the Threats Posed, and Opportunities Presented, by Prevailing or Anticipated PESTEL Factors (3)

➤ Environmental Threats:

- Internal Environmental Issues;
- External Environmental Factors;
- Competitive Forces;
- Consumer Influence and Power;
- Supplier Monopoly;
- Duopolistic Market Domination;
- Infrastructural Challenges;
- Demand for Corporate Social Investment;
- Strategy Implementation vs Ethical Concerns;
- Social and Business Objectives: Compatibility or Spinoffs?

Part 15: Real Estate Business and Organisational External Analysis: Understanding the Threats Posed, and Opportunities Presented, by Prevailing or Anticipated PESTEL Factors (4)

➤ Legal Threats

- Competition Rules;
- Integration Rules;
- Employment Law;
- Indigenisation Rules;
- Trading Rules;
- Import and Export Laws;
- Bilateral Trade Agreements;
- Multilateral Agreements
- Employment Tribunal Rulings
- Wage Regulations;
- Equality and Anti-Discriminatory Acts;

- Disability Rights Act;
 - Equal opportunity Act;
 - Sex Discrimination Act;
 - Sex Discrimination Reassignment;
 - Other Employment Related Acts.
- Acceding to, or Circumventing, PESTEL Threats.

Part 16: Advertising and the Communication Process

- Communicating with the Consumer;
- Communication Barriers;
- Advertising;
- Attracting Sellers and Buyers through Advertisement:
 - Enhancing Your Agency's Image;
 - Exposure in the Marketplace;
 - Educating the Public;
 - Satisfying the Seller.
- Types of Advertising;
- Classified Advertising;
- Effective Advertisement Techniques:
 - Monitoring Advertisement Results;
 - Advertisement Location;
 - Concise Wording;
 - Conveying the Right Image;
 - Reverse Advertising.
- General Guidelines for Advertisement Writing;
- Other Effective Media for Communication.

Postgraduate Diploma, Postgraduate Certificate, and Diploma – Postgraduate - Short Course Regulation

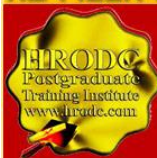
Postgraduate Certificate, Postgraduate Diploma, and Diploma – Postgraduate: Their Distinction, Credit Value and Award Title

Postgraduate Short Courses of a minimum of five days' duration, are referred to as Diploma – Postgraduate. This means that they are postgraduate credits, towards a Postgraduate Certificate and Postgraduate Diploma. Postgraduate Certificate and Postgraduate Diploma represent Programmes of Study, leading to Awards bearing their title prefixes. While we refer to our short studies, of 5 days to five weeks, as 'Courses', those with duration of 6 weeks and more are labelled 'Programmes'. Nevertheless, in line with popular usage, we often refer to all study durations as 'Courses'. Another mark of distinction, in this regard, is that participants in a short course are referred to as 'Delegates', as opposed to the term 'Students', which is confined to those studying a Postgraduate Programme.

Courses are of varying Credit-Values; some being Single-Credit, Double-Credit, Triple-Credit, Quad-Credit, 5-Credit, etc. These short courses accumulate to Postgraduate Certificate, with a total of 180 Credit-Hours (= 6 X 5-Day Courses or 3 X 10-Day Courses), or Postgraduate Diploma, with a total of 360 Credit-Hours (= 12 X 5-Day Courses or 6 X 10-Day Courses).

Delegates studying courses of 5-7 days' duration, equivalent to 30-42 Credit-Hours (Direct Lecturer Contact), will, on successful assessment, receive the Diploma – Postgraduate Award. This represents a single credit at Postgraduate Level. While 6-day and 7-day courses also lead to a Diploma – Postgraduate, they accumulate 36 and 42 Credit Hours, respectively.

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Postgraduate Certificate, Postgraduate Diploma, and Diploma – Postgraduate Assessment Requirement

Because of the intensive nature of our courses and programmes, assessment will largely be in-course, adopting differing formats. These assessment formats include, but not limited to, in-class tests, assignments, end of course examinations. Based on these assessments, successful candidates will receive the Diploma – Postgraduate, Postgraduate Certificate, or Postgraduate Diploma, as appropriate.

In the case of Diploma – Postgraduate, a minimum of 70% overall pass is expected. In order to receive the Awards of Postgraduate Certificate and Postgraduate Diploma, candidates must have accumulated at least the required minimum 'Credit-Hours', with a pass (of 70% and above) in at least 70% of the courses taken.

Delegates and students who fail to achieve the requirement for Postgraduate Certificate, Postgraduate Diploma, or Diploma - Postgraduate - will be given support for 2 re-submissions for each course. Those delegates who fail to achieve the assessment requirement for the Postgraduate Diploma or Diploma - Postgraduate - on 2 resubmissions, or those who elect not to receive them, will be awarded the Certificate of Attendance and Participation.

Diploma – Postgraduate, Postgraduate Certificate, and Postgraduate Diploma Application Requirements

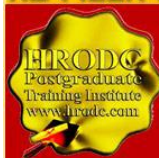
Applicants for Diploma – Postgraduate – Postgraduate Certificate, and Postgraduate Diploma are required to submit the following documents:

- Completed Postgraduate Application Form, including a passport sized picture affixed to the form;
- A copy of Issue and Photo (bio data) page of the applicant's current valid passport or copy of his or her Photo-embedded National Identity Card;
- Copies of credentials mentioned in the application form.

Admission and Enrolment Procedure

- On receipt of all the above documents we will assess applicants' suitability for the Course or Programme for which they have applied;
- If they are accepted on their chosen Course or Programme, they will be notified accordingly and sent Admission Letters and Invoices;
- One week after the receipt of an applicant's payment or official payment notification, the relevant Course or Programme Tutor will contact him or her, by e-mail or telephone, welcoming him or her to HRODC Postgraduate Training Institute;
- Those intending to study in a foreign country, and require a Visa, will be sent the necessary immigration documentation, to support their application;
- Applicants will be notified of the dates, location and venue of enrolment and orientation, where appropriate.

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Modes of Study and Duration of Postgraduate Certificate and Postgraduate Diploma Programmes

There are two delivery formats for Postgraduate Certificate and Postgraduate Diploma Programmes, as follows:

1. Intensive Full-time (Classroom-Based) Mode, lasting 3 months for Postgraduate Diploma, and 6 weeks for Postgraduate Certificate. These durations are based on six hours' lecturer-contact per day, five days (30 hours) per week, for Postgraduate Diploma;
2. Video-Enhanced On-Line Mode. This interactive online mode lasts twenty (20) weeks, for Postgraduate Diploma, and ten (10) weeks for Postgraduate Certificate. Our calculation is based on three hours per day, six days per week.

Whichever study mode is selected, the aggregate of 360 Credit Hours must be achieved.

Introducing Our Video-Enhanced Online Study Mode

In a move away from the traditional online courses and embracing recent developments in technology-mediated distance education, HRODC Postgraduate Training Institute has introduced a Video-Enhanced Online delivery. This Online mode of delivery is revolutionary and, at the time of writing, unique to HRODC Postgraduate Training Institute.

You are taught as individuals, on a one-to-one or one-to-small-group basis. You see the tutor face to-face, for the duration of your course. You will interact with the tutor, ask and address questions; sit examinations in the presence of the tutor. It is as real as any face-to-face lecture and seminar can be. Choose from a wide range of Diploma – Postgraduate Courses and an increasing number of Specialist Postgraduate Certificate and Postgraduate Diploma Programmes. You might also accumulate Postgraduate Short Courses, via this mode of study, over a 6-year period, towards a Postgraduate Certificate or Postgraduate Diploma.

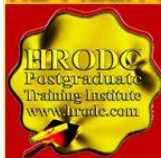
Key Features of Our Online Study: Video-Enhanced Online Mode

- The tutor meets the group and presents the course, via Video, in a similar way to its classroom-based counterpart;
- All participants are able to see, and interact with, each other, and with the tutor;
- They watch and discuss the various video cases and demonstrations that form an integral part of our delivery methodology;
- Their assessment is structured in the same way as it is done in a classroom setting;
- The Video-Enhanced Online mode of training usually starts on the 1st of each month, with the cut-off date being the 20th of each month, for inclusion the following month;
- Its duration is twice as long as its classroom-based counterpart. For example, a 5-day (30 Credit Hours) classroom-based course will last 10 days, in Video-Enhanced Online mode. This calculation is based on 3 hours tuition per day, adhering to the Institute's required 30 Credit-Hours;
- The cost of the Video-Enhanced Online mode is 67% of similar classroom-based courses;
- For example, a 5-day classroom-based course, which costs Five Thousand Pounds, is only Three Thousand Three Hundred and Fifty Pounds (£3,350.00) in Video-Enhanced Online Mode.

10-Week Video-Enhanced Online Postgraduate Certificate and 20-Week Video-Enhanced Online Postgraduate Diploma

You might study an Online Postgraduate Certificate or Online Postgraduate Diploma, in 10 and 20 weeks, respectively, in the comfort of your office or homes, through HRODC Postgraduate Training Institute's Video-Enhanced Online Delivery. We will deliver the 180 Credit-Hours and 360 Credit-Hours, in line with our regulation, through 'Direct-Lecturer-Contact', within the stipulated timeframe. We aim to fit the tuition around your work, family commitment and leisure, thereby enhancing your maintenance of an effective 'work-study-life-style balance', at times convenient to you and your appointed tutor.

HRODC Postgraduate Training Institute
HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK



Prof. Dr. Ronald B. Crawford - Director

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc.
Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.;
M. RG. C.

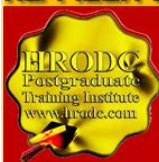
Cumulative Postgraduate Certificate and Postgraduate Diploma Courses

All short courses can accumulate to the required number of Credit-Hours, for the Postgraduate Certificate and Postgraduate Diploma, over a six-year period from first registration and applies to both general and specialist groupings. In this regard, it is important to note that short courses vary in length, the minimum being 5 days (Diploma – Postgraduate) – equivalent to 30 Credit Hours, representing one credit, as is tabulated below.

On this basis, the definitive calculation on the Award requirement is based on the number of hours studied (aggregate credit-value), rather than merely the number of credits achieved. This approach is particularly useful when a student or delegate studies a mixture of courses of different credit-values.

For those delegates choosing the accumulative route, it is advisable that at least one or two credits be attempted each year. This will ensure that the required 180 Credit-Hours and 360 Credit-Hours, for the Postgraduate Certificate and Postgraduate Diploma, respectively, are achieved, within the designated period. These Credit-Values, awards and their accumulation are exemplified below.

Examples of Postgraduate Course Credits: Their Value, Award Prefix & Suffix – Based on 5-Day Multiples		
Credit Value	Credit Hours	Award Title Prefix (& Suffix)
Single-Credit	30-54	Diploma - Postgraduate
Double-Credit	60-84	Diploma – Postgraduate (Double-Credit)
Triple-Credit	90-114	Diploma – Postgraduate (Triple-Credit)
Quad-Credit	120-144	Diploma – Postgraduate (Quad-Credit)
5-Credit	150-174	Diploma – Postgraduate (5-Credit)
6-Credit	180-204	Postgraduate Certificate
7-Credit	210-234	Postgraduate Certificate (+ 1 Credit)



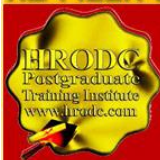
Examples of Postgraduate Course Credits: Their Value, Award Prefix & Suffix – Based on 5-Day Multiples		
Credit Value	Credit Hours	Award Title Prefix (& Suffix)
8-Credit	240-264	Postgraduate Certificate (+2 Credits)
9-Credit	270-294	Postgraduate Certificate (+3 Credits)
10-Credit	300-324	Postgraduate Certificate (+ 4 Credits)
11-Credit	330-354	Postgraduate Certificate (+5 Credits)
12-Credit	360	Postgraduate Diploma
360 Credit-Hours = Postgraduate Diploma		
12 X 5-Day Courses = 360 Credit-Hours = Postgraduate Diploma		
10 X 6-Day Courses = 360 Credit-Hours = Postgraduate Diploma		

Exemplification of Accumulated Postgraduate Certificate and Postgraduate Diploma Award Titles

All Specialist Postgraduate Certificate and Postgraduate Diploma Programmes have their predetermined Award Titles. Where delegates do not follow a Specialism, for accumulation to a Postgraduate Diploma, they will normally be Awarded a General Award, without any Specialist Award Title. However, a Specialist Award will be given, where a delegate studies at least seventy percent (70%) of his or her courses in a specialist grouping. These are exemplified below:

- 1. Postgraduate Diploma in Accounting and Finance;**
- 2. Postgraduate Certificate in Accounting and Finance;**
- 3. Postgraduate Certificate in Aviation Management;**
- 4. Postgraduate Diploma in Aviation Management;**
- 5. Postgraduate Certificate in Industrial Health and Safety Management, Incorporating Oil and Gas Safety;**
- 6. Postgraduate Diploma in Industrial Health and Safety Management, Incorporating Oil and Gas Safety;**
- 7. Postgraduate Certificate in Business Communication;**

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8. **Postgraduate Diploma in Business Communication;**
9. **Postgraduate Certificate in Corporate Governance;**
10. **Postgraduate Diploma in Corporate Governance;**
11. **Postgraduate Certificate in Costing and Budgeting;**
12. **Postgraduate Diploma in Costing and Budgeting;**
13. **Postgraduate Certificate in Client or Customer Relations;**
14. **Postgraduate Diploma in Client or Customer Relations;**
15. **Postgraduate Certificate in Engineering and Technical Skills;**
16. **Postgraduate Diploma in Engineering and Technical Skills;**
17. **Postgraduate Certificate in Events Management;**
18. **Postgraduate Diploma in Events Management;**
19. **Postgraduate Certificate in Health and Safety Management;**
20. **Postgraduate Diploma in Health and Safety Management;**
21. **Postgraduate Certificate in Health Care Management;**
22. **Postgraduate Diploma in Health Care Management;**
23. **Postgraduate Certificate in Human Resource Development;**
24. **Postgraduate Diploma in Human Resource Development;**
25. **Postgraduate Certificate in Human Resource Management;**
26. **Postgraduate Diploma in Human Resource Management;**
27. **Postgraduate Certificate in Information and Communications Technology (ICT);**
28. **Postgraduate Diploma in Information and Communications Technology (ICT);**
29. **Postgraduate Certificate in Leadership Skills;**
30. **Postgraduate Diploma in Leadership Skills;**
31. **Postgraduate Certificate in Law – International and National;**
32. **Postgraduate Diploma in Law – International and National;**
33. **Postgraduate Certificate in Logistics and Supply Chain Management;**
34. **Postgraduate Diploma in Logistics and Supply Chain Management;**
35. **Postgraduate Certificate in Management Skills;**


- 36. Postgraduate Diploma in Management Skills;**
- 37. Postgraduate Certificate in Maritime Studies;**
- 38. Postgraduate Diploma in Maritime Studies;**
- 39. Postgraduate Certificate in Oil and Gas Operation;**
- 40. Postgraduate Diploma in Oil and Gas Operation;**
- 41. Postgraduate Certificate in Oil and Gas Accounting;**
- 42. Postgraduate Diploma in Oil and Gas Accounting;**
- 43. Postgraduate Certificate in Politics and Economic Development;**
- 44. Postgraduate Diploma in Politics and Economic Development;**
- 45. Postgraduate Certificate in Procurement Management;**
- 46. Postgraduate Diploma in Procurement Management;**
- 47. Postgraduate Certificate in Project Management;**
- 48. Postgraduate Diploma in Project Management;**
- 49. Postgraduate Certificate in Public Administration;**
- 50. Postgraduate Diploma in Public Administration;**
- 51. Postgraduate Certificate in Quality Management;**
- 52. Postgraduate Diploma in Quality Management;**
- 53. Postgraduate Certificate in Real Estate Management;**
- 54. Postgraduate Diploma in Real Estate Management;**
- 55. Postgraduate Certificate in Research Methods;**
- 56. Postgraduate Diploma in Research Methods;**
- 57. Postgraduate Certificate in Risk Management;**
- 58. Postgraduate Diploma in Risk Management;**
- 59. Postgraduate Certificate in Sales and Marketing;**
- 60. Postgraduate Diploma in Sales and Marketing;**
- 61. Postgraduate Certificate in Travel, Tourism and International Relations;**
- 62. Postgraduate Diploma in Travel, Tourism and International Relations.**

The actual courses studied will be detailed in a student or delegate's Transcript.

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Service Contract, incorporating Terms and Conditions

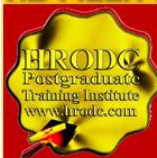
[Click, or copy and paste the URL, below, into your Web Browser, to view our Service Contract, incorporating Terms and Conditions.](https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extinuating_Circumstances_Payment_Protocol_Location.htm)

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The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

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