

Coventry University
Priory Street
Coventry CV1 5FB
Telephone 024 7688 7688



Professor Denise Skinner
Dean of Faculty

Charlotte Bosworth
Director
OCR (Oxford Cambridge and RSA Examinations)
Skills and Employment
Westwood Way
Coventry
CV4 8JQ

Dear Charlotte

My name is Ian Webster and I am a Senior Lecturer and Head of Marketing and Recruitment for Sport Management and Sport Marketing degrees at Coventry University. We are very proud, as a University, to be ranked number 15 HEI in the UK according to the Guardian League Rankings 2015, and have just been shortlisted by the Times as one of 6 Universities for University of the Year 2015.

On a course level we are currently ranked number 1 HEI in the UK to offer undergraduate degrees in Sport Management and Sport Marketing, and at post-graduate level ranked number 6 in the World for Sport Business Management degrees (according to Sport Business International)

I am writing to you as I have been involved in the development of the following qualifications throughout the course of the process:

601/7093/1, OCR Level 3 Cambridge Technical Certificate in Sport and Physical Activity
601/7094/3, OCR Level 3 Cambridge Technical Extended Certificate in Sport and Physical Activity
601/7095/5, OCR Level 3 Cambridge Technical Foundation Diploma in Sport and Physical Activity (VRQ)
601/7096/7, OCR Level 3 Cambridge Technical Diploma in Sport and Physical Activity (VRQ)

I am pleased to see that my thoughts and comments have been included within the content of the qualification and that we consider these qualifications to be suitable for consideration in our admissions process to our BA Sport Management and BA Sport Marketing degrees in line with published UCAS tariff rating.

We believe that these qualifications will allow a student to develop the skills and knowledge they will need to progress and will prepare them appropriately, should they wish to continue into higher education. The inclusion of external assessment will be a suitable additional assessment tool, which should challenge students should they wish to continue into higher education. It will also help HE institutions to ascertain more validly at which levels students are achieving. This has been an issue with previous qualifications that were assessed exclusively by internal assessment methods.

It is important to note that we do not offer preferential treatment to applicants with any particular Level 3 qualifications in accordance with our equal opportunities and admissions policies.

Yours sincerely

Ian Webster
Senior Lecturer
Head of Marketing and Recruitment for Sport and Event Management
Founder Member - Centre for the International Business of Sport
Coventry Business School
Coventry University

Faculty of Business, Environment & Society
Direct Line 024 7688 8410
Fax 024 7688 8400

www.coventry.ac.uk

2011
**THE AWARDS
WINNER**
ENTREPRENEURIAL
UNIVERSITY OF THE YEAR
&
OUTSTANDING SUPPORT
FOR STUDENTS