



Student Handbook

Institute of Advertising, Singapore

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1 Our Mission

IAS strives to provide leadership for the advertising industry in Singapore. In serving the industry, IAS seeks to create a highly distinct and favorable identity for the practice of advertising; the institute itself; and broadly for all professionals, commercial practitioners, professional associations and related constituencies positively contributing to advertising in Singapore.

2 Service Guarantee

We guarantee that our services and course delivery system is suitable, adequate and effective through continual improvement. We will conform to applicable statutory and regulatory requirements without exception. We will take immediate corrective actions to control any non-conformance that may arise during the course of delivery.

3 Refund Policies

Refund policy for tuition and non-tuition fees are applicable to both local and international students.

Terms and condition for refund:

1. The refund policies do not apply:
 - ❖ When students who are asked to leave the School because of disciplinary matters
 - ❖ When students who violate the laws of Singapore
 - ❖ When students breach the Standard Student Contract
 - ❖ When students do not fulfill the terms and conditions of student pass
 - ❖ When students leaving the school do not return the student pass for cancellation within 3 days
 - ❖ When students defer from the course for less than a year, students have to pay an administrative fee of S\$100 and they are allowed to continue with the course
 - ❖ **When students defer for more than a year, withdrawal policy applies**

3.1 **Withdrawal for Cause:** Subject to *Force Majeure*, the Student shall be entitled to immediately withdraw from the Course by giving written notice to IAS of his/her intention to do so under the following circumstances:

- (i) IAS fails, for any reason, to commence the Course on the Commencement Date;
- (ii) IAS fails, for any reason, to complete the Course by the Completion Date;
- (iii) IAS terminates the Course for any reason prior to the completion of the Course; or
- (iv) IAS is in material breach of its obligations under this Agreement.

3.2 **Refunds for Withdrawal for Cause:** IAS shall, as soon as practicable after receiving the Student's notice of withdrawal under clause 3.1 (and in any event not more than fourteen (14) days after receiving such notice) shall refund to the Student:

- (i) The entire amount of the Tuition Fees; and
- (ii) The Non-Tuition Fees and/or Additional Fees*.

3.3 **Withdrawal Without Cause and Refunds:** Where the Student withdraws from the Course for any reason other than those set out in Clause 3.1 or *Force Majeure*, IAS shall, subject to Clause 3.4, as soon as practicable after receiving the Student's written notice of withdrawal (and in any event no more than fourteen (14) working days after receiving such notice) refund to the Student the entire amount (100%) of the Deposit (less all such deductions which the PEO is entitled to make in accordance with Clause 7) together with the following sums (less any applicable bank administrative charges properly paid/payable under Student Protection Scheme):

% of [the aggregate amount of the Course Fees and Additional Fees paid under Clause 1.7 and 1.10]	If Student's written notice of withdrawal is received
[90%]	More than [30] days before the Commencement Date
[50%]	Before, but not more than [30] days before the Commencement Date
[0%]	Upon Commencement Date

- 3.4** **No Double Claim:** For the avoidance of doubt, if the Student and/or his/her parent/guardian receives any payment from IAS or the Escrow Bank pursuant to a provision of this Agreement or the Master Escrow Agreement in respect of any matter or damage, then the Student and his/her parent/guardian shall not be entitled to claim against IAS or the Escrow Bank for the same payment in respect of the same matter or damage pursuant to any other provision of this Agreement or the Master Escrow Agreement.

General Rules & Regulations

4 Deferment/Transfer/Withdrawal/ Policy

- 4.1** A Student who defers from the Course has to do the following:
- ❖ Students can apply for deferment for personal reasons such as health and bereavement of parents or siblings.
 - ❖ Application is to be made on prescribed form.
 - ❖ For application to defer before course commencement the refund policies apply and the student is deemed to have withdrawn from the course.
 - ❖ For application to defer during the course, approval will be given for valid reasons supported by documentary proof. The refund policy do not apply.
 - ❖ If the deferment period exceed 1 year, it is considered as a withdrawal case. Withdrawal policy will then apply.
 - ❖ For approved deferment, an administrative charge of S\$100 is collected.
- 4.2** A Student who transfers from the Course to another Course with IAS shall, for the purposes of this Clause 4, be deemed to have withdrawn from the Course and the provisions of Clause 3.3 shall apply save as otherwise agreed between IAS and the Student.
- 4.3** A Student who withdraws from IAS to enroll with another school shall be deemed to have withdrawn from IAS.

5 Pre-requisites and requirements for various courses

The pre-requisites and requirements for courses are clearly defined in the Standard Student Contract and communication material.

6 Standard Student Contract

All prospective students will enter into the Standard Student Contract with IAS.

7 Student Protection Scheme

IAS hereby confirms and undertakes to the Student that it has in place a Student Protection Scheme as stipulated by the Consumers Association of Singapore (CASE) (the "SPS") by way of a Master Insurance Policy pursuant to the terms and conditions of the CASE-PEO Agreement dated **26th August 2005** made between CASE and the PEO. The SPS is compulsory for international students and for local students, they may opt-in or opt-out of the scheme. However, all students are required to enter into a student contract with the PEO for courses enrolled.

8 Payment Method and Channels

The following provides an overview of courses offered at Institute of Advertising, Singapore. Institute of Advertising, Singapore and Chatsworth Medi@rt Academy Pte Ltd manage these courses respectively.

Courses managed by Institute of Advertising, Singapore

DIPLOMA COURSES

- Diploma in Marketing Communications
- Diploma in Creative Communications

PROFFESIONAL CERTIFICATE COURSES

- IAS Portfolio School
- IAS Brand Management School
- IAS Media Planning School
- IAS/4As Account Planning School
- IAS Copywriting School
- IAS Corporate Communications School
- IAS Video/Graphics Production School
- IAS Advertising by Design

Courses run in collaboration with Chatsworth Medi@rt Academy Pte Ltd

- Professional Diploma in Advertising & Design
- Professional Certificate in Advertising & Promotional Design

8.1 Tuition & Non-Tuition Fee

Payment of tuition fee for the above IAS courses can be made to the respective company via **cheque, credit card or TT in Singapore dollar**. Receipts will be issued for the amount paid. There is no GST imposed. No NETS and cash payment available

8.2 Details for payment made to Institute of Advertising, Singapore via Cheque or TT:

All Payment should be made payable to 'Institute of Advertising, Singapore'
UOB Bank (Bank Code 7375-009) Account No: 101-338-794 1

All payments are to be in Singapore dollars. The payment mode can be through major Credit cards and cheque only. No GST is charged. No NETS and cash payment available.

9 Over or Under-Charging

IAS is committed to avoidance of over or undercharging.

List of course fees used are clear and legible, reflecting the total amount payable and its breakdown exclusive of GST.

The total amount of course fees payable and the breakdown are clearly defined in the Standard Student Contract, payment schedules, payment vouchers and communication materials.

10 Non-tuition fees incurred

IAS clearly states non-tuition fees incurred.

The non-tuition fees and its breakdown are prominently displayed in the reception and clearly defined in the Standard Student Contract, payment schedules, payment vouchers and communication materials.

11 Confidentiality of Student Data

IAS is committed to maintaining the confidentiality of the Student's personal information and undertakes not to divulge any of the Student's personal information to any third party without the prior written consent of the Student. Students' particulars are solely for the purposes of completing course submission.

Personnel are briefed on the confidentiality of student data and they understood by signing the letter of undertaking. Students' personal particulars are secured in locked office and student database is password protected. Only authorized personnel can access the file.

12 Modes of Communication

Student can get in touch with the School via the following ways:

Mail: 51 Anson Road
#03-53 Anson Centre
Singapore 079904

Telephone: (65) 6220-8382

Fax: (65) 6220-7187

Email: iasedu@ias.org.sg / adexedu@ias.org.sg

Operating Hours: Weekdays (Mon – Fri) 9.00 am to 6.00 pm (Office Hours)
7.00 pm to 10.00 pm (Class Hours)

Weekends (*Sat & Sun) /Public Holidays – Closed (Office Hours)

*Saturday: 9.00 am to 12.00 pm / 2.00pm to 5.00 pm (For Examination only)

13 Self-declaration by CEO

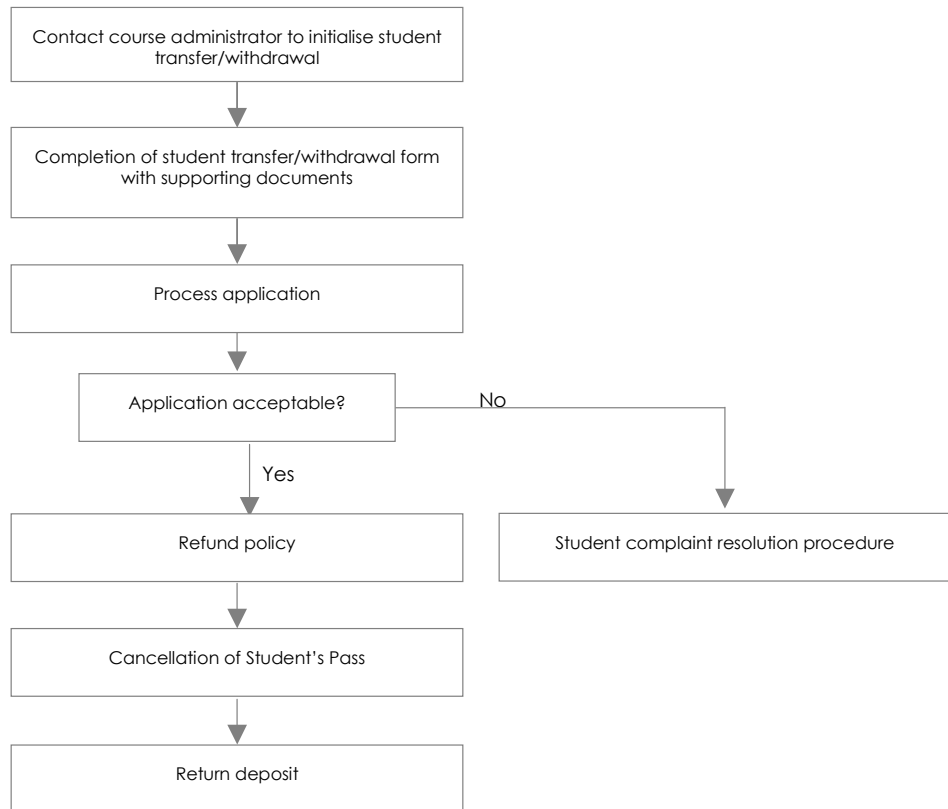
The CEO declares the important information:

- Lecture: Student-teacher ratio: 100:1
- Tutorial: Student-teacher ratio: 40:1
- Student redress policies: student complaint resolution procedure
- Capacity: 200
- Size and number of classrooms/Theatre: 4 classrooms of size 15 to 40
1 Theatre of size 80
- All types of fee payable in enrolment and course:
 - Application & Registration Fee
 - School Sponsorship Fee
 - Assessment & Examination Fee
 - Orientation Fee
 - Lab Fee
 - Course Material Fee
 - Tuition Fee
 - Student Membership Fee
 - Examination Fee & Re-Examination Fee
 - Module Exemption Fee (if applicable)
 - Late Payment Fee
- Number of contract teachers: 25

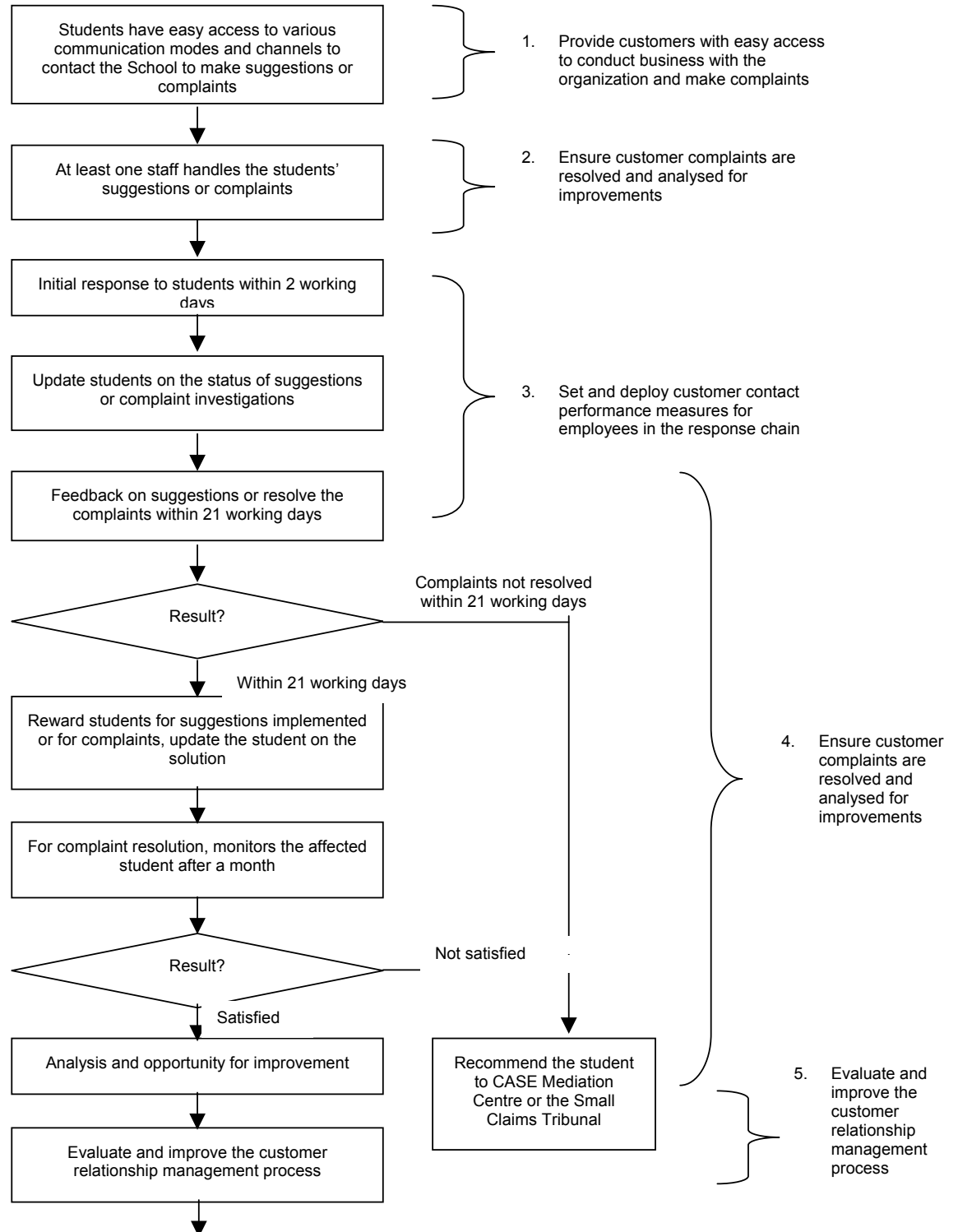


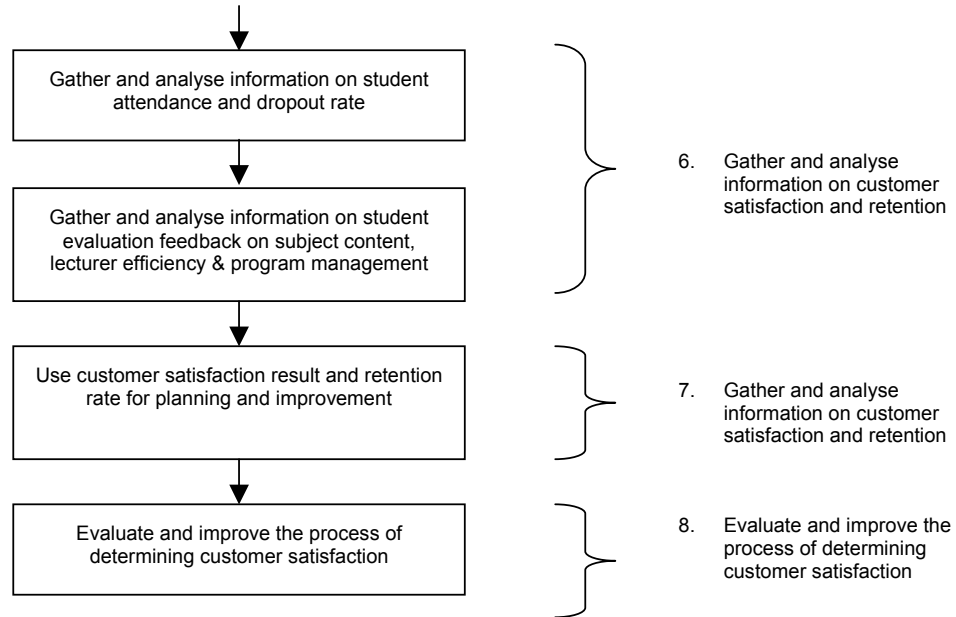
CEO

14 Transfer/Withdrawal/Refund Application Procedure



15 Student Complaint Resolution Procedure





16 Orientation Programme

Orientation Programme is conducted during the first session of the course.

17 Assistance to students

IAS provides assistance to students facing difficulties adapting to the new environment. Please contact our course administrator if you need any assistance.

18 Accommodation

IAS does not provide nor recommend any accommodation arrangement.

19 Post-graduation Opportunities

IAS provides advice on courses and post-graduation opportunities. Please contact our course administrator if you need any assistance.

20 Mode of Notification of Changes

In the event of any changes that affect the student, IAS will inform the student in writing after notifying them through phone.

21 Punctuality

IAS expects all students to be in class at least 10 minutes before the commencement of the lesson.

Students are to be present at the examination venue at least **15 minutes** before the commencement of each examination. **Students who are more than 30 minutes late will not be allowed to take the examination.** Instead, a written explanation with supporting documents will have to be submitted to the Institute for review within 3 working days from the date of examination

22 Attendance

Student attendance requirement for the course is expected to be 100% for both Local and International Students. **To qualify for the examinations, students must achieve a minimum class attendance of 90% of the module of study leading to the examination for that module. Students who fail to achieve the minimum attendance will be barred from taking the examination for that module. A student who is barred from examinations will be deemed to have failed the module and this will be reflected in the result slip and final transcript. The student will have to retake the module again and pay for the module at a 50% module fee.**

If a student is unable to fulfill the minimum attendance due to unforeseen circumstances, they must submit a letter together with the supporting documents to the Institute before the end of each module for review.

Students who are unable to sit for an examination must notify the Institute at least 3 working days before the date of examination. All notifications must be made via writing with supporting documents to the Institute. The Education Committee will consider such cases based on individual merit.

Students who are absent from an exam without giving proper notification will not be permitted to continue with the course

In the event that your attendance is less than 90%, (for International Students on Student Pass) your student pass will be cancelled.

For both the Local and International Students, the Student has to apply leave to be absent from class. The leave must be supported by relevant document. For sick leave, the Student has to support it with recognized medical leave certificate.

23 Attire and Grooming

IAS expects all students to dress decently and groomed when in IAS premises. Bermuda and slippers are strictly not allowed.

24 Conduct & Discipline

- 24.1** The student is advised to attend classes regularly and punctually. There will be no remedial lessons conducted for absentees.
- 24.2** Advance notice must be given to the Institute if a student wishes to be excused from any lesson.
- 24.3** All students must be adequately prepared for any lesson.
- 24.4** Students are advised against carrying valuables while attending lessons.
- 24.5** Students are advised to refrain from attending to private matters while lessons are in progress.
- 24.6** Students must respect the lecturers and staff of the Institute at all times.
- 24.7** All work and assignments must be submitted by the time stipulated by the lecturer/s.
- 24.8** In the event that student is unable to attend any class due to urgent matters, the Institute must be notified in advance.
- 24.9** Should any student behave in a disorderly or irresponsible manner, or engage in any act which is detrimental to the image of the Institute, the Institute has the right to give formal warning and expel serious offenders from the Institute without compensation whatsoever.

Immigration Requirement (International Students On Student Visa)

- 24.10** Students on student's visas are expected to maintain a 90% attendance rate for successful renewal of the visa.
- 24.11** Failure to do so may result in termination of student visa by the Immigration & Checkpoint Authority (ICA).
- 24.12** Students on student's visas are not allowed to engage in undesirable activities or work without a Work Permit / Employment Pass or the Consent of the Controller of the Immigration. Failure to comply with this will result in termination of student visa by the ICA.
- 24.13** Should a student be terminated due to the above reasons or any other valid reasons, he/she will have to surrender his/her student's pass to ICA within 7 days after the cessation or termination of his/her studies.

25 Membership

All Students must enroll as a student member of the Institute of Advertising, Singapore. This membership is valid only for year. Students who take more than a year to complete the course will have to renew their student membership at S\$50.00 per year.

26 Confirmation of Enrolment

Your place in this course will only be guaranteed upon receipt of membership fee, registration fees, School Sponsorship fee and course fee (either the first installment or the fees in full)

27 Course Fee

A one-time payment invoice will be given to you at the time of admission. Please note that the Institute will not send reminders for subsequent installment payments of course fees. Students who make payment after the due date will incur a late payment charge of S\$25.00 per week.

28 Termination

Students are advised to give at least one (4) week's notice to the Institute should he/she wishes to discontinue the course. All fees due to the Institute are immediately payable upon termination. No fees paid or part thereof are refundable upon termination. There will be no refund of fees paid once the course commences.

29 Examinations

Please refer to the Examination Guidelines. (item 40 – 50 in this handbook)

30 Duration of Course

The duration it takes for a student to complete a course should not exceed 36 months from the date of commencement.

31 Exemption

Before the course commences, an exemption form must be completed and submitted along with a copy of the course contents/syllabus of the unit previously taken.

The exemption form will be considered only if the previously completed unit is of a equivalent level or higher to the course applied. The request will be reviewed at the discretion of the IAS Education Committee. An assessment charge of 25% of the unit fee will apply to each approved exemption.

32 Switching of Course

Once enrolled into a particular course, students will not be allowed to switch over to another. For example, a student who has commenced his/ her studies under the PDAD Programme cannot switch to the DCC Programme during the course of study.

33 Campaign Planning

Each team is expected to submit their project on the scheduled date without fail, failing which a late fee of \$10.00 per day per student will be charged.

If submission is not made on the extended deadline, then it would be considered that the students (entire team) have failed the unit. The team will be allowed to rework on another case study after paying a fee of \$500.00. Each Campaign planning Group should have no more than 4 members. Students can start work on the campaign-planning unit only after successfully completing all other units.

34 Plagiarism

Plagiarism is any situation where a student incorporates published material of other person (designers etc.) or material produced by another student into his/her submitted work, implying that it is his/heir own original work. This also applies to the theft of another student's work for submission at an interview, or inclusion in a portfolio.

All suspected cases of cheating or plagiarism should be reported to the Education Manager. The Education Manager will interview the student concerned.

- a. If the student admits to the cheating/plagiarism, appropriate disciplinary action will be taken. i.e. a written warning will be issued. The student will be required to submit a new and different assignment and all information regarding the incident will be kept on record.
- b. If the student does not admit to the cheating/plagiarism, an investigation will be conducted by the Education Manager into the situation and the same will apply as above if the student is found to have 'acquired' someone else's work and tried to pass it as their own.

If a student is found to have cheated or used plagiarism in any form on a second occasion, further disciplinary action will be taken which could lead to expulsion from the Institute.

35 Materials

All books, instrument and materials belonging to the Institute must be handled with proper care. Students will be held responsible for any damage caused to such materials, books, equipment, computers, and instruments utilized. All materials distributed by the Institute are to be kept for personal and private use only.

36 Design Work

The School reserves the right to adopt students' work for its publication or use in any marketing materials at any time. There will be no compensation, whatsoever, for such use of students' work.

37 Awards

Courses managed by [Institute of Advertising, Singapore](#)

DIPLOMA COURSES

- a. Diploma in Marketing Communications
Award
 - ❖ **Diploma in Marketing Communications** by Institute of Advertising, Singapore
 - ❖ **Diploma in Marketing Communications** by International Advertising Association, New York
- b. Diploma in Creative Communications
Award
 - ❖ **Diploma in Creative Communications** by Institute of Advertising, Singapore
 - ❖ **Diploma in Marketing Communications** by International Advertising Association, New York

PROFESSIONAL CERTIFICATE COURSES

- c. IAS Portfolio School
- d. IAS Brand Management School
- e. IAS Media Planning School
- f. IAS/4As Account Planning School
- g. IAS Copywriting School
- h. IAS Corporate Communications School
- i. IAS Video/Graphics Production School
- j. IAS Advertising by Design

For Item c to j,

Award:

- ❖ **Professional Certificate** by Institute of Advertising, Singapore

Course run in collaboration with [Chatsworth Medi@rt Academy Pte Ltd](#)

- a. Professional Diploma in Advertising & Design
Award
 - ❖ **Professional Diploma in Advertising & Design** by Institute of Advertising, Singapore & Chatsworth Medi@rt Academy
 - ❖ **Diploma in Marketing Communications** by Institute of Advertising, Singapore
 - ❖ **Diploma in Marketing Communications** by International Advertising Association, New York
- b. Professional Certificate in Advertising & Promotional Design
Award
 - ❖ **Professional Certificate** by Institute of Advertising, Singapore & Chatsworth Medi@rt Academy

International Advertising Association (IAA) Diplomas will be awarded to those who achieve a 'C' grade and above for the 5 marketing communications units, as well as fulfill the internship requirement either on a full-time or part-time basis. However, students who have attained equivalent professional experience prior to the completion of the program will be exempted from the internship.

Note - Students are required to source for their own internship.

38 Certificate / Transcripts

1. Certificates and transcripts must be collected personally from the Institute.
2. Requests for additional or replacement transcripts will cost S\$50 per piece.

39 Others

39.1 The Institute reserves the right to change the entry requirements, and to make amendments/changes to the course schedule, syllabus, rules & guidelines, as it deems necessary and appropriate at any time.

39.2 Students are to inform the Institute at iasedu@ias.org.sg / adexedu@ias.org.sg when there are changes in personal particulars. The Institute will not be liable for any consequences as a result of undeliverable mail/email.

Examination Guidelines

40 Verification of Identity

Students must produce their Identity Card (NRIC) and Student Membership Card to the invigilator for verification of identity before the examination commences.

41 Attendance for Examinations

41.1 To qualify for the examinations, students must achieve a minimum class attendance of 90% of the unit of study leading to the examination for that module. Students who fail to achieve the minimum attendance will be barred from taking the examination for that unit. A student who is barred from examinations will be deemed to have failed the unit and this will be reflected in the result slip and final transcript. The student will have to retake the module again and pay for the unit at a 50% unit fee.

41.2 If a student is unable to fulfill the minimum attendance due to unforeseen circumstances, they must submit a letter together with the supporting documents to the Institute before the end of each unit for review.

41.3 Students who are unable to sit for an examination must notify the Institute at least 3 working days before the date of examination. All notifications must be made via writing with supporting documents to the Institute. The Education Committee will consider such cases based on individual merit.

41.4 Students who are absent from an exam without giving proper notification will not be permitted to continue with the course.

42 Punctuality for Examinations

42.1 Students are to be present at the examination venue at least 15 minutes before the commencement of each examination.

42.2 Students who are more than 30 minutes late will not be allowed to take the examination. Instead, a written explanation with supporting documents will have to be submitted to the Institute for review within 3 working days from the date of examination.

43 Dress Code for Examinations

Students must be properly attired for all examinations. Students in singlets, shorts and slippers will not be allowed into the examination venue.

44 Main Examinations

44.1 Students who do not show up for the main examination without a written notification to the Institute will be expected to re-take the examination in the following year.

44.2 Before re-taking the examination, students can attend the last four lessons of the module. Students who fail a main examination will be given an opportunity to do a supplementary exam.

45 Supplementary Examinations

45.1 Students are required to submit a non-refundable fee of S\$90.00 per supplementary paper.

45.2 The fees for the module must be paid to the Institute before exam commencement.

45.3 Students who fail in the supplementary exam have to re-take the module and pay 50% of the module fees.

45.4 Supplementary exams are not an option for students who do not show up for the main exam. Supplementary exams will be arranged one month after the results are released.

45.5.1 If students are unable to take the supplementary exams on the arranged date, they are required to take the exam with the subsequent batches. No special arrangement will be made.

46 Examination Results

The Institute will mail out results to each student within four weeks after the date of the examination. Results will not be revealed over the phone or email.

47 Appeals

- Students who wish to appeal against their examination result must write in officially to the Institute and pay a review and administrative fee of S\$200.
- Appeals must be lodged within one week of the release of results. The Education Committee will review each appeal case. All decisions are final. Appeals for re-grading of a passing subject will not be accepted.
- Students who wish to improve their grades for a particular module can do so by paying a non-refundable fee of S\$150.00 and take the exam when it is offered next. The Supplementary Exam is not an option for students who wish to improve their grades.

48 Personal Belongings

Other than 3 pens/pencils, all personal belongings including pencil case must be kept away from the students' desk during the examinations.

49 Pager and Mobile Phones

All pagers and mobile phones must be switched off or to silent mode and no answering of the mobile phones will be allowed during the examinations.

50 Misconduct

Any act of dishonesty will result in the student being disallowed to continue with the examination and the course. There will also be no refund of course fee. For company-sponsored students, a notification letter will be sent to the company. Students will be barred from taking any future courses with the Institute.

Student Declaration

This is to certify that I have understood and agreed to the above Rules and Regulations as published by the Institute and hereby agree to honor all the obligations in accordance with the Institute of Advertising, Singapore.

Name: _____

Signature / Date: _____