

# Pearson Marketing toolkit

Helping you promote  
your Pearson Edexcel  
partnership to your wider  
school community



Pearson



# Session Outcome

- Know the correct approved logo to use for your marketing assets
- Find and download marketing assets on our website
- Find and share relevant website content for parents and students
- Amplify achievements of your awards achievers
- Feature your school and learners in our channel



# Using our Approved Centre Logo

# Avoid these mistakes

The image shows a logo for Edexcel that is not the official one. It features the word "Edexcel" in a blue, italicized, serif font.

Fake logo

The image shows an outdated version of the Edexcel logo. It consists of the word "edexcel" in a blue, lowercase, sans-serif font, followed by a grid of nine blue squares. Below this, the words "Approved Centre" are written in a smaller, blue, sans-serif font.

Outdated logo

The image shows a logo that is not Edexcel's. It features a dark blue rectangular box with the word "PEARSON" in white, uppercase, sans-serif font. Below the box is a white, curved line. Below this, the word "edexcel" is written in a blue, lowercase, sans-serif font, followed by a grid of nine blue squares.

Wrong logo

# Using our Approved Centre Logo

It's important that everyone can trust the legitimacy of our partner institutions, and that they also meet the high standards required to offer our qualifications. This is why we have our Pearson Edexcel Approved Centre logo.



**Pearson**  
**Edexcel**

Approved Centre

# Using our Approved Centre Logo

## Vertical logo



Full colour, black font



B&W, black font



Full colour, white font



B&W, white font

## Horizontal logo



Full colour, black font



B&W, black font



Full colour, white font



B&W, white font

# Examples from other schools

THE BRITISH SCHOOL OF GUANGZHOU  
A NORD ANGLIA EDUCATION SCHOOL

2023  
**OUTSTANDING PEARSON LEARNERS**  
NOVEMBER

Pearson Edexcel Approved Centre



**Jimmy**  
Highest Mark in the World - A Level Maths



**Lily**  
Highest Mark in China - GCSE Music



**Christine**  
Highest Mark in China - GCSE Psychology

EDELWEISS SCHOOL

Pearson Edexcel Approved Centre  
Cert. No. 05/16/C/22000108

**OPEN REGISTRATION SCHOOL YEAR 2024-2025**

GET EARLY BENEFIT

**WORLD CLASS EDUCATION FOR ALL**

KIDDY (KB)  
KINDERGARTEN (TK)  
PRIMARY SCHOOL (SD)  
LOWER SECONDARY (SMP)

OUR SCHOOL	ADMISSION PROCESS	LEARNING FACILITIES
<ul style="list-style-type: none"> <li>International Standard</li> <li>ISO21001:2018 Certified</li> <li>"A" Accreditation</li> <li>Integrated Edelweiss Curriculum</li> </ul>	<ul style="list-style-type: none"> <li>Complete Registration Form</li> <li>Upload Required Documents</li> <li>Profiling Assessment</li> <li>Interview with Parents</li> <li>Admission Result Notification</li> <li>Complete Administration and Payment</li> </ul>	<ul style="list-style-type: none"> <li>On-Site, On-Line, Hybrid Class</li> <li>Parenting Session</li> <li>Enrichment Session</li> <li>Free Original OS &amp; MS Office</li> <li>Digital Active Learning</li> <li>Various Extracurricular</li> </ul>

\*LIMITED SEAT\* PLEASE CONTACT OUR CS FOR REGISTRATION & OPEN HOUSE

YAYASAN SINAR PUTIH EDELWEISS  
Jatibening Estate, Jln. Ratna - Bekasi | [www.edelweiss.sch.id](http://www.edelweiss.sch.id) | Contact CS : 0811 881 7757  
@edelweisschool.id | #edelweisschoolindonesia | #edelweisschoolindonesia

# International GCSE, IG or IGCSE?

At Pearson Edexcel, we only use:

- **International GCSE**

or

- **IG**

to refer to our qualifications.  
Please do not use "IGCSE" as that is trademarked to another exam board.

However, if your centre name has the word "IGCSE" in it, that is ok!







# Pearson Edexcel Marketing Assets

# Bookmark our new Marketing Toolkit Page

International Schools ▾

Remote learning support Events Contact us



Free trials

Catalogues & price lists

Search



Why choose Pearson? ▾

British curriculum ▾

International Baccalaureate curriculum ▾

US curriculum

Blog

Marketing toolkit for schools ▲

## Welcome to Pearson

World class assessments,  
digital content and  
learning experiences for  
international schools

Why choose Pearson? >

Approved centre logos

Approved centre plaques

Pearson presentations

Downloadable brochures

Classroom posters

School pull-up banners

Promotional videos

Infographics

Virtual backgrounds

# One stop centre for in-centre marketing tools



Free trials

Catalogues & price lists

Search



Why choose Pearson? ▾

British curriculum ▾

International Baccalaureate curriculum ▾

US curriculum

Blog

Marketing toolkit for schools ▾

## Marketing toolkit for schools

### Support for your in-school marketing

We are on hand to support you with recruiting new students and promoting your Pearson Edexcel qualifications pathway with your wider school community using our marketing toolkit.

Bookmark this page as we regularly update the wide range of authorised marketing materials housed here for you to download and print to support all your marketing and promotional activities to parents, students, and other audiences.



<https://www.pearson.com/international-schools/marketing-toolkit-for-schools.html>

# What you'll find there

Almost **100** downloadable assets – and **10 different types** – that you can use in your online and offline activities:

- Approved centre logos
- Approved centre plaques
- PowerPoint presentations
- Downloadable brochures
- Classroom posters
- Event Banners
- Infographics
- Latest catalogues
- Virtual backgrounds
- Case Studies
- Promotional and testimonial videos
- Link to blog articles

## Approved centre logos

Once you are confirmed as an approved centre, you can use our logo alongside yours to communicate your approved centre status and partnership with us.

[See our logos](#)

## Approved centre plaques

Display your approved centre plaque in a prominent position in your school to showcase your partnership with Pearson Edexcel.

[See centre plaques](#)

## Pearson presentations

We have put together a collection of branded presentations to help you explain your Pearson Edexcel qualifications to your school community.

[Download presentations](#)

## Downloadable brochures

Share our brochures with your school audience to help to promote and explain the key benefits of your Pearson Edexcel qualifications.

[See all brochures](#)

## Classroom posters

Download and display these colourful posters highlighting the skills your students will learn throughout their learning journey with Pearson.

[Download posters](#)

## School pull-up banners

Brighten your reception area, parent evenings and other in-school functions with these banners promoting your partnership with Pearson Edexcel.

[Download banners](#)

## Social media assets

Share your Pearson Edexcel partnership with your school community with these engaging social media resources to keep your school brand top of mind.

[Coming soon!](#)

## Pearson Edexcel videos

Share these videos at school open days or in reception to help your school community learn more about your Pearson Edexcel pathway.

[Browse our videos](#)

## Sharable infographics

Use our infographics on their own or add to your school presentations to provide your audience with an overview of your Pearson Edexcel pathway.

[Download infographics](#)

## Our latest catalogues

Browse our latest range of print and digital resources to support your teachers and students with their Pearson Edexcel qualifications journey.

[See latest catalogues](#)

## Virtual backgrounds

Download branded wallpapers for your desktop imagery or as a background for virtual sessions and promote your Pearson Edexcel partnership.

[Download backgrounds](#)

## Royalty-free image bank

Browse our image bank for high quality photos of famous London, UK landmarks and images reflecting our values - ideal for your presentations.

[Coming soon!](#)

## Editable press release kit

Adapt these template press releases and use them to help generate media coverage about your school's partnership with Pearson Edexcel.

[Coming soon!](#)

## Case study templates

We would love to feature your school and learners on our channels! Just fill in your details at the online form here to submit your progression success stories.

[Coming soon!](#)

## International schools blog

Share our blog with your school community - there are a whole host of posts for teachers, students and parents to help support their education journeys.

[Read our latest articles](#)

## Additional support

Looking for something else to help promote your school's partnership with Pearson Edexcel? Email us and we'll do our best to help.

[Get in touch](#)

# Within each section

- Each section of the Marketing Toolkit contains a set of assets for your use, categorised by types and groupings where relevant
- Short description for each asset
- Thumbnail visual for easy reference
- Direct asset link and easily downloadable for your immediate use

## Marketing toolkit for schools

### School pull-up banners

Brighten up your school reception or event space with these banners that can be used to promote your partnership with Pearson Edexcel to your wider school community.

These banners are available to print at the standard size of 800 x 2000mm (2 x 6 ft).



#### Approved centre banners

Available in six designs, these banners are a great way to showcase the partnership between your school and Pearson.

- [Design 1](#)
- [Design 2](#)
- [Design 3](#)
- [Design 4](#)
- [Design 5](#)
- [Design 6](#)



#### Pearson co-brand banners

Use these banners to place your school logo alongside the Pearson logo to showcase your partnership. Available in four different designs.

- [Design 1](#)
- [Design 2](#)
- [Design 3](#)
- [Design 4](#)



#### Early Years banners

Use these banners to share your Pearson Edexcel International Early Years pathway with your community. Available in four designs.

- [Design 1](#)
- [Design 2](#)
- [Design 3](#)
- [Design 4](#)



#### Qualifications banners

Use these banners to highlight and promote the range of Pearson Edexcel qualifications your school offers. Available in six different designs.

- [iPrimary](#)
- [iLowerSecondary](#)
- [International GCSE](#)
- [International A level](#)
- [Transferable Skills](#)
- [iD - coming soon!](#)



#### Learner quotes banners

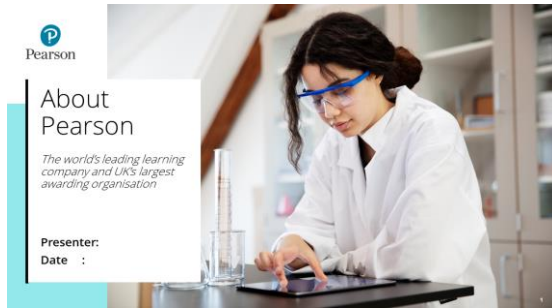
These banners feature inspiring quotes from learners who are proud to have completed their Pearson Edexcel international qualifications.

- [Design 1](#)

# Approved Centre Plaques



# PowerPoint Presentations



Quick introduction about Pearson and our heritage



Quick introduction about Early Years Curriculum



Quick introduction about iPrimary & iLowerSecondary



Quick introduction about International GCSE



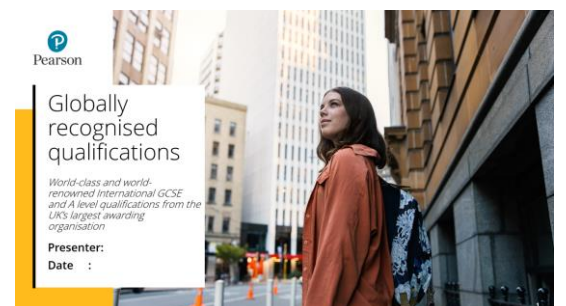
Quick introduction about International A Levels



Quick introduction about Onscreen Assessment

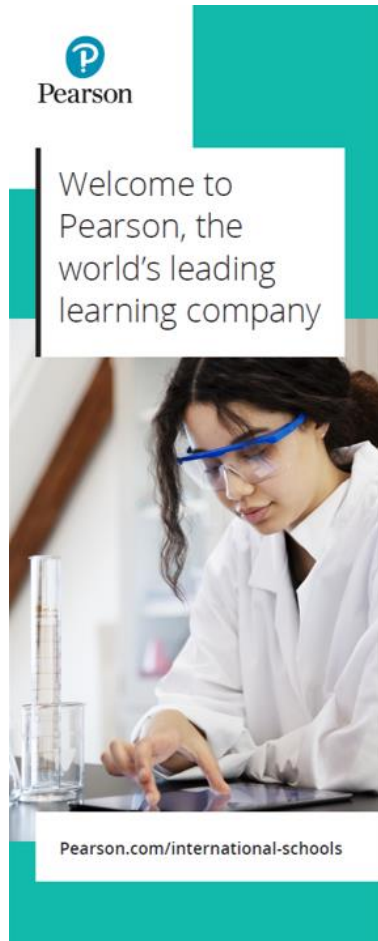


Quick introduction about what is transferable skills



Quick introduction about our recognition

# Promotional Banners



Pearson

Welcome to Pearson, the world's leading learning company



[Pearson.com/international-schools](https://pearson.com/international-schools)

Generic Pearson



Pearson  INSWORLD INSTITUTE  
GLOBAL ACADEMIC EXCELLENCE

Whatever path they choose, we're there for the journey



[Pearson.com/international-schools](https://pearson.com/international-schools)

Co-Branded



Pearson Edexcel  
Approved Centre

Working in partnership with Pearson Edexcel to provide our students with world class, internationally recognised qualifications.



[Pearson.com/international-schools](https://pearson.com/international-schools)

Approved Centre



IP

Pearson Edexcel



International Early Years Curriculum  
**Lay the foundation for future success**  
Ages 3 - 5  
[quals.pearson.com/ipprimary](https://quals.pearson.com/ipprimary)

Early Years



IG

Pearson Edexcel

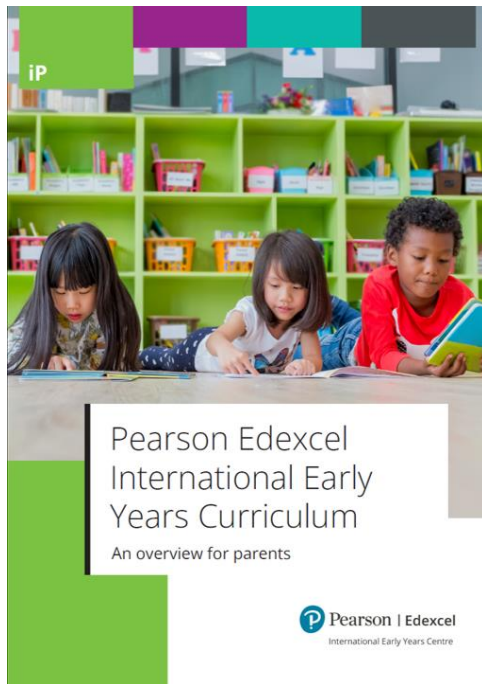


International GCSE (IG)  
**Globally recognised academic qualifications for international students**  
Ages 14 - 16  
[qualifications.pearson.com/internationalgcse](https://qualifications.pearson.com/internationalgcse)

Quals specific\*



# Brochures



iP

Pearson Edexcel  
International Early Years Curriculum  
An overview for parents

Pearson | Edexcel  
International Early Years Centre

The cover features a photograph of three young children sitting at a table in a classroom, looking at a book together. The background shows a green shelving unit filled with books and supplies.

Pearson Edexcel

**iPrimary and iLowerSecondary**

Spend less time navigating the curriculum and more time inspiring your learners



[www.pearsoninternational-schools.com](http://www.pearsoninternational-schools.com)

Pearson Edexcel

Studying Pearson Edexcel International GCSEs

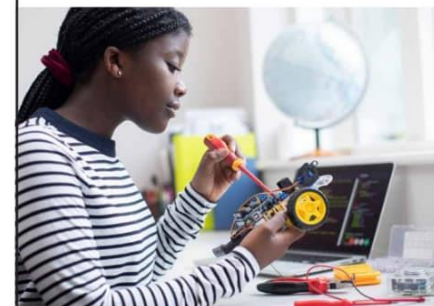
A parents guide



Pearson Edexcel

Studying Pearson Edexcel International A Levels

A parents guide



Pearson Edexcel

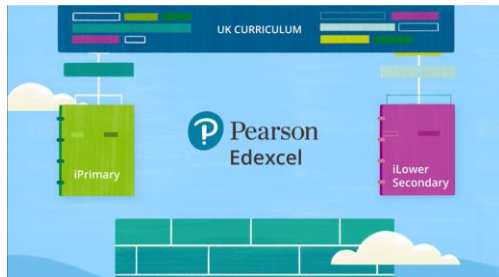
**An introduction to the British curriculum**

A guide for international schools




[pearsoninternational-schools.com/britishcurriculum](http://www.pearsoninternational-schools.com/britishcurriculum)

# Helpful explainer videos and school testimonial Videos




# Posters



**P Pearson Edexcel**

**Problem solving** *(n):* The process of applying principles and concepts to find solutions to difficult or complex issues.


An academic qualification is only part of what is necessary for university study. Transferable skills such as problem solving skills will help you cope with the different demands of your degree studies and provide a solid skills base to help you thrive in the world of work. You'll develop these skills when studying for Pearson Edexcel qualifications.



**P Pearson Edexcel**

**Self-management** *(n):* The discipline of being directed or guided by oneself, especially as an independent agent.

Self-management is twice as strong a predictor of final grades than IQ. Developing transferable skills, which are clearly signposted in Pearson Edexcel qualifications and Student Books, will help you make progress in your life.



**P Pearson Edexcel**

**Critical thinking** *(n):* The strategies used to objectively analyse and evaluate a topic, problem or situation in order to form a judgement.

Transferable skills like critical thinking can help you in the process of shaping, presenting and building knowledge. Experts recognise that knowledge acquisition and the application of knowledge, which you will develop when studying for Pearson Edexcel qualifications, is something which transcends any individual academic discipline or learning situation.



**P Pearson Edexcel International Early Years Centre**

Learning opens up opportunities, creates fulfilling careers and better lives




**P Pearson | Edexcel International Early Years Centre**

"Children must be taught how to think, not what to think."  
Margaret Mead



**P Pearson Edexcel**

Universities and employers look for students and graduates with skills which enable them to better meet the demands of undergraduate study and the world of work. According to research, 1 in 3 of the skills required in a job posting is a 'soft' or transferable skill. You will develop these important transferable skills when studying for your Pearson Edexcel qualifications.



**P Pearson Edexcel**

**Leadership** *(n):* The action of leading a group of people or an organisation, or the ability to do this.

You can't always be 100% prepared for a changing world, but you can use the skills and knowledge you acquire when studying for your Pearson Edexcel qualifications to adapt successfully and meet future employment needs.



**P Pearson Edexcel**

**Creativity** *(n):* Inventiveness; the use of imagination or original ideas to create something.

Education leaders and employers are placing increasing emphasis on the importance of creativity. As the pace of global innovation accelerates, creativity skills will help learners participate and succeed when they join the workforce of the future. You will develop a range of important transferable skills when studying for your Pearson Edexcel qualifications.



**P Pearson | Edexcel International Early Years Centre**

"Education is a continual process, it's like a bicycle... If you don't pedal you don't go forward."  
George Weah



**P Pearson | Edexcel International Early Years Centre**

"What makes a child gifted and talented may not always be good grades in school, but a different way of looking at the world and learning."  
Chuck Grassley



**P Pearson Edexcel**

**Team working** *(n):* The action of working with someone or a group as an equal partner to produce an outcome.

As employers place more emphasis on team-based work, students who excel at collaboration are more likely to be valued applicants. You'll develop a range of important transferable skills when studying for your Pearson Edexcel qualifications.



**P Pearson Edexcel**

**Communication** *(n):* The imparting or exchanging of information by speaking, writing, or other means.

Communication skills are central to success in school, work and life. In a recent Pearson survey, employers ranked communication as the second most important employee skill, yet one that is lacking in many applicants. You will develop a range of important transferable skills when studying for your Pearson Edexcel qualifications.



**P Pearson | Edexcel International Early Years Centre**

Wherever learning flourishes, so do people

# Virtual Backgrounds




**P** Pearson

Welcome to Pearson, the world's leading learning company

World-class assessments, digital content and learning experiences for international schools

[Pearson.com/international-schools](https://www.pearson.com/international-schools)




**P** Pearson Edexcel

Pearson Edexcel iPrimary

Provide your learners with the complete British primary curriculum for international schools worldwide from the largest awarding organisation in the UK.

[quals.pearson.com/primary](https://www.quals.pearson.com/primary)




**P** Pearson Edexcel

Globally recognised qualifications

World-class and world-renowned International GCSE and A level qualifications from the UK's largest awarding organisation.

[quals.pearson.com/en/support/Services/progress-to-university](https://www.quals.pearson.com/en/support/Services/progress-to-university)

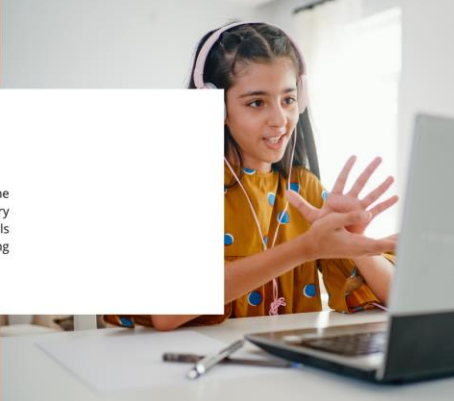


**P** Pearson Edexcel

International Early Years Curriculum

Lay the foundation for your learners' future success with the most up-to-date international reception / early years curriculum from the largest awarding organisation in the UK.

[quals.pearson.com/primary](https://www.quals.pearson.com/primary)

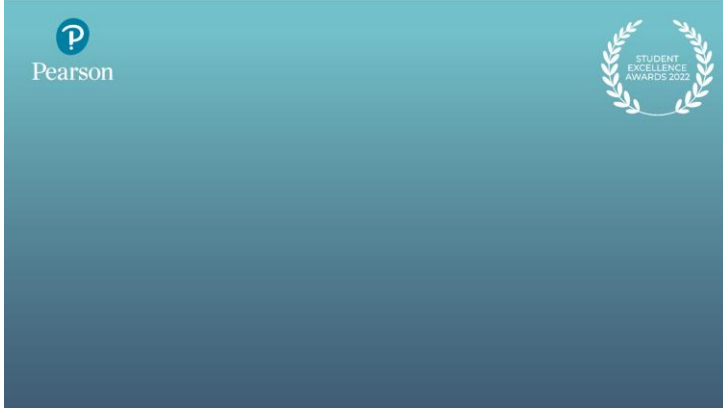


**P** Pearson Edexcel

Pearson Edexcel iLowerSecondary

Provide your learners with the complete British lower secondary curriculum for international schools worldwide from the largest awarding organisation in the UK.

[quals.pearson.com/lowersecondary](https://www.quals.pearson.com/lowersecondary)



**P** Pearson

STUDENT EXCELLENCE AWARDS 2022

# Infographic

**1936** Royal charter gives the University of London limited powers to conduct exams and confer degrees on its students.

**1905** The University of London Extension Board was founded in 1902 and the first University of London school examinations were set in 1905.

**1918** The first national qualifications for England, Wales and Northern Ireland were introduced. The School Certificate was taken at 16 and the Higher School Certificate at 18. Exam boards had previously offered their own qualifications.

**1951** General Certificate of Education (GCE) replaces the School Certificate and Higher School Certificate. The new GCE qualification was split into two levels: ordinary (O levels) and advanced (A levels).

**1965** The Certificate of Secondary Education (CSE) was introduced in 1965 when the UK government realised that large numbers of students were leaving school without any qualifications. Joined at the 20th century, CSEs were administered on a local basis with local boards that had been detached from universities.

**1973** The Technician Education Council (TEC) was established to rationalise and improve the relevance of sub-degree vocational education in FE and HE colleges and in polytechnics. Within 18 months, BEC took on responsibility for CSEs, O levels, HNCs and HNDs.

**1974** The Business Education Council (BEC) was established to rationalise and improve the relevance of sub-degree vocational education in FE and HE colleges and in polytechnics. Within 18 months, BEC took on responsibility for CSEs, O levels, HNCs and HNDs.

**1986** Two-tier system of O levels and CSEs replaced with GCSEs in the UK, now recognised as the leading academic qualification for 14-16 year-olds. This change led to new regional consortia being formed for GCSEs, as CSEs and O levels had previously been administered by different exam boards.

**1996** Edexcel was formed in 1996 when the UK government realised that large numbers of students were leaving school without any qualifications. Joined at the 20th century, CSEs were administered on a local basis with local boards that had been detached from universities.

**2005** Edexcel, the UK's leading awarding organisation of academic qualifications, joins the Pearson family.

**2011** Pearson creates Pearson College, a degree provider based in London and Manchester.

**2013** Pearson makes public commitment to efficacy a series of unique commitments designed to measure and increase the company's impact on learning outcomes around the world.

**2018** Pearson Edexcel, the world's leading learning company and the UK's largest awarding body, setting the standard for worldwide recognised qualifications, built on the British educational system and accepted by universities worldwide.

**Pearson | Edexcel**

## World-class and world-renowned

Edexcel qualifications open the doors to the world's most prestigious universities. Demanding, rigorous and empowering, Edexcel International Advanced Levels are developed to Pearson's world-class standards and equip students to excel at degree level.

**W** Edexcel IALs are universally accepted and prepared me well for applying to top universities. This course of study also gave me a solid foundation for my university studies as it covered lots of different subject areas.  
\*John G., studying Mathematics, University of Warwick

**W** I chose IALs to gain specialist knowledge and enter for a top university. IALs provided me with the knowledge and techniques to have the same chance as other candidates internationally.  
\*Tara U., studying Mathematics, Oxford University

**W** Mathematics A level provided me with knowledge on a variety of topics that had not been covered in the Spanish system, but were then taught at university. The Physics course provided the appropriate mental structure that allowed me to understand difficult concepts quicker.  
\*Alicia Carrillo-Diaz, studying Mathematics, Physics, University of Bristol

**W** I wanted to study a course that allowed me to learn and think in different ways. I liked the mix of lecture style teaching with interactive elements that enabled me to test my skills in different areas. The course was excellent preparation for university.  
\*Lee Brad, studying Medicine, University of Toronto

**W** I wanted to study subjects that were relevant to a future career and that I enjoyed. Edexcel IALs provide students with a firm knowledge base.  
\*Niamh Simpson, studying Chemical Engineering, in university

**W** I have developed a greater passion and understanding of the subject's content. Edexcel qualifications are the most respected and popular qualifications in the world and enabled me to progress to the UK university of my choice.  
\*Danyang Wang, studying Civil Engineering, Imperial College London

**W** In addition to expanding my academic knowledge, I also gained other skills, such as time management and decision making during my studies.  
\*Niamh Simpson, studying Bachelor Science, Bachelor of Education and Politics, University of Exeter

**W** Edexcel IAL qualifications place more emphasis on the student's understanding of what they have learned, not merely testing what they have memorized from a textbook.  
\*Peggy Ho, studying Law, University of Hong Kong

**W** I would recommend Edexcel IALs as the information is very up-to-date. The course was rigorous and enabled me to think critically to stretch myself further.  
\*Hannah Lee, studying Business, International Finance, University of York

**W** Edexcel IALs prepared me so much for university and I was successful in getting offers and a scholarship to the Australian university of my choice.  
\*Hannah Lee, studying Business, International Finance, University of York

**W** It's been my dream to attend a world renowned university. Edexcel IALs have given me a solid academic foundation for my degree.  
\*Neil Cook, studying Computer Science, University College London

**IAL**  
**Pearson Edexcel**

## Edexcel International GCSE

### THE 9-1 GRADING SCALE EXPLAINED

CURRENT	NEW
A*	9
A	8
B	7
C	6
D	5
E	4
F	3
G	2
U	1

**9** The new grade 9 represents a new level of achievement and has been introduced to differentiate your top performing students.

**8** The bottom of the grade 8 aligns with the bottom of the grade A.

**7** There's greater differentiation in the middle of the scale, with grades 6, 7 and 8 being equivalent to the old grades B and C.

**6** The bottom of the grade 6 aligns with the bottom of the grade C.

**5** The bottom of the grade 5 aligns with the bottom of the grade C.

**4** The bottom of the grade 4 aligns with the bottom of the grade C.

**3** The bottom of the grade 3 aligns with the bottom of the grade C.

**2** The bottom of the grade 2 aligns with the bottom of the grade C.

**1** The bottom of the grade 1 aligns with the bottom of the grade C.

**U** The Office of Qualifications and Examinations Regulation (Ofqual) will regulate qualifications, examinations and assessments in England.

**U** Because many students will continue to be taking Pearson Edexcel and International GCSE results that meet their admission criteria.

**GOV.UK**

**2019**

**Watch the UK government's video about the new 9-1 grading**

## 9-1 GRADING FACTS

**FACT** The new 9-1 grading scale was introduced by the UK government as part of GCSE reform in England and Ofqual\* is responsible for implementing these changes in the UK.

**FACT** The bottom of the grade 9 aligns with the bottom of the grade A, the bottom of the grade 8 aligns with the bottom of the grade C, and the bottom of the grade 1 aligns with the bottom of the grade G. So it will be awarded using the same relative positions as the old A\*-G grading.

**FACT** Pearson Edexcel will be awarded using the 9-1 grading scale. Our international GCSE students will have the same opportunity with the opportunity of them wanting their first 5 to grade an A\*.

**FACT** By 2019, over 1 million GCSEs will be awarded using the 9-1 grading scale. Our international GCSE students will have the same opportunity with the opportunity of them wanting their first 5 to grade an A\*.

**FACT** You can't directly compare the top 20% of candidates that world famous GCSEs, as the new 9-1 grading scale has 9 providing greater differentiation across the scale, so the bar will never be fully comparable.

**FACT** Only the top 20% of candidates that world famous GCSEs, as the new 9-1 grading scale has 9 providing greater differentiation across the scale, so the bar will never be fully comparable.

**FACT** Pearson Edexcel will be the first awarding body to offer this scale for International GCSEs, allowing the research, to ensure that teachers, parents, students, employers and universities had enough time to prepare for the change.

**FACT** Universities will continue to accept GCSE and International GCSE qualifications using the new 9-1 grading scale\*\*.

**To find out more**  
about Pearson Edexcel International GCSEs, visit our website, with our free to follow and sign-up to stay connected with the latest news.  
[qualifications.pearson.com/internationalgcse](http://qualifications.pearson.com/internationalgcse)

**Watch the UK government's video about the new 9-1 grading**

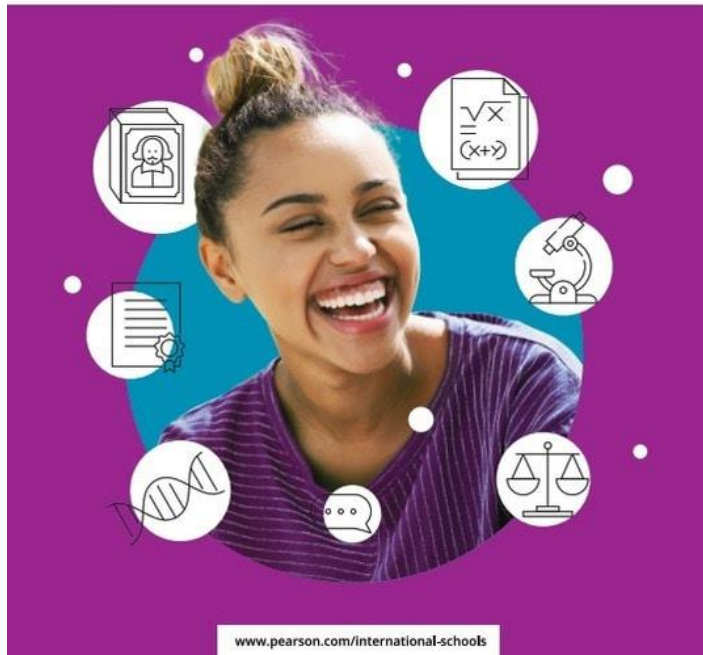
**“The proposed model and assessment questions would certainly support progression to higher levels and secure these qualifications as being rigorous and challenging.”**  
Allison, Aston University, UK

# Our latest catalogues



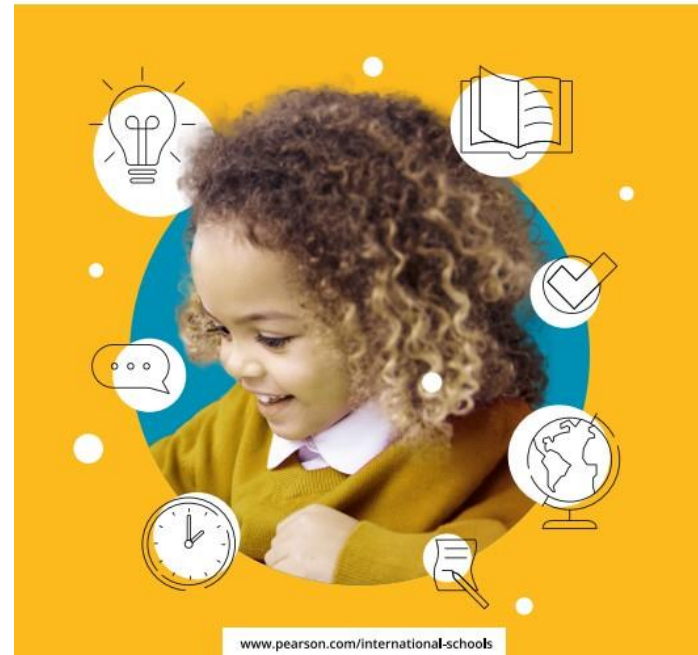
## International Baccalaureate Catalogue 2025

Resources for schools following a British, International or International Baccalaureate curriculum



## International Primary Catalogue 2025

Resources for schools following a British, International or International Baccalaureate curriculum



## International Secondary Catalogue 2025

Resources for schools following a British, International or International Baccalaureate curriculum



# Jump off point for other resources too!

## Even more support for your international school

We also have a range of information to support you on our [Pearson Edexcel international qualifications website](#) where you can find additional useful documents including:

- a Welcome Pack for new approved centres
- International GCSE subject guides
- International A level subject guides
- and many more useful documents to support your journey with Pearson Edexcel.

[Browse these additional guides](#)



Want to find out more or purchase? Contact your local Pearson consultant.



<https://qualifications.pearson.com/en/support/support-topics/understanding-our-qualifications/marketing-toolkit/edexcel-toolkit.html>



# Shareable Website Content



# Why Choose Pearson Edexcel?

- Key reasons to choose Pearson Edexcel
  - **Outstanding support**, including pre- and post-assessment services, analytical tools, teaching and learning resources.
  - **Impactful innovation** such as onscreen assessment and modular qualifications.
  - **Regional consultants** across the world have in-depth understanding of your local country and schools
- Testimonials from international schools
- Learn more about our popular subjects
  - Maths, English, Science

<https://www.pearson.com/international-schools/why-choose-pearson/why-pearson-edexcel-now.html>

## Why choose Pearson Edexcel now?

The partner you can trust through times of change

The education landscape is changing fast. The disruption to learning during the global pandemic has brought with it innovation, which has created new demands for teachers, learners and education systems.

To ensure your school and learners are best placed to face the challenges to come, you need a qualifications partner you can trust.

Only Pearson Edexcel can provide that trust.

[Let us explain why >](#)



## Learn more about our world-leading qualifications



Why choose Pearson Edexcel for maths?

See why your school should choose Pearson Edexcel for International GCSE Maths and how we can support you to make the move.

[Learn more about maths >](#)



Why choose Pearson Edexcel for English?

See why your school should choose Pearson Edexcel for International GCSE English and how we can support you to make the move.

[Learn more about English >](#)



Why choose Pearson Edexcel for Science?

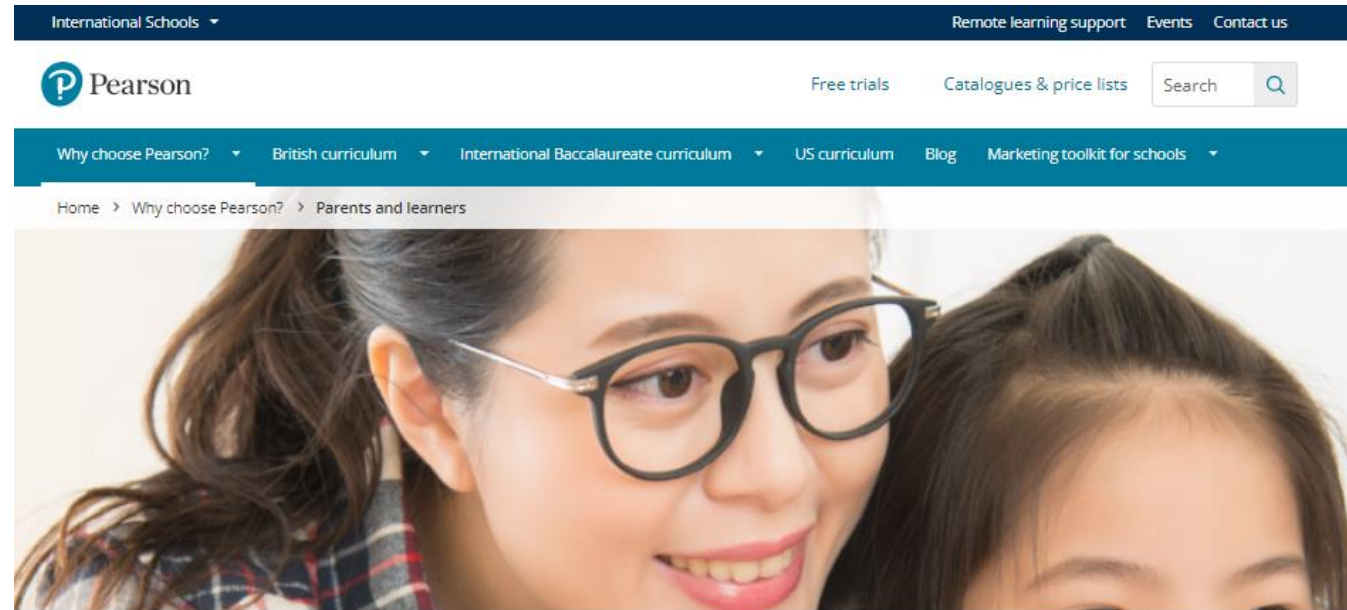
See why your school should choose Pearson Edexcel for International GCSE Science and how we can support you to make the move.

[Learn more about Science >](#)

# Parents page

- Why choose Pearson Edexcel?
- Clear explanation of their child's learning journey with Pearson, including jump off points to each of the key stages
- Testimonials from students and parents and learner progression stories
- Support for their children, including:
  - Key exam dates
  - Past exam papers
- Latest news and events
- Links to relevant blog articles

<https://www.pearson.com/international-schools/why-choose-pearson/for-parents-and-learners.html>



## Parents and learners

Pearson Edexcel qualifications are recognised by leading global universities

As parents, we know you have a big influence on your children's education journey and want to ensure they thrive at school, gaining the skills and knowledge they need to progress onto university and enhance their global employability prospects.

On this page you will find the support you need to understand our qualifications and curricula and hear from learners who have already progressed with Pearson Edexcel. You can also sign up to our newsletters to receive regular updates by email to help you learn more about what we do.

[See our university recognition list >](#)

[Sign up to our newsletters >](#)




# Support for Learners



## Qualifications support

Find all the information you need about our qualifications and the support we offer you as a parent or learner.

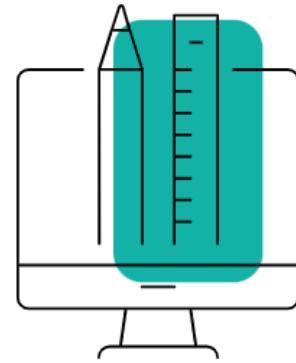
[See all support](#) 



## Access exam timetables


Find exam dates for Pearson Edexcel International GCSE and International A level examinations.

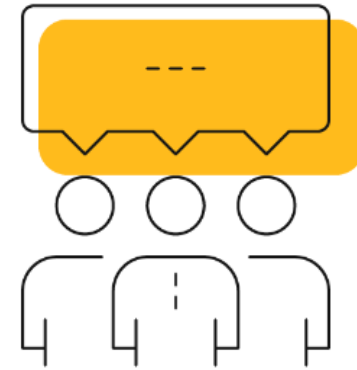
[See exam timetables](#) 



## Download past exam papers


Our easy-to-use past paper search gives you instant access to a large, free library of past exam papers and mark schemes.

[Download past papers](#) 



## Our international schools blog

Read our latest news and articles for parents on our international schools blog. Sign up to receive a fortnightly email digest.

[Read our blog](#) 

# Our International Schools Blog

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Please send me regular blog updates by email



### Willow School: Creating a world-class British international school with local values and culture

Willow School's founders were driven by a shared vision of providing a world-class education in Algeria. Read more about the secret of...

November 27, 2024



### How to self-assess your teacher performance and practice

A self-assessment helps you understand how you're doing as a teacher and what your areas for growth are. Use these practices to...

November 26, 2024



### How art and creativity in the classroom support student health and wellbeing

Students' health and wellbeing improves when they express themselves creatively – and so does your classroom atmosphere. Get...

November 21, 2024



### The big debate: Should critical thinking be taught as a standalone subject in schools?

Critical thinking is an essential skill for students – but should it be taught as a standalone subject? We consider the reasons for and...

November 20, 2024

## Parents



CLASSROOM

### How to teach your students to recognise fake news

Before the advent of the internet, we knew where to find information: television, newspapers and libraries. But now, with a...

By [Maria Di Mario](#) July 20, 2021

5 4558



BRITISH CURRICULUM

### Busting the myths that surround online learning

Since the start of the COVID-19 pandemic in spring 2020, online learning has become a pivotal feature in daily life...

By [Elaine Tibbatts](#) June 14, 2021

2 1525



BRITISH CURRICULUM

### Should homework be banned? The big debate

Homework is a polarising topic. It can cause students to feel stressed or anxious. It adds extra pressure on teachers...

By [Maria Di Mario](#) April 28, 2021

131 44943

Articles by experts and invited authors

Parent-focused articles

<https://www.pearson.com/international-schools/international-schools-blog.html>

# Find an international centre

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international centre

## Support topics

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Understanding our qualifications

Centre administration

Registrations and entries

Quality assurance

Assessment and verification

Exams

Results and certification

Our qualifications explained

Scottish Credit and Qualifications Framework (SCQF)

Where can I take Pearson qualification exams? (Private candidates only)

Comparing BTEC to other qualifications

Marketing toolkit for international centres

Regulated Qualifications Framework (RQF)

European Qualifications Framework (EQF)

Achieving your learning and career goals

Find an international centre

Policies for centres, learners and employees





# Progression & Recognition

# University Recognition



Over **1,000 universities** worldwide recognise IAL qualifications for entry.

**80% of the World University Ranking Top 20 Universities** from all favourite education destinations globally recognise IAL qualifications for entry.

## Pearson Edexcel International Advanced Level (IAL) Recognition

This list presents organisations that have agreed to help demonstrate Pearson Edexcel IAL recognition around the world. International A levels are developed to the same high standard as Pearson Edexcel GCE A levels which are accepted\* by universities worldwide.

The document should not be interpreted as an exhaustive global record as institutions may not appear for various reasons not linked to recognition itself. For example, our annual [‘university destinations’](#) snapshots include universities and admissions bodies who receive Pearson Edexcel IAL student results and are not yet on this recognition list.

Please [bookmark this page](#) as this list is updated monthly. If you are a university and would like to be added to the list please see: [qualifications.pearson.com/recognition](https://qualifications.pearson.com/recognition)

\*This recognition is solely to indicate that the IAL is an acceptable qualification for admission



The University of Hong Kong

# Pearson Edexcel IAL universities recognition lists by region

Europe

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See universities list

Americas

---

See universities list

Australia & NZ

---

See universities list

Asia

---

See universities list

Africa

---

See universities list

Middle East

---

See universities list



# Apply to university: resources

## Africa

### Universities recognition list

This list presents organisations that have agreed to help demonstrate Pearson Edexcel IAL recognition around the world. International A levels are developed to the same high standard as Pearson Edexcel GCE A levels which are accepted\* by universities worldwide.

Please bookmark this page as this list is updated monthly. If you are a university and would like to be added to the list please visit [this page](#).

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\*This recognition is solely to indicate that the IAL is an acceptable qualification for admission purposes. As credit transfer policies vary by institution, applicants are encouraged to refer to individual university websites separately to confirm whether they can transfer credit from their IAL(s).



 Pearson | Edexcel

 Pearson Edexcel

## European Study Guide 2024

A guide for international school students applying to European universities



[qualifications.pearson.com/progress-to-university](https://qualifications.pearson.com/progress-to-university)

 Pearson Edexcel

## USA Study Guide 2024

A guide for international school students planning to study in the USA



[qualifications.pearson.com/progress-to-university](https://qualifications.pearson.com/progress-to-university)

 Pearson Edexcel



## Does the IB DP programme give students more choice over degree subjects than A level students?

The basis for this claim is that because IB Diploma students study six subjects and International A level students typically study three subjects, this means more subject disciplines are open to IB students at undergraduate level. This is not the case.

### How do the two international curricula compare on subject breadth and depth?

Although IB DP students study six subjects from six subject groups – Studies in language and literature, Language acquisition, Individuals and societies, Science, Mathematics and the Arts – they will only take three, or occasionally four, subjects at higher level and will take the other three, or two, at standard level. Standard level subjects comprise 150 teaching hours and higher level subjects comprise 240 teaching hours. In comparison, students following a British international curriculum will study between five and ten subjects at International GCSE, and then typically progress to study three or four subjects at International A level, from a choice of over 20 subjects including English Language/Literature, Languages, Sciences, Maths, Humanities and Arts subjects. Each Pearson Edexcel International A level (IAL) comprises a total of 360 teaching hours.<sup>2</sup>

### How do they compare on subject choice?

Some countries will specify the subjects IB students must take as part of their Diploma programme, for example, in Switzerland, all students must take either Maths or a Science at higher level. This supports the IB's philosophy that students must study a variety of subjects to broaden their general as well as specialist knowledge but reduces IB DP students' flexibility over subject choice.

In comparison, the subject choice for International A level students is far wider, allowing students to decide whether they want to develop deep specialist knowledge by choosing to study Pearson Edexcel International A levels within a single discipline, or remain as generalists, by choosing to study a broader choice of International A level subjects spanning multiple disciplines.

### How are IB DP and International A level subject choices valued by universities?

Typically, IB students need the full IB Diploma for entrance to university, which means passing all subjects as well as the compulsory TOK, CAS and extended essay components.<sup>3</sup> In practice, this means that the subjects studied as part of the IB Diploma are only of value to universities when the student has the full IB DP qualification.

 Pearson Edexcel

[PearsonInternational-Schools.com/British-Qualifications](https://PearsonInternational-Schools.com/British-Qualifications)

## A Springboard for Success

### University of Bath

Michelle Liu  
Undergraduate Student Recruitment Officer  
[kyl189@bath.ac.uk](mailto:kyl189@bath.ac.uk)

#BelongatBath



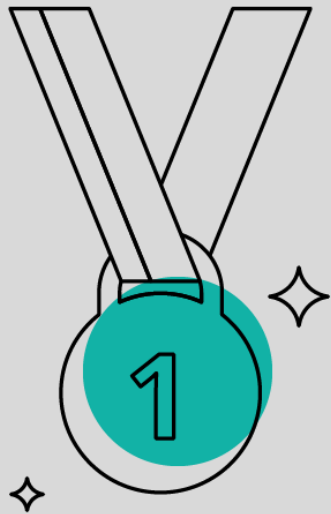


# Pearson Student & Teacher Awards

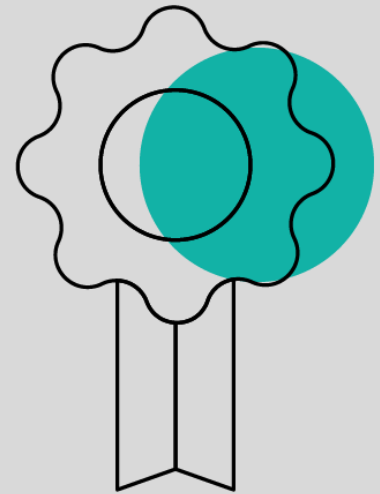
Outstanding  
Pearson Learner  
Awards



High Achiever  
Awards



Pearson  
International  
School Teacher  
Awards



# About Outstanding Pearson Learner Awards (OPLA)

Our flagship awards programme, the Outstanding Pearson Learner Awards (OPLAs), provides recognition to the top-performing Pearson Edexcel learners worldwide, outside the UK.

These annual awards recognise the outstanding academic achievements of learners who achieve the highest score in their examination subject, competing against thousands of other learners who are taking the same subject in country and globally.

The list of award recipients is provided to schools each November and awards are given to achieving students for the previous November, January and May/June exam series.

Our local representatives will attend your school prize giving ceremonies and/or arrange regional award ceremonies to celebrate your winning students.



<https://www.pearson.com/international-schools/why-choose-pearson/for-school-groups-and-owners/awards/outstanding-learner-awards.html>

# High Achiever Awards

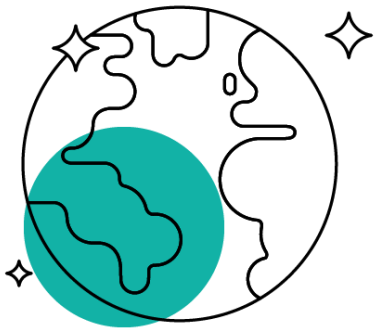
These high achiever awards are proposed by our regional teams as additional recognition to the achievement of the learners in their region.

Currently the high achiever awards are only awarded at schools for selected countries from the following region:

- Europe
- Middle East
- South East Asia
- South Asia



# Awards Criteria



	Highest Subject Mark in the <b>World</b>	Highest Subject Mark in the <b>Region</b>	Highest Subject Mark in the <b>Country</b>	High Achiever Awards
	Excluding UK	Asia, Africa, Europe, Middle East, Oceania & the Americas	Only in regions which meet minimum entry requirements	
iPrimary	Grade P3 must be achieved – then the highest subject mark			Varies based on country-specific criteria
iLowerSecondary	Grade S4 must be achieved – then the highest subject mark			
GCSE International GCSE	Grade 9 must be achieved – then the highest subject mark			
GCE A Level International A Level	A* must be achieved - then the highest subject mark			

# Awards Ceremonies around the world



# Amplifying the achievements of your learners

**Dover Court International School**  
10 hours ago

We're thrilled to announce the success of our students at the annual Outstanding Pearson Learner Awards. 🌟 This year, we celebrated seven of our students who achieved the highest subject marks in Singapore, Asia, and the world, receiving the Outstanding Pearson Learner Award. Additionally, 38 students were awarded the Pearson Excellence Award for achieving grades 7 and above in at least five different subjects, showcasing their dedication and hard work.

The Outstanding Pearson Learner Awards highlights and celebrates the academic excellence of students taking Pearson Edexcel GCSE and IGCSE examinations from the previous academic year.

"We were delighted to host the Outstanding Pearson Learner Awards (OPLA) this year to celebrate the fantastic academic achievements of students across Singapore in Pearson qualifications. We recognised and celebrated our own remarkable student achievements with families. This academic excellence cannot be underestimated; it is the culmination of commitment to learning and sheer hard work. Congratulations to all our Dover Court winners this year," expressed Rachel Edwards, Head of Secondary at Dover Court International School.

We are incredibly proud of our students for their achievements. As a non-selective school, these accomplishments highlight the power of hard work, determination, and a positive mindset. Congratulations to all! 🎉

Read more: <https://www.nordangliaeducation.com/.../celebrating-dcis...>

#DCISsg #NordAngliaEducation #AcademicExcellence #pearsonedexcel #IGCSE #pearsonexcellenceaward #OPLA



Some examples of the social posting and offline activities that schools organised to amplify the achievement of the learners.

Home > Dulwich Life > Outstanding Pearson Learner Awards 2024

## Outstanding Pearson Learner Awards 2024

Nov 26, 2024



Following the Outstanding Cambridge Learner Awards, DHSZ students have continued to excel, with two students receiving the Outstanding Pearson Learner Awards! Year 12 student **Jessie R** achieved the **Highest Mark in China** in IGCSE Economics, while **Hank W** (Class of 2024) earned the **Highest Mark in Asia** for Graphic Communication. Additionally, our school was honoured with the **Outstanding Pearson School Award** in recognition of its students' exceptional academic performance.



Meet Ana: Outstanding Pearson Learner Award - the Highest Mark in the World in English Literature

British School of Buch...  
494 subscribers

Subscribe

5 0 Share ...

### Achievers Awarded At Outstanding Pearson Learner Awards Ceremony

By Andrew Sjöberg

Education News, October 20, 2024

It was a truly special day for the school as we celebrated the Outstanding Pearson Learner Awards ceremony. The ceremony was held in the school's main hall and was attended by students, parents, and staff. The awards were presented to the students who achieved the highest marks in their subjects. The ceremony was a testament to the hard work and dedication of our students and the support of our staff. The awards were presented to the students who achieved the highest marks in their subjects. The ceremony was a testament to the hard work and dedication of our students and the support of our staff.



# Amplifying the achievements of your learners

School : Santa Laursenia S  
 Number of learners : 7 learner  
 Number of awards : 8 award

NAME	AWARDS
Johannes Haryanto	Pearson Edexcel iPrimary 3 subjects with G
Leroy Soegiarto	Pearson Edexcel iPrimary 3 subjects with C
Sean Patrick Lukman	Pearson Edexcel iPrimary 3 subjects with C
Benedict Benvito Themas	Pearson Edexcel International Advanced l
Jocelyn Thamas	3 subjects with Grade A or above
Luan Evelina	Pearson Edexcel International Advanced
Yuan Kesri	3 subjects with Grade A or above

**Outstanding Pearson Learner Awards**  
 SANTA LAURENSIA JUNIOR AND SENIOR HIGH SCHOOL  
 WWW.SANTA-LAURENSIA.COM

**PEARSON  
 OUTSTANDING LEARNERS AWARD  
 2024**



**Abdullah Shahin**  
 Highest mark in the world in A Level Mathematics  
 Highest mark in the Middle East in A Level Physics  
*Congratulations*

**REGENT  
 INTERNATIONAL SCHOOL**

**ARINA  
 YEAR 12**

**2024 OUTSTANDING PEARSON  
 LEARNER AWARDS**

**HIGHEST WORLDWIDE  
 in International GCSE Mathematics A**

**HIGHEST SCORE IN THE MIDDLE EAST  
 for International GCSE Science**

**Potterhouse School**  
 4 December at 20:24

We are delighted to announce that this year, competing against thousands of students from 750 schools and 82 countries globally, the May-June examination series for the academic year 2023-2024, saw two of our students emerge top in subjects not only in Kenya, but in the WORLD!

To mark their incredible achievement, Esther and Tsamba will receive certificates from Pearson at a ceremony to be held in early 2025. The Outstanding Pearson Learner Awards are world-acclaimed prizes given to the highest achievers in recognition of their demonstrated excellence in exam performance. Every year in the British National Curriculum, students in Year 6 and 9 sit for international examinations in 4 core subjects while Year 11 sit their IGCSE.

The dedication, hard work and stellar achievements of our students continues to highlight our vision of academic excellence, alongside their wholistic development - socially, emotionally, spiritually and physically.

Pongezi sana to Esther and Tsamba and a very warm congratulations to our all students!

If all rounded excellence is what you seek for your child, Kanibu Potterhouse School!

**Congratulations  
 THE OUTSTANDING  
 PEARSON LEARNER AWARDS**

**TSUMBA OPERE**  
 PEARSON EDUCAL INTERNATIONAL GCSE 2024  
 Highest Mark in the World in English

**ESTHER NJENGA**  
 PEARSON EDUCAL INTERNATIONAL GCSE 2024  
 Highest Mark in the World in Mathematics

info@potterhouseschool.ac.ke +254 722 252 551 / +254 733 798 546

Some examples of the social posting and offline activities that schools organised to amplify the achievement of the learners.

# Pearson International School Teacher Awards

The Pearson International School Teacher Awards recognise and celebrate outstanding educators in international schools across the world. We welcome nominations for all categories from educators, parents, leaders and students!

Nominations open 30 November

The entry deadline is 28 February 2025

Judging takes place in March and April

The awards ceremony takes place online in June 2026...

Visit [pearsoninternational-schools.com/teacher-awards](https://pearsoninternational-schools.com/teacher-awards)

International School  
Teacher of the Year

Nominate your star

International School  
Leader of the Year

Nominate your star

Outstanding Innovator  
of the Year

Nominate your star

# Amplifying the achievements of your teachers

International School Leader of the Year: Stephen Priest



Global winner!

Pearson International School Teacher Awards 2024

Congratulations



I am a finalist in the Pearson International School Teacher Awards!



Recognising excellence and celebrating our international educators.

[pearson.com/international-schools](https://pearson.com/international-schools)



Breaking News Campus Exam Deep Dive Web Stories Opinion

## "Supreme mission for a leader is to grow more leaders": Shiv Nadar School Faridabad's Director Principal Anju Wal

Pearson International School Teacher Award 2024 for the Asia Region has been awarded to Anju Wal, Director Principal, Shiv Nadar School, Faridabad

Seema Rajpal

Published on: 12 Jul 2024, 8:30 am

[WhatsApp](#) [X](#) [Facebook](#) [LinkedIn](#) [Email](#) [Share](#)

**Q** Congratulations on your win. Tell us what you think helped you win this award. [Best online courses](#)

**A** It is most definitely a privilege and an honour to receive the International School Leader of the Year, Asia Award from Pearson.



2024 PEARSON INTERNATIONAL SCHOOL TEACHER AWARDS

This is to certify that **Syed Asim Naveed Bukhari**

from **Bright Future International School, Qatar**

has received the following award

**International School Leader of the Year - Middle East**



*Emma Whale*  
Emma Whale  
Vice President  
Pearson School Qualifications



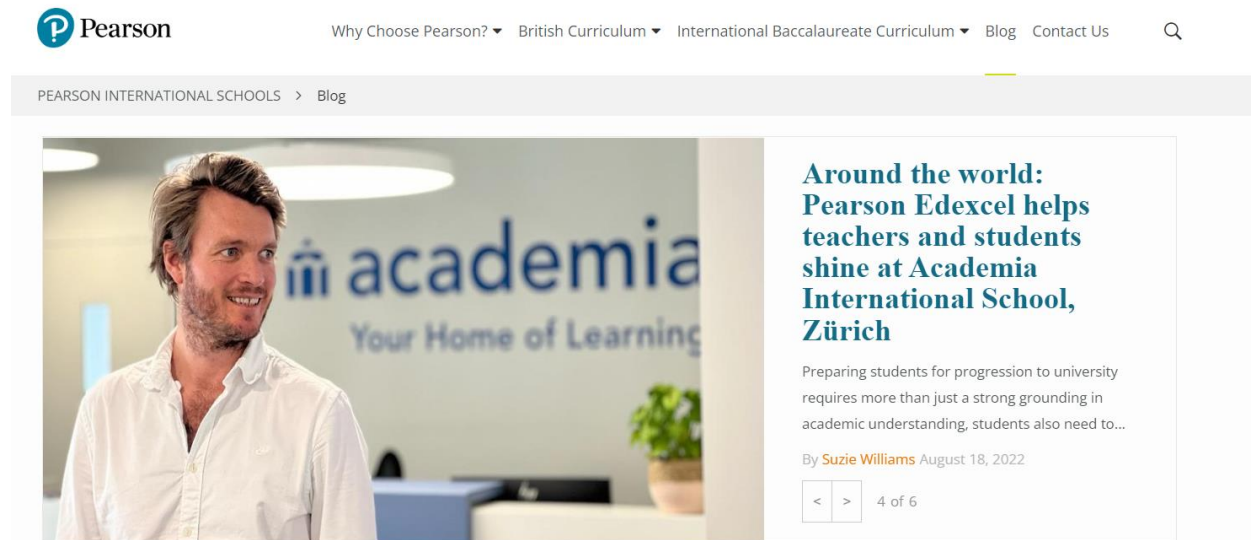
Share your school  
or learners' stories  
on our channels

# Our channels

We can help you share your school or learner stories to a global audience via our channels!

- Our Pearson International Schools website
- Our Facebook page
- Our LinkedIn page
- Our YouTube channel
- In our monthly email newsletters

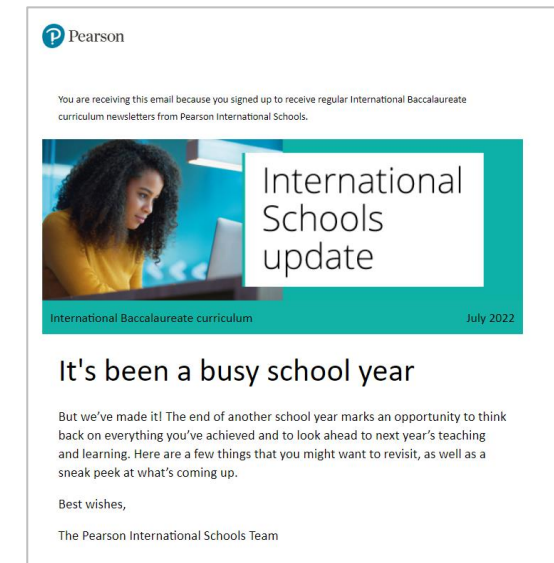
Register your interest at the form here: [link](#)



The screenshot shows the Pearson International Schools website. At the top, there is a navigation bar with the Pearson logo, a search icon, and links for 'Why Choose Pearson?', 'British Curriculum', 'International Baccalaureate Curriculum', 'Blog', and 'Contact Us'. Below the navigation bar, the breadcrumb 'PEARSON INTERNATIONAL SCHOOLS > Blog' is visible. The main content area features a large image of a smiling man in a white shirt in front of a wall with the 'academia Your Home of Learning' logo. To the right of the image is the article title 'Around the world: Pearson Edexcel helps teachers and students shine at Academia International School, Zürich'. Below the title is a short paragraph of text and the author information 'By Suzie Williams August 18, 2022'. At the bottom of the article preview, there are navigation arrows and the text '4 of 6'.



The screenshot shows a Facebook post from 'Pearson International Schools', which has 1,919 followers. The post text reads: 'We caught up with the team at Academia International School in Zürich, Switzerland, to find out how Pearson Edexcel qualifications are helping their learners develop a global mindset and achieve their ambitions of entering the university of their choice. Read more here: <https://bit.ly/3D25Nzs>'. Below the text is a large image of the same man from the website screenshot. At the bottom of the post, there is a caption: 'Around the world: Pearson Edexcel helps teachers and students shine at Academia International School, Zürich' and a link to the blog post. The post also shows interaction options: 'Like', 'Comment', 'Share', and 'Send'.



The screenshot shows an email newsletter from Pearson International Schools. The header includes the Pearson logo and a note: 'You are receiving this email because you signed up to receive regular International Baccalaureate curriculum newsletters from Pearson International Schools.' The main content area features a large image of a woman looking at a laptop, with the text 'International Schools update' overlaid. Below the image is the date 'July 2022'. The newsletter title is 'International Baccalaureate curriculum'. The main heading is 'It's been a busy school year'. Below this is a paragraph of text: 'But we've made it! The end of another school year marks an opportunity to think back on everything you've achieved and to look ahead to next year's teaching and learning. Here are a few things that you might want to revisit, as well as a sneak peek at what's coming up.' The newsletter concludes with 'Best wishes,' and 'The Pearson International Schools Team'.

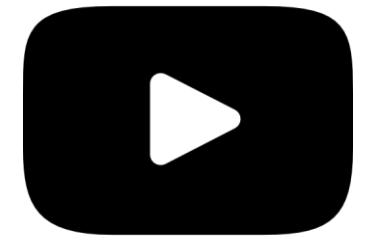
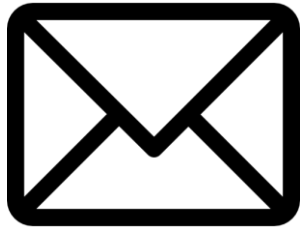


# Recap

- Know the correct approved logo to use for your marketing assets
- Find and download marketing assets on our website
- Find and share relevant website content for parents and students
- Amplify achievements of your awards achievers
- Feature your school and learners in our channel

# Thank you for your time!

Connect with us for the latest updates on our events and promotion campaigns.



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**Website** [pearson.com/international-schools](https://pearson.com/international-schools)

**Facebook** [facebook.com/PearsonInternationalSchools](https://facebook.com/PearsonInternationalSchools)

**LinkedIn** [linkedin.com/showcase/pearson-uk-international-schools](https://linkedin.com/showcase/pearson-uk-international-schools)

**Youtube** [Pearson UK & International Schools](https://Pearson UK & International Schools)



Pearson