

Agent self-serve links and guidelines

(updated February 2024)

Please refer to this document and links contained therein for official information about Kaplan's product offerings and university partners. We are committed to faithful representation of our partners and products, and any market-facing information and visual representation published by agents must also reflect this commitment.

By following the information and guidelines set out in, and linked from, this document, you can help ensure you're correctly representing Kaplan and its higher education options to your audiences.

Who are Kaplan International Pathways?

See the [Who we are](#) section on our website.

Our university partnerships

Kaplan works in partnership with leading universities in the USA, Canada, UK, Australia and New Zealand – to offer international students routes to studying a degree abroad. Typically, this is via one of two routes:

- [Degree admission](#): expert application and admissions counselling for direct entry to a degree.
- [Degree preparation](#): also known as pathway courses, these are special programmes that help international students meet bachelor's or master's degree entry requirements and prepare for university-level study. They're taught at specialist international study centres, and typically offer guaranteed degree entry when students pass at the required level with good attendance.

Discover our full set of partner universities across several English-speaking countries.

[UK partner universities](#)

[US partner universities](#)

[Canadian partner universities](#)

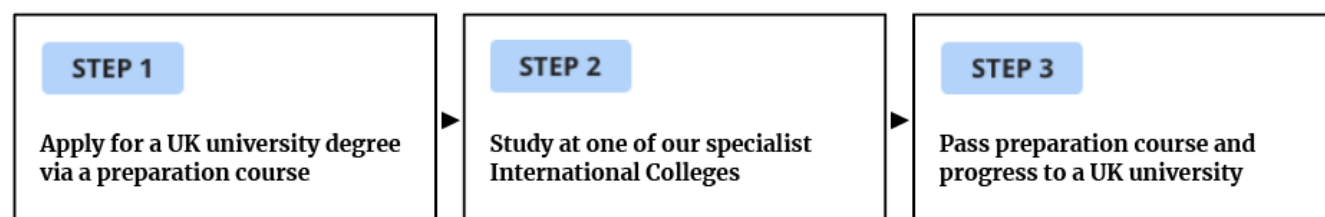
[Australian partner universities](#)

[New Zealand partner universities](#)

UK study centres

Kaplan Pathways offers several international colleges in the UK in partnership with highly respected universities. These colleges deliver degree preparation courses to help international students gain entry to either a bachelor's or master's degree.

Most colleges are based on the campus of their affiliate university, giving students access to a wide range of campus facilities and the university experience from day one.



[Learn more about how UK colleges work.](#)

Our specific UK study centres are as follows (with links to our webpages for study centres and partner universities):

International college / study centre	University partner(s)	Accepted other names (international college / study centre)	Accepted other names (university partner)
Bournemouth University International College	Bournemouth University	'the International College' 'the College'	'BU' 'the University'
Glasgow International College	University of Glasgow	'the International College' 'the College'	'the University'
Kaplan International College London	City, University of London Cranfield University Queen Mary University of London University of Birmingham University of Bristol University of Westminster University of York	'KIC London' 'the International College' 'the College'	'City' 'Cranfield' 'Queen Mary' 'Birmingham' 'Bristol' 'Westminster' 'York' 'the University' (all partners)
Nottingham Trent International College	Nottingham Trent University	'the International College' 'the College'	'NTU' 'Nottingham Trent' 'the University'
University of Birmingham foundation pathways	University of Birmingham	'the foundation pathways'	'Birmingham' 'the University'
University of Brighton International College	University of Brighton	'the International College' 'the College'	'Brighton' 'the University'
University of Bristol International Foundation Programme	University of Bristol	'the International Foundation Programme'	'Bristol' 'the University'
University of Essex International College	University of Essex	'the International College' 'the College'	'Essex' 'the University'
University of Liverpool International College	University of Liverpool	'the International College' 'the College'	'Liverpool' 'the University'
University of Nottingham International College	University of Nottingham	'the International College' 'the College'	'Nottingham' 'the University'
University of York International Pathway College	University of York	'the International Pathway College' 'the Pathway College'	'York' 'the University'
UWE Bristol's International College	UWE Bristol	'the International College' 'the College'	'UWE' 'the University'
None (direct degree admission only)	The Engineering & Design Institute London	--	'TEDI-London' 'the Institute'

Please note the correct college and university full names and accepted other names in the table above – it's important to follow these exactly and to not use any variations that aren't shown.

UK accommodation: at all international colleges / study centres above, accommodation is offered to students during their pathway course. Students benefit from customised contracts to fit their course dates, prices inclusive of all bills, safe and convenient locations close to classes and / or local amenities, a choice of room types to suit different needs, and a welcoming community where they'll truly feel at home. [Learn more about UK accommodation on our website.](#)

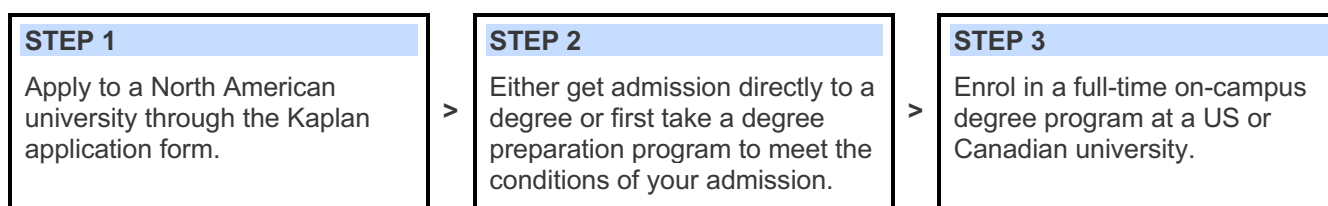
Digital pathway courses in the UK

In addition, Kaplan provides pathway courses online for students unable to come to the UK. These courses are taught centrally by Kaplan International Pathways, and work much in the same way as those at our UK study centres above, except that they are delivered fully online. Digital pathway courses offer entry to a bachelor's or master's degree at a selection of our university partners. [Learn more about degree preparation online.](#)

International student admission in North America

Kaplan Pathways offers several international admission routes in partnership with respected US and Canadian universities. Applying with Kaplan brings benefits such as simplified application process, application fee waivers, extended deadlines for many programs, pre-assessment of applications, and communicating with University Admissions on the applicant's behalf.

The choice of routes varies by partner but includes bachelor's admission, transfer admission, master's admission, degree preparation and English language preparation.



[Degree admission explanation on our website.](#)

Our North American university partners are as follows (with links to the partner's own website plus Kaplan webpages):

Country	Kaplan website section	University partner website	Abbreviation
USA	Arizona State University	Arizona State University	ASU
	Pace University in New York	Pace University	Pace
	Simmons University in Boston	Simmons University	Simmons
	University of Connecticut	University of Connecticut	UConn
Canada	University of Victoria in British Columbia	University of Victoria	UVic

Please note the correct university names and acceptable abbreviations above – it is important to follow these exactly, including capitalisation, and to not use any variations that aren't shown.

Agent resources

Our website has useful resources to help you enhance your online presence, train your staff and counsel your audiences: [Resources for education agents](#)

Key sections in this area include product announcements, [recent webinars](#), [Download Area of publications](#), partner university news, important dates including key deadlines, [video playlists](#) and more.

Note: access to some items on the Download Area might require a password – this is 'kaplanlife'.

Digital media packs

These contain key basic introductory information about partner universities, international colleges and study options, as well as image selections and social media graphics and guidelines.

[UK digital media packs](#) | [USA and Canada digital media packs](#)

Summary sheets

For UK, these contain essential details of pathway courses, including English language entry requirements, tuition fees and key dates. Download UK summary sheets by international college:

[Bournemouth University International College](#)
[Glasgow International College](#)
[Kaplan International College London](#)
[Nottingham Trent International College](#)
[University of Birmingham Foundation Pathways](#)
[University of Brighton International College](#)
[University of Bristol International Foundation Programme](#)

[University of Essex International College](#)
[University of Liverpool International College](#)
[University of Nottingham International College](#)
[University of York International Pathway College](#)
[UWE Bristol's International College](#)
[Kaplan International Pathways digital courses](#)

For USA and Canada, these contain details of degrees and degree preparation routes, including English language and academic entry requirements, tuition fees and key deadlines. Download US and Canada summary sheets by university partner:

[Arizona State University](#)
[Pace University](#)
[University of Connecticut](#)
[University of Victoria](#)

(Simmons University does not have summary sheets)

Degree finder

Explore our full range of degree offerings and associated pathway courses across different countries. See study options in the [UK](#), [USA](#) and [Canada](#).

Application process

[UK university application process](#) | [US university application process](#) | [Canadian university application process](#)

Representation of University brands

University logos

Available upon request – please email any requests to your Market or Account Manager and follow usage guidelines here: <https://www.kaplanpathways.com/brand>

Preferred profile titles on your website

When representing Kaplan's partners on your website or portal, we recommend these naming conventions to ensure that the partnership between you, the college/university, and Kaplan is clear:

On-campus UK pathway colleges	Off-campus UK pathway options	UK universities	US universities	Canadian universities
Bournemouth University International College	Kaplan International College London: City, University of London	TEDI-London (in partnership with Kaplan International Pathways)	Arizona State University (in partnership with Kaplan International)	University of Victoria (in partnership with Kaplan International)
Glasgow International College (at the University of Glasgow)	Kaplan International College London: Cranfield University		University of Connecticut (in partnership with Kaplan International)	
Nottingham Trent International College (at Nottingham Trent University)	Kaplan International College London: Queen Mary University of London		Pace University (in partnership with Kaplan International)	
University of Birmingham foundation pathways	Kaplan International College London: University of Birmingham		Simmons University (in partnership with Kaplan International)	

University of Brighton International College	Kaplan International College London: University of Bristol			
University of Bristol International Foundation Programme	Kaplan International College London: University of Westminster			
University of Essex International College	Kaplan International College London: University of York			
University of Liverpool International College	Kaplan International Pathways: digital pathway courses			
University of Nottingham International College				
University of York International Pathway College				
UWE Bristol's International College				

Guidelines for representing our partner universities

We are very privileged to partner with many prestigious universities and want to ensure you have tools to successfully promote each institution. It is our joint responsibility to treat university brands with the utmost care and respect.

The most important aspects of any university promotion are:

1. an accurate portrayal of your relationship with the university
2. correct use of the brand itself

To help you achieve this, we've created a short guide to the basic principles of using a university brand. We hope this helps you and your teams produce materials that showcase Kaplan's partner universities authentically and powerfully.

The list is non-exhaustive so please apply your common sense and own business integrity when making decisions about university promotion.

Do:

- ✓ Use only the official name of the university in your promotion
- ✓ For universities in the USA and Canada, there must be a clear distinction that your relationship with the university is through the Kaplan partnership, rather than a direct relationship, i.e. **use "in partnership with Kaplan International" after the university name**, at least once on your main page about the university.
- ✓ For UK universities, represent your relationship with the university is the international college (or equivalent study centre), which is a partnership between Kaplan International Pathways and the university. The international college's or equivalent centre's pathway courses are students' route to degrees at the university, and clear distinction should be made from the university itself. For TEDI-London, where the main study option is direct degree admission, please follow the US and Canada guidelines immediately above, though using "in partnership with Kaplan International Pathways".
- ✓ For UK universities and international colleges (or equivalent study centres), be sure to present information that's clearly describing one institution (the university) or the other (e.g. college), with added clarifying wording if needed. Details should not be mixed and matched in a concentrated arena that creates risk of ambiguity / confusion.
- ✓ Use a university's rankings, but always provide the source, and try to ensure it is the most recent edition.
- ✓ Use only photos from the following sources:
 - your own taken during visits (any featuring recognisable people must have signed media releases)
 - those supplied by Kaplan and approved for agent use (see the digital resources packs)
- ✓ Promote the university with accurate and up-to-date information.

- ✓ Double-check everything before you post online! Ask yourself if you are professionally and accurately reflecting the brand and the university's reputation for excellence.

Don't:

- ✗ Present yourself as the university or imply you are acting as the university. For example, using copy like "Welcome to XYZ University" may mislead students.
- ✗ Give false contact details that imply you are based on the university campus or have a university email address.
- ✗ Claim exclusive representation of the university, or that the services you provide for the university are unique.
- ✗ Promise students preferential university admission, or suggest you offer a guaranteed/easy route to the university.
- ✗ Misuse the university logo or misrepresent the university in any way.
- ✗ Use university athletics logos or brands (we do not have a license to use these).
- ✗ Post content that is harmful to the university's brand or negatively impacts the university's reputation.
- ✗ Make any claims or statements for which you do not have evidence. For example, don't say "best in the USA for ABC", unless it is a published ranking of universities or programs.
- ✗ Replicate university materials or web content without permission.
- ✗ Copy, make edits to, or manipulate university or Kaplan-owned photos (or take screenshots from the web for your external use).
- ✗ Promote other universities using a university's photos or content.

Thanks for your efforts and cooperation in promoting Kaplan, its products, programs and university partners!