



**european television and media management academy**  
22a, avenue de l'Europe  
67300 Schiltigheim, France  
Tel. : +33 (0)3 88 37 26 50  
Fax : +33 (0)3 88 37 26 51  
email : info@etma-academy.eu  
Web : www.etma-academy.eu

**GENERAL TRAINING CONDITIONS**  
**PROFESSIONAL TRAINING THROUGH DISTANCE LEARNING**  
**“MEDIA MANAGEMENT DISTANCE LEARNING PROGRAMME”**

● **Signing up - admission conditions**

Our telephone service + 33 (0)3 88 37 26 50, which operates from Monday to Friday, provides information on our training offers and their completion conditions and allows you to obtain all details and documents necessary to sign up for a course.

The European television and media management academy's distance learning programme is aimed at audiovisual sector professionals interested in acquiring or developing management skills in Digital Media and New Media. Candidates must have a graduate level of study or equivalent, or proof of significant professional experience in the Media sector. The main prerequisite for this training programme is, nevertheless, a good level of English, as all lessons are given and written work produced in this language.

Admissions are made based on an application file and telephone interview in English with the **etma** Programme Director. The English language level has to be sufficient (IELTS score of 6.5 academic, or equivalent). The application file should be duly filled out and accompanied or followed by a letter of motivation and letters of recommendation. These letters are essential elements in the candidate selection process. A candidate can only be definitively selected for the distance learning programme and sign a training agreement or contract, once these letters have been received and validated by **etma**.

● **Financial Conditions**

Early birds rate applies for applications received 2 months before the start of the programme. Moreover, different modes of payment are possible, whether you are covering the cost of your training yourself, or whether this is covered by your company or fully or partly paid by a third party.

Lodging or transport expenses are not included in the training price. All lunch and diner during on-site training sessions are, however, included.

If the costs of the training are wholly or partly covered by a third party, the company or, according to the specific case, the candidate, undertakes to pay any remaining amounts due to **etma** in the event of default by this third party.

● **Withdrawal - discontinuation - interruption**

Any decision to withdraw from the course must be confirmed in writing four weeks before the start of training at the latest.

After this deadline, **etma** will charge the following penalties:

- In the event that training costs are covered by a company or, wholly or partly, by a third party:  
50% of the cost of the course if the withdrawal decision is made between the 20<sup>th</sup> and 11<sup>th</sup> working day before the course start date,  
100% of the cost of the course if the decision is made less than 10 working days before the start date.

- In the event that costs are covered by the individual student:  
**etma** will keep all monies paid by the candidate in advance, without prejudice to the legal withdrawal period and only if the withdrawal is due to a reason other than a duly recognised case of force majeure.

In the event that a participant decides to discontinue the training course for any reason other than a duly recognised case of force majeure, the total payment amount corresponding to training not yet completed will be invoiced by **etma** as a penalty charge.

In the event that a participant is forced to discontinue the training course following a duly recognised case of force majeure, only those services actually provided to the trainee will be payable, on a pro rata basis in accordance with the training completed.

Fees for a training course which is started and then interrupted due to a decision by **etma** following disciplinary procedures undertaken against a candidate will be payable in full.

## ● Postponement - cancellation

**etma** reserves the right to cancel or postpone training initiatives up to two weeks before the start of the training, without being subject to any claims for damages by the candidate, company and/or third party.

The candidate, company and/or third party will be notified of this by letter, within this timeframe, and monies paid in advance will be fully reimbursed.

**etma** reserves the right to change the individuals leading training sessions, provided that teaching objectives are followed and their quality is guaranteed, as well as to modify the way or order in which initiatives are organised during a training session, without being subject to any claims for damages by the candidate, company and/or third party.

## ● Practical Modalities

**etma**'s teaching programme has been validated by Bournemouth University, situated in England. This partnership allows **etma** to issue candidates with a training certificate or diploma, according to their success rate, at the end of the training course, provided that they have participated in accordance with **etma**'s requirements.

The training certificate is issued to candidates with a 50% success rate, equivalent to 30 ECTS credits; the diploma is issued to candidates with a 100% success rate, equivalent to 60 ECTS credits.

Bournemouth University does not use the ECTS credits system, but instead has its own specific credit system (BU credits), which is accepted by the majority of European Universities.

The distance learning programme is composed of five teaching units. Four of these units are made up of two obligatory modules and are each worth 10 ECTS credits. A fifth teaching unit corresponds to the end of year dissertation, and is worth 20 ECTS credits. A teaching unit is only obtained if both its component modules have been validated.

The distance learning programme is divided into four teaching periods lasting three months, each focussing on one teaching unit (two modules). Each period starts with an intensive on-site training session, at **etma**'s registered office, 22a avenue de l'Europe, 67300 Schiltigheim, France, or any other location in France or abroad chosen by **etma** according to the requirements of the training session. These intensive on-site training sessions are followed by a 12 weeks period of distance learning via the "Virtual Learning Environment" (VLE) platform.

The time expected to be spend on the programme each week is dependent on the participant's own learning style and preferences. 5 to 10 hours per week seems an appropriate rule-of-thumb value based on our experience with previous groups of participants. This value, however, is just an indicator. The work in each distance learning phase is spread over a 12 weeks period and the particular intensity may vary. In the end, the students are the masters of their own time. Academic articles and additional learning support offered by tutors are voluntary options to work on according to the time you have available. The course assessment will be based on academic essays and it is up to each student to decide when and how much time to invest into research and writing. The overall programme covers the amount of 60 credits according to ECTS, which includes all training initiatives: participation in on-site sessions, preparation of modules, contact sessions via the VLE platform, recommended reading, the production of written work for modular evaluation, as well as the completion of the end-of-year dissertation.

As an indication, the timetabling for the four intensive on-site sessions sets out 5 training days, including one weekend, with 9 hours of training per day, which generally run from 8.30am until 7.00pm.

During the entire distance learning period, permanent contact with teachers will be provided - for work and support - via the VLE distance learning platform, and with the **etma** team.

➤ **For more detail please refer to the timetabling sheets.**

## ● Responsibilities

**etma** commits to the provision of means for the training sessions proposed.

Acting in accordance with the training objectives and their quality, the organisation of content and the methods used as defined in the training description are liable to be modified following a decision by the Programme Director.

Moreover, **etma** cannot be held responsible for modifications which may occur during the course of the training due to exceptional events beyond its control.

The candidate undertakes to act in accordance with internal regulations, which can be consulted on site and a copy of which can be obtained on request.

Candidates who wish to use their own private vehicle to arrive at **etma** are requested to verify that they are covered by their insurance company for such journeys.

The signing of an application implies acceptance of these conditions, along with the terms of the training contract or agreement. Any disputes will be taken to the appropriate court in Strasbourg.

Strasbourg, September 2010.