



MARKETING  
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For Immediate Release

**MARKETING INSTITUTE OF SINGAPORE TRAINING CENTRE RECEIVES ACCREDITATION BY THE  
BRITISH ACCREDITATION COUNCIL FOR INDEPENDENT FURTHER AND HIGHER EDUCATION  
First education provider accredited in Southeast and Northeast Asia**

**Singapore, 19 August 2011** – The Marketing Institute of Singapore Training Centre (MISTC) is proud to announce that it has been accredited by the British Accreditation Council (BAC) for independent further and higher education, making it the first and only education provider in Southeast and Northeast Asia to have attained the accreditation.

As an independent body set up in 1984, the BAC acts as the national accrediting body for independent further and higher education. Its accreditation is a well-established, international quality assurance scheme and is regarded by students and agencies throughout the world as one of the most reliable guides in selecting a college in which to study.

Praised by BAC for operating on a highly effective model managed by a professional non-academic staff team, the MISTC's accreditation was awarded after a rigorous inspection process carried out by BAC officials. It satisfied requirements in all five areas of the BAC examination namely Premises and Health and Safety, Management, Staffing and Administration, Student Welfare, Teaching, Learning and Assessment and Management of Quality

“The MISTC is honoured to be the first education provider in the region to receive BAC's accreditation – a further testament to our status as a pre-eminent provider of private education. With an endorsement of our robust education system in place, we are now ever more ready to welcome international enrollments,” said Mr Jeffrey Gomez, Executive Director of the Marketing Institute of Singapore Training Centre.

The MISTC's accreditation is valid for a 4-year term.

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**About the Marketing Institute of Singapore**

The Marketing Institute of Singapore Training Centre is the training arm of the Marketing Institute of Singapore (MIS), the National Body for Sales and Marketing. Since 1973, the Institute has nurtured more than 40,000 students, sales and marketing practitioners and provided networking opportunities for thousands of its members. For more information of the Institute please visit [www.mis.edu.sg](http://www.mis.edu.sg).

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