



## Introduction

CoursePricer® has been under constant development since launch in 2016. Its essential function is to provide students with instant itemised quotes for international language programmes. Nowadays it works in multiple currencies, provides specific agent functions, includes an events database, and links to booking forms hosted on school and agent sites. Most recently (May 2020) we have added a module which integrates the quotes with booking systems hosted on school and agent websites.

The core strength of CoursePricer is that it has evolved through extensive use by and for international language schools in multiple countries. It “understands” the common pricing cultures – the mix of language course, accommodation, airport transfer and other service costs, the systems of graduated discounts with length of stay, courses of fixed and indeterminate length, seasonal courses, seasonal surcharges and surcharge waivers (and indeed the fundamental role of seasonality in the industry in terms of course and accommodation price structure), periodic “blanket” discounts, and the different non-arithmetical structures of charges for learning materials, health insurance and so on. And the proof of that understanding and flexibility is that CoursePricer has been set up to work for hundreds of institutions in multiple countries and currencies, for schools, summer camps, colleges and universities – and for their agents, who themselves have particular industry-specific needs.

This introduction comes in two parts – the longer Part A deals with the concepts and logic of quotes, while the short Part B covers the business of creating / adapting registration / booking forms, installation on school or agent websites and linking quotes to booking information.

## PART A - Quotes

### 1. Basic Concepts

CoursePricer provides students, parents and agents with instant itemised quotes. Schools have control of all site locations, and can update price data for their entire network at a stroke.

Standard items in a CoursePricer quotation may include one or more of the following:

- A mandatory one-off charge (e.g. a registration or fixed materials fee)

- An optional one-off charge (e.g. an arrival transfer or an exam fee)
- A mandatory weekly charge (e.g. a course component or seasonal surcharge)
- An optional weekly charge (e.g. a special diet or additional tuition)
- A mandatory or optional periodic charge which may not be a simple arithmetic calculation (e.g. some health insurance or materials calculations)

Charges for a given organisation may vary as a function of a) the choice of course or ancillary service b) the time of year / season or c) duration of stay. CoursePricer elegantly addresses all aspects of this essential functionality.

## 2. Course Structures and Prices

Courses can be of fixed or variable length. If courses are of *variable* length we cater for four pricing models:

- “Flat Rate” – the cost is simply a standard weekly price multiplied by the number of weeks.
- “Sliding Scale” – cost is likewise a price multiplied by the number of weeks, but the weekly price will vary depending on the number of weeks booked.
- “Front-loaded” – the school applies a price (flat rate or sliding scale) for a number N of weeks. A student booking longer than N weeks pays the price for N weeks plus a flat rate for the remainder.
- “Special” (idiosyncratic) – the school applies a system that may approximate to one of the above but is without programmable logic.

Courses of fixed length normally have a fixed price, although multiple iterations of the same course may have variable prices, seasonally for example. Courses of variable length may be “start any Monday”, or (say) “start on any of these dates” or “start on any Monday (etc.) between D1 and D2”. Such variable courses can trigger fees structured according to any of the categories (i – iv) named above.

## 3. Accommodation

Accommodation is basically priced per week, unless packaged as is common with for example junior seasonal courses. Prices may be, as for courses above, flat rate, sliding scale or front-loaded. There is also provision for accommodation where prices may move several times according to the time of year (typically in coastal resorts); any period may be defined for any price. There is provision for a fixed “one-off” fee for accommodation (a “search” or “placement” fee). Where such fees are not constant e.g. where different search fees are charged according to the type of accommodation, the fee may be built into the cost of the first week on the “front-loaded” model. For example, if accommodation is priced at \$200 per week and there is a non-standard search fee of \$250, using the front-loaded model, week one is priced at \$450 and thereafter \$200 per week; CoursePricer will calculate a 10 week booking at \$2250. Weekly

surcharges may be added for meal plans, minors, special diets, transport to school, private bathrooms, internet connection, air-conditioning etc.

#### 4. Data Input

##### Settings and Courses

- a) Settings (must be completed first). This section concerns services and structures which apply to all or most of your business, including contact details, unlimited accommodation options and ancillary services and their prices, unlimited airport transfers and other miscellaneous services, and also “booking” where you can enter global fees (e.g. registration), high season / low season dates if applicable, and normal weekdays for starting and ending courses (typically Monday and Friday, but any are possible). There is special provision here for periodic charges which vary with the length of the booking but which are not arithmetical, for example materials fees (where there may be a minimum and a maximum) or insurance contributions where the monthly (or whatever) rate can decline in line with the perceptions of the insurance company’s actuary. Such charges can be actioned optionally (i.e. where an uninsured student chooses to take it up) or mandatorily (e.g. where all students are obliged to pay for materials or some other institutional service). You can also add notes on accommodation, and/or notes you wish to accompany ALL quotes. (There is also provision for course notes – see 3 b viii). There is a notes field for school closure or holiday dates – however we recommend that instead you use CourseEventer for this purpose a) because it will only advise students of dates that apply to the student’s booking (no need to tell a UK summer course student about Christmas closure) and b) because the dates will expire and so exclude dates that are now in the past.
- b) Courses.
- i) Does this course run on fixed dates? If there are multiple iterations of the same course, then all may be listed. On the first day of any fixed date listed course, the record on CoursePricer expires and will no longer be offered. Courses with fixed start and end dates will normally have a fixed price. Data entry for such courses is the simplest.
  - ii) A fixed date course may also be based on multiple sessions where a school term or year is built around sessions of (say) 4 weeks and a student can opt to book one or more consecutive sessions. Each session may have its own price and the quote will be based on the aggregate prices of the selected sessions.
  - iii) Is this course seasonal? The “season” can be of any duration. The start and end dates provide parameters, and ensure that the user is not offered dates when

there is no course. One week before the end of the season as defined the course expires and will no longer be offered.

iv) Seasonal or year-round, courses that do not have fixed start *and* end dates may nevertheless have fixed *start* dates (with open or optional end dates). For this purpose CoursePricer brings up a calendar where fixed start dates can be entered up to two years ahead. Do not use this for “Start any Monday” type courses, neither for fixed date courses; use for courses with multiple start dates which are fixed but less frequent than weekly. Course end dates offered will be the default days of the week (taken from Settings) after the minimum course duration.

v) Any course that is not date delimited, with or without fixed start dates, is by definition of variable duration, where the price will be structured as per 2 i-iv above. The “flat rate” is clearly the simplest of these four variable models. This option like the others also offers the possibility of a seasonal supplement being charged if identified in the Settings/Booking section. The “sliding scale” is the most common model in the industry and CoursePricer allows for unlimited combinations of weeks and changes of price. Note that if you apply a different value for all weeks, your course is in category d and data input will take longer.

**NB. CoursePricer works by calculating the duration of the booking in weeks and then seeing what value per week applies for the period booked and then multiplying that value by the number of weeks. eg. if your sliding scale says \$200 per week for 4 to 8 weeks, then the basic cost of a 5 week booking will be  $5 \times \$200 = \$1000$ . However, if you charge \$400 for 2 weeks, \$595 for 3 weeks, \$785 for four weeks or similar, this is category d and you may need to express weekly prices as fractions (e.g. the 3 week value here would be  $\$595/3 = \$198.33$ ). CoursePricer works elegantly with such data.**

vi) Having completed the essential course price data, you are now invited to add course extras. For each course you can add unlimited mandatory extras (e.g. exam fees, materials charges), unlimited weekly options (e.g. extra coaching, excursion programmes etc., and unlimited one-off options (e.g. special educational visit, special academy courses, hardware etc).

vii) If in Settings you have set a “high season” for tuition, you can add a weekly amount which will be applied to the high season as defined. Likewise if you have defined a “low season” you can enter a weekly amount to be deducted for that course and period.

viii) Outside of the season definition you can also for any course apply an immediate % discount, embellished with a marketing message such as “On sale! Book now and get 20% off this course”. The same facility enables you to increase a course price – for a quick mid-season increase as the course fills for example. Illustrative video [here](#).

ix) CoursePricer now asks if standard accommodation is offered. If you offer, say, a residential summer course, or if the course is a “package” inclusive of

accommodation, the answer is No, and the customer getting a quote for this course will not be asked whether he/she requires accommodation.

- x) There is a notes field where you may add notes that relate specifically to this course (i.e. in addition to accommodation and general notes, see 3a).
- xi) The next field is set to YES by default and asks whether you wish to apply any set “universal fee” (as you might not for some categories of course).
- xii) Also set to YES by default, you are asked whether with this course you wish to offer your airport transfers (as you might not with junior courses, for example, where transfers are included in the package).
- xiii) Finally you are invited to include this course record in your CoursePricer data. Bear in mind that answering YES is not a sufficient condition for having your CoursePricer data online; the Activation switch must also be set to ON.

**Always SAVE your data** and make sure you see the pale green banner at the top of the screen which says “Course Updated” or “Your settings were updated”. No harm will come of saving twice or saving uncompleted work mid-session.

## 5. Activation / Embed Code

- a) Activation. When you are ready to go live, slide the switch from the Off to the On position. And then **SAVE**.
- b) Embed Domains. CoursePricer works only where legitimately embedded so enter here third party domains where it will appear. NB. only the domain name is required (not the URL – multiple URLs in the same domain are OK). And **SAVE**.
- c) Embed Code. CoursePricer may be embedded in three different ways: i) a simple link opening CoursePricer on a new page/window, ii) a javascript same page pop-up window (bear in mind that some users may have popups disabled in their browser), iii) iframe which you can size and locate as you like. The code available offers a CoursePricer icon or the word “CoursePricer” (but any word or icon can be used). The code can then be added to the selected site.

## Use on Agent Sites

Agents may also wish to offer quotes for their schools’ programmes without having the problems and expense of developing software for that purpose. So they can now use multiple CoursePricers to provide a brilliant service to their site visitors, for which there is an excellent module first published in 2018. There is an annual management fee payable by agents for this service.

The essential features of the new module include:

- Agent login where agents can easily and quickly set up their CoursePricer account.

- A simple facility for agents to select their partner schools in order to request access to their CoursePricer embed code.
- The ability for agents to edit/translate all text items such as course names, accommodation types, airport transfers etc., and to add their own notes for any school whose CoursePricer they are authorised to use.
- The ability for agents to choose the final currency for the quotes, and to apply a percentage variation to the conversion as a hedge against currency fluctuations.
- The co-branding of all quotes emailed by students for enquiries or other purposes with the agency name and hyperlinked email contact (and unique reference number).
- All quotes emailed by students or other CoursePricer users now converted to PDF format, and copied to the student and school and (for all agency quotes) the agent.
- Agents can also produce and mail their own quotes without limit.

Schools logged in to CoursePricer have a link to “Manage Agents”. Here they can perform essential agent management functions, including:

- 1) Sending a system invitation to an agent to use their CoursePricer.
- 2) Approving/rejecting an agent who wishes to host their CoursePricer on their site.
- 3) Provide any agent using their CoursePricer with a % discount on course prices.

Click on the link and update three fields – the % rate of the discount, the valid *from* date (choose yesterday’s date for immediate implementation) and the valid *to* date which is when the arrangement will expire, which can be up to two years ahead. We recommend setting the expiry date as 31<sup>st</sup> December of the present year or of the following year so that these discount arrangements are reviewed and updated at the same time as course prices.

### **Privacy & GDPR**

The company’s privacy policy will be found [here](#). The only personal data collected by CoursePricer is that which is necessary to send the student the copy of the quote requested or to send a reply to their enquiry – namely FirstName, FamilyName and email address. This data is cleaned such that it remains on our secure server for an absolute maximum of 12 months.

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## CoursePricer® Booking Module Instructions

1. Create a new page on your website e.g. <https://mylearningcentre.com/form.html>
2. Follow the links to the [Github](#) repository and download the code from one of the examples (Basic / Tailwind / Bootstrap. “Basic” is most suitable if you plan to use your own styles).
3. Customize the form so that it is in your language, has the fields you want and the styles to blend with your site.
4. Log in to your CoursePricer dashboard and generate a new API token, and update your code where it says “API TOKEN GOES HERE”.

```
74     <script>
75         $(function() {
76             function get_url_param(key) {
77                 var params={};
78                 location.search.replace(/[?&]+(?:=[^&]+)=?)/gi, function(st, key, value) {
79                     params[key] = value;
80                 });
81                 return (typeof params[key] !== "undefined") ? params[key] : '';
82             }
83             (function() {
84                 var api_key = 'API TOKEN GOES HERE'; /* replace with your api key */
85                 var quote_id = get_url_param('quote_id');
86                 var endpoint = 'https://api.coursepricer.com/bookingquotations/' + quote_id;
87
88                 if (quote_id) {
89                     $.ajax({
90                         method: 'GET',
91                         url: endpoint,
92                         headers: { "Authorization": 'Bearer ' + api_key },
93                         success: function(obj) {
94                             var d = obj.data;
95                             var h = '<h1>Your Quote</h1>';
96
97                             function format_currency(curr, amt) {
98                                 if (curr === 'GBP')
```

5. Update the “action” value to the correct submission path (if in doubt ask your webmaster).

```
13         .container {
14             max-width: 640px;
15             padding: 10px 40px;
16             margin: 0 auto;
17             border: 1px dashed #CCC;
18         }
19     </style>
20 </head>
21 <body>
22     <div class="container">
23         <div class="js-quote-details"></div>
24         <h1>Course Booking</h1>
25         <p>Use the form below to book your course.</p>
26         <form method="post" action="/your/submit/path">
27             <h2>Details:</h2>
28             <label for="title">Title:</label><input id="title" type="text" name="title">
29             <label for="first_name">First Name:</label><input id="first_name" type="text" name="first_r
30             <label for="family_name">Family Name:</label><input id="family_name" type="text" name="fami
31             <label for="nationality">Nationality:</label><input id="nationality" type="text" name="nati
32             <label for="passport_no">Passport Number:</label><input id="passport_no" type="text" name="
33             <label for="native_language">Native Language:</label><input id="native_language" type="text
34             <label for="date_of_birth">Date of Birth:</label><input id="date_of_birth" type="date" name=
35             <label for="gender">Gender:</label><input id="gender" type="text" name="gender">
36             <label for="hear">How did you hear about us?:</label><textarea id="hear" name="hear"></text
37
38             <h2>Address:</h2>
```

6. Enter the URL of your new form in the Booking section of your CoursePricer SETTINGS. For further information visit the [GitHub /coursepricer/bookings](#) repository.