



**BBSI Summer Course  
Certificate  
in  
Marketing & Business Skills**

**Course Description**

The BBSI summer course in Marketing & Business Skills is a study programme of 30 lessons weekly. The course is designed for those with an English language level of Intermediate (IELTS 5.0) or above, who require to improve their English in the context of marketing.

Training focuses on developing students' understanding of marketing concepts, vocabulary and skills, as well as professional communication skills. The course combines current marketing and business issues with targeted case studies.

**Course Outline**

**Minimum English Entry Level:** IELTS 5.0 (*Intermediate*), equivalent to a course leading to CEFR Level B2

**Course Duration:** 2-12 weeks

**Course Designation:** MKS

**Lessons Weekly:** 30 (*each of 45 minutes' duration*)

**Entry Dates:** Entry to this flexible course is weekly from July to September. The first entry date for 2010 is 05 July and the last entry date is 13 September.

**Minimum Age:** 17 years

**Course Content**

- \* 20 lessons weekly in marketing
- \* 10 lessons weekly in business skills

**Marketing Components**

***Distribution Management***

- \* *channels*
- \* *logistics*
- \* *retailers*
- \* *wholesalers*
- \* *e-business*

***Mass Communication Techniques***

- \* *promotional mix*
- \* *advertising*
- \* *sales promotions*
- \* *public relations*
- \* *sponsorship*
- \* *exhibitions*

### ***Direct Communication Techniques***

- \* *personal selling*
- \* *sales management*
- \* *direct & on-line marketing*

### ***Marketing Management***

- \* *strategic marketing*
- \* *planning & control*
- \* *international marketing*
- \* *current trends*

The MBS course also includes 10 lessons per week in professional skills practice, aimed at developing more effective communication skills for the business environment. The teaching materials for the skills elements are largely authentic and are based on real-life case studies. Designed to build confidence through activities such as discussions, role-plays and simulations, the skills covered each week will be selected from the following:

### **Business Skills Components**

#### ***Writing***

- \* *e-mail*
- \* *letters & memos*
- \* *effective reports*
- \* *action minutes*
- \* *effective CVs*
- \* *business profiles & structure*
- \* *organograms*

#### ***Presentations***

- \* *effective openings*
- \* *structure & delivery*
- \* *dealing with questions*
- \* *using visual aids*

#### ***Meetings***

- \* *planning, organising & setting targets*
- \* *facilitating meetings*
- \* *handling discussions*
- \* *achieving consensus*
- \* *networking & building relationships*

#### ***Telephoning***

- \* *taking & leaving messages*
- \* *making arrangements*
- \* *checking, clarifying & problem solving*
- \* *teleconferencing*
- \* *customer support*
- \* *making enquiries*
- \* *formal & informal conversations*

#### ***Negotiating***

- \* *bidding & bargaining*
- \* *win-win & closing*
- \* *diplomatic language*
- \* *tactics*
- \* *making a proposal*

## Course Objectives

- \* to develop English-language communication skills relevant to marketing, advertising & public relations
- \* to build appropriate vocabulary for marketing, advertising & public relations
- \* to develop a practical understanding of marketing, advertising & public relations concepts
- \* to provide a practical business communication skills programme relevant to the modern working environment

## Learning Outcomes

Participants with good attendance and who complete all class work and self study assignments will be able to function effectively in English in a professional marketing environment, and will have acquired a sound knowledge and understanding of international marketing, advertising and public relations.

## The following summer courses are also available at BBSI:

- \* Finance
- \* Finance & Business Skills
- \* Management
- \* Management & Business Skills
- \* Marketing
- \* Legal Studies
- \* Legal Studies & Business Skills
- \* Hospitality & Tourism
- \* Hospitality, Tourism & Business Skills
- \* International Business English

BBSI summer courses are carefully designed and structured to enable international students to develop both skills and knowledge in the specialised subject of their choice, while offering the flexibility to opt to supplement their training with professional communication skills, depending on their personal training needs and particular learning objectives.

Courses can be booked on-Line @ [www.bbsi.co.uk](http://www.bbsi.co.uk)

Alternatively, contact BBSI by e-mail at [info@bbsi.co.uk](mailto:info@bbsi.co.uk)



## MARKETING & BUSINESS SKILLS

### Typical Weekly Syllabus

	<b>Marketing</b> (20 lessons)	<b>Business Skills</b> (10 lessons)
<b>Week 1</b> <i>(First week of term)</i>	<b>Overview of Marketing</b> <i>introduction to course, nature of marketing, product management pricing strategy, buyer behaviour, segmentation</i>	<i>making contacts, telephoning in English presentation skills – signalling language writing reports, negotiation</i>
<b>Week 2</b>	<b>Distribution Management</b> <i>distribution channels, using intermediaries</i>	<i>negotiation –diplomatic language telephoning - leaving a message, presentation skills - visual aids writing - business letters, student presentations</i>
<b>Week 3</b>	<b>Distribution Management</b> <i>franchising, retail management, logistics, international trade, e-business</i>	<i>agenda &amp; minutes, meetings presentation skills – signposting, writing - business correspondence student presentations, telephoning - handling calls</i>
<b>Week 4</b>	<b>Distribution Management</b> <i>on-line retailing</i> <b>Mass Communication Techniques</b> <i>the promotional mix</i>	<i>writing CVs, negotiation language meetings - handling discussion telephoning - customer support, student presentations</i>



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## Marketing and Business Skills

### Typical Weekly Syllabus

	Marketing (20 lessons)	Business Skills (10 lessons)
<b>Week 5</b>	<i>Mass Communication Techniques</i> advertising - messages, creative appeals, media	telephoning - dealing with problems presentation skills - presenting graphics writing - report writing, student presentations meetings - one-to-one meetings
<b>Week 6</b>	<i>Mass Communication Techniques</i> advertising - campaigns, agencies, evaluating effectiveness	telephoning - making enquiries writing - company profiles effective meetings, student presentations negotiating – tactics
<b>Week 7</b>	<i>Mass Communication Techniques</i> public relations - press releases, crisis management, evaluating effectiveness	techniques, presentation skills, telephoning writing - organograms, student presentations meetings – putting your opinion
<b>Week 8</b>	<i>Mass Communications</i> sponsorship exhibitions, sales promotions, product placement	negotiation – making a proposal writing - business reports meetings - taking part in meetings student presentations, telephoning – orders



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## Marketing and Business Skills

### Typical Weekly Syllabus

	<b>Marketing</b> <i>(20 lessons)</i>	<b>Business Skills</b> <i>(10 lessons)</i>
<b>Week 9</b>	<i><b>Direct Communication Techniques</b> personal selling, sales management</i>	<i>formal &amp; informal conversations telephoning, presentation skills, techniques writing – reports, student presentations meetings – conducting an interview</i>
<b>Week 10</b>	<i><b>Direct Communication Techniques</b> databases, customer relationship management, direct marketing techniques</i>	<i>meetings – useful language, telephoning – plans writing – formality &amp; style, student presentations negotiation - role play</i>
<b>Week 11</b>	<i><b>Marketing Management</b> strategic marketing, planning &amp; control</i>	<i>presentation skills - using your voice writing - making enquiries meetings - asking for &amp; giving opinions student presentations, telephoning – teleconferencing</i>
<b>Week 12</b>	<i><b>Marketing Management</b> international marketing, course review, current trends</i>	<i>meetings - case study &amp; agenda writing - CV &amp; covering letter telephoning – handling complaints, student presentations negotiation – diplomatic language</i>



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