



BBSI Summer Course Certificate in Marketing

Course Description

The Marketing course is a study programme of 20 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, advertising or public relations.

Training focuses on developing students' understanding of marketing concepts, vocabulary and skills, and 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: MKT

Lessons Weekly: 20 (*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

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*

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

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 & Business Skills
- * 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

Alternatively, contact BBSI by e-mail at info@bbsi.co.uk



MARKETING

Typical Weekly Syllabus

	Marketing <i>(20 lessons)</i>
Week 1 <i>(First week of term)</i>	Overview of Marketing <i>introduction to course, nature of marketing, product management, pricing strategy buyer behaviour, segmentation</i>
Week 2	Distribution Management <i>distribution channels, using intermediaries</i>
Week 3	Distribution Management <i>franchising, retail management, logistics, international trade, e-business</i>
Week 4	Distribution Management <i>on-line retailing</i> Mass Communication Techniques <i>the promotional mix</i>



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	Marketing <i>(20 lessons)</i>
Week 5	<i>Mass Communication Techniques</i> <i>advertising - messages, creative appeals, media</i>
Week 6	<i>Mass Communication Techniques</i> <i>advertising - campaigns, agencies, evaluating effectiveness</i>
Week 7	<i>Mass Communication Techniques</i> <i>public relations - press releases, crisis management, evaluating effectiveness</i>
Week 8	<i>Mass Communications</i> <i>sponsorship exhibitions, sales promotions, product placement</i>



Bournemouth Business School International reserves the right to modify and update the course content



MARKETING

Typical Weekly Syllabus

	Marketing <i>(20 lessons)</i>
Week 9	<i>Direct Communication Techniques personal selling, sales management</i>
Week 10	<i>Direct Communication Techniques databases, customer relationship management, direct marketing techniques</i>
Week 11	<i>Marketing Management strategic marketing, planning & control</i>
Week 12	<i>Marketing Management international marketing, course review, current trends</i>



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