



BBSI Diploma Course in Marketing, Advertising & Public Relations

BBSI runs a range of specialised courses at Certificate, Higher-Certificate and Diploma levels. These courses are available in different formats, either as foundations leading to a first degree at a UK university, as Pre-Masters leading to a Postgraduate degree in the UK, or for vocational purposes for those who wish to return to their countries with enhanced skills and knowledge. The BBSI scheduled courses in Marketing are available in these different formats as follows:

- * Certificate in Marketing, Advertising & Public Relations
- * Higher-Certificate in Marketing, Advertising & Public Relations
- * **Diploma in Marketing, Advertising & Public Relations**
- * University Foundation in Marketing, Advertising & Public Relations
- * Pre-Masters in Marketing, Advertising & Public Relations

The BBSI Diploma Course in Marketing, Advertising & Public Relations is of 36 weeks duration, and is carefully designed to enable students at an Intermediate Level in English or above to study the concepts and learn the communication skills required for a career in marketing, public relations, or advertising. The course comprises 30 lessons weekly and is considered notionally at the National Qualifications Agency (NQA) Level 3 within the British Government's National Qualifications Framework. Students who therefore successfully complete the course will gain a BBSI Diploma in Marketing, Advertising & Public Relations and NCFE awards.

Additional English and Business English Qualifications. Students will develop competent business English, and professional communication skills. Additionally, in the supplementary English-language elements of the course, students have the option to prepare for up to 3 different University of Cambridge ESOL examinations[†]: the First Certificate in English (FCE), the Certificate in Advanced English (CAE), or the Business English Certificate (BEC). Alternatively, participants can opt to join our ongoing weekly English Language Workshop[‡] (ELW) at a language level to suit their needs.

Course Outline

Minimum English Entry Level: IELTS 5.0 (*Intermediate*)

Course Duration: 36 weeks (3 terms)

Course Designation: DMP

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

Main Course Entry Dates: September, January, March or June.

Minimum Age: 17 years



Course Structure & Content:

Term 1

20 lessons weekly in Communication & Business Skills

10 lessons weekly in English Language

(selected each term from one of the following options)

** preparation for the Cambridge FCE*

** preparation for the Cambridge CAE*

** preparation for the Cambridge BEC*

**English Language Workshop (ELW)*

Terms 2 & 3

20 lessons weekly in Marketing, Advertising & Public Relations

10 lessons weekly in English Language

(selected each term from one of the following options)

** preparation for the Cambridge FCE*

** preparation for the Cambridge CAE*

** preparation for the Cambridge BEC*

**English Language Workshop (ELW)*

Awards:

BBSI Diploma in Marketing, Advertising & Public Relations

(continuous assessment)

NCFE Certificate in Communication & Business Skills

(continuous assessment)

NCFE Certificate in Marketing, Advertising & Public Relations

(continuous assessment)

Optional External Examinations* :

University of Cambridge FCE

University of Cambridge CAE

University of Cambridge BEC

Course Objectives:

- * to enable students to develop a sound understanding of current theory & practice in marketing, advertising & public relations
- * to enable them to acquire a sound understanding of marketing concepts
- * to facilitate the development of effective business English communication skills
- * to ensure students build appropriate vocabulary related to marketing, advertising & public relations
- * to allow them to develop confidence & fluency in the English language towards Advanced level
- * to provide opportunities to prepare for English language qualifications



Course Elements. In addition to providing students with a thorough and comprehensive grounding in business English and professional communication skills, the Diploma syllabus incorporates specialised elements selected from the following:

- * *B2B & B2C marketing*
- * *market research & data mining*
- * *segmentation & buyer behaviour*
- * *new product development*
- * *distribution channels*
- * *web based marketing*
- * *public relations*
- * *relationship marketing*
- * *strategy & analysis*
- * *franchising*
- * *current perspectives in marketing*
- * *objectives & environment*
- * *the marketing mix*
- * *product & brand management*
- * *pricing strategies*
- * *advertising*
- * *personal selling*
- * *sales promotions*
- * *global marketing management*
- * *customer services management*
- * *service marketing*

† **University of Cambridge ESOL Examinations**

FCE (First Certificate in English)

FCE is an Upper-Intermediate level examination that indicates sufficient proficiency in English to be of practical use in clerical, secretarial and managerial jobs for example, or in the tourist industry, where contact with English speakers is required. FCE is also useful preparation for students working towards higher-level examinations, such as the CAE.

CAE (Certificate in Advanced English)

CAE is the second-highest level of Cambridge ESOL examination and is ideal for those who want to work or study abroad. A CAE certificate demonstrates language skills in a wide range of contexts. The examination is based on realistic tasks, and indicates the ability to use the language in practical situations, such as meetings and discussions.

BEC (Business English Certificate)

There are 3 levels of BEC examination: the BEC Preliminary, BEC Vantage and BEC Higher.

All 3 examinations are ideal for students preparing for careers in the fields of international business and commerce, where a good knowledge of English is required to function effectively. BEC certificates are internationally recognised and demonstrate that the holder has acquired an appropriate standard of English in a professional context.

‡ **English Language Workshop**

The English Language Workshop is designed to provide general language support for those students who are studying a specialised course and who do not intend to prepare for a specific English language examination. The content of the Workshop includes extensive skills practice in professional areas of the language, which is useful for those who need to improve their ability to communicate effectively with others in a professional international environment, or who later decide to acquire a professional qualification.

** Examination fees for those seeking to undertake external examinations are not included in the BBSI course fees.*



The following diploma courses are also available at BBSI:

- * Management & Business Administration
- * Finance & Financial Services
- * Hospitality Management & Tourism
- * Legal Studies, International & Commercial Law
- * Science, Technology, Computers & IT

BBSI courses are carefully designed and structured at different language levels to enable international students to develop all 4 English language skills simultaneously, while developing their professional communication skills and professional knowledge in academic, vocational or professional context, in the specialised subject of their choice. Students therefore have the flexibility to focus on either academic or vocational progression, 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



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Typical Weekly Syllabus

	Professional Course Content <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 1 <i>(First week of Term)</i>	<p>Topic: organisational structure <i>(includes introduction to BBSI, CBS induction, SWOT analysis)</i> Skills: introductions & networking, structuring effective presentations, formal business report writing formats Case Study: outsourcing Assessed Tasks: presenting yourself, business recommendation for a bank</p>	<p>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</p>
Week 2	<p>Topic: brands & brand management Skills: taking part in meetings, discussion language Case Study: developing a brand Assessed Task: analysing a company logo</p>	<p>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</p>
Week 3	<p>Topic: managing change Skills: conducting a meeting, the language of meetings Case Study: a takeover Assessed Task: meeting simulation</p>	<p>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</p>
Week 4	<p>Topic: money, finance, banking & investment Skills: writing an agenda and action minutes for a meeting, investment, Case Study: an investment company Assessed Tasks: progress test, banking & insurance services for a small business</p>	<p>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</p>



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	Professional Course Content (20 lessons)	English Language Options (10 lessons)
Week 5	<p>Topic: promotions & promotional literature, trade fairs & advertising <i>Skills: effective presentations</i> <i>Case Study: creating a promotional campaign</i> <i>Assessed Tasks: banking & insurance services for a small business</i></p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 6	<p>Topic: recruitment <i>(including the recruitment process, headhunting, hiring & retaining staff)</i> <i>Skills: preparing a CV & covering letter</i> <i>Case Study: choosing the best candidate for the job</i> <i>Assessed Task: a job application</i></p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 7	<p>Topic: international trade <i>(including visible/invisible trade, export documents, Incoterms, payment, customs)</i> <i>Skills: negotiation techniques & styles, negotiation language</i> <i>Case Study: a negotiation</i> <i>Assessed Task: negotiation role-play</i></p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>
Week 8	<p>Topic: innovation <i>(including describing innovations, new product launch)</i> <i>Skills: presentation skills</i> <i>Case Study: innovative products</i> <i>Assessed Task: summarising a document</i></p>	<p><i>ELW (English Language Workshop)</i> or preparation for one of: <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i></p>



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	Professional Course Content <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 9	<p>Topic: leadership skills <i>(including character & qualities of leaders)</i> Skills: decision-making Case Study: providing leadership to a failing company Assessed Task: action plan for a business</p>	<p>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</p>
Week 10	<p>Topic: business ethics <i>(honesty & dishonesty, responsible business)</i> Skills: problem-solving Case Study: dealing with employee problems Assessed Task: portfolio (of work to date)</p>	<p>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</p>
Week 11	<p>Topic: travel & tourism Skills: US/UK English, making arrangements, writing business letters, writing business memos Case Study: planning a conference Assessed Task: final progress test</p>	<p>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</p>
Week 12	<p>Topic: business cultures, cultural do's & don'ts Skills: cultural language & idioms, social English Case Study: writing an itinerary Assessed Task: marketing a country or region</p>	<p>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</p>

*Please note that presentation subject order may vary in weeks 7 to 12



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	Management and Business Administration <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 13 <i>(First week of Second Term)</i>	Objectives & Environment <i>marketing in practice - the marketing mix, types of market, Swatch video</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 14	Marketing Mix & Research <i>contact methods used in market research, analysis of market segments, market testing & targeting of segments</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 15	Segmentation & Buyer Behaviour <i>marketing in practice - building relationships, models of organisational decision making, buyer behaviour & segmentation, sourcing strategies and supplier handling</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 16	Product Management <i>marketing in practice - product line decisions, the new product development process, design innovation at Dyson, Boston Matrix – product portfolio management, perceptual mapping</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>



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	Management and Business Administration <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 17	Pricing Methods <i>marketing in practice - pricing methods: S&D, cost plus value-based, pump price pressure - oil markets explained, the commodities game, price adjustment strategies</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 18	Distribution Channels <i>marketing in practice - long, short & direct channels, B&Q supply chain project, e-commerce & B2B exchanges</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 19	Personal Selling <i>marketing in practice – sales techniques & preparing to sell selling styles: Moulton-Blake grid, sales platform – calculator, approaches to negotiation</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 20	Public Relations & B2B Project <i>marketing in practice - introduction to public relations, corporate identity & trade fairs, PR event management, customer service management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>



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	Management and Business Administration <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 21	Franchising & Progress Test <i>course review & test revision ,progress test, term tutorial, franchise opportunities, assignment workshop</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 22	International Marketing <i>global sourcing – choosing a supplier, overseas market entry methods, marketing in practice - free trade vs protectionism, going global – choosing the right product</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 23	Strategy & Analysis <i>marketing in practice - strategic planning & mission statements, mergers & acquisitions, Porter’s five forces, takeovers across cultures</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 24	Final Issues, Course Review & Professional Development <i>marketing in practice - taking care of customers & the customer experience, marketing services, course review & professional development</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>



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	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 25 <i>(First week of Third Term)</i>	Objectives & Environment <i>marketing in practice - customer needs, the marketing process, marketing vs sales approaches, STEP & SWOT – changes in the consumer environment</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 26	Mix & Market Research <i>marketing in practice - USPs, competitive position, MR: primary & secondary methods, sampling, evaluation & presentation of survey results</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 27	Segmentation & Behaviour <i>marketing in practice - methods of segmentation, roles & influences on the consumer decision-making process, lifestyle analysis, data mining and research tools</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 28	Products & Brands <i>marketing in practice - product line decisions, product innovation, the product lifecycle, brand management, products and packaging</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>



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	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 29	Pricing Strategies <i>marketing in practice – pricing methods, entry strategies, market-based pricing, price elasticity of demand, product price comparisons</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 30	Distribution Channels <i>marketing in practice – the role of intermediaries, logistics – the invisible industry, retailing and the internet, direct marketing, offshoring, outsourcing & the grey market</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 31	Promotion <i>marketing in practice - creating an advertisement, the promotional mix, promotional copy, the impact of low cost carriers</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Week 32	Public Relations & Sales Promotions <i>principles of PR: below the line promotions, corporate image, sales promotions – objectives & results, direct mail, permission marketing, sponsorship & event marketing</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>



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	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 33	Customer Service Management, Progress Test & Tutorials <i>marketing in practice - customer service management, course review & test revision, progress test, term tutorial</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 34	Global Marketing Management <i>marketing in practice - globalisation of consumer tastes, creating a global brand, framework for globalisation of product portfolios, export sales & breaking into unreceptive markets</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 35	Strategy & Analysis <i>marketing in practice - strategic planning, competitive analysis, repositioning the brand, Ansoff matrix: strategies for growth</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 36	Course Review <i>marketing in practice – consumer protection, ethics as a marketing tool, brand engagement, service marketing in B2C, special considerations of B2C</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>



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