



BBSI Certificate Course in Marketing, Advertising & Public Relations

The BBSI Certificate Course in Marketing, Advertising & Public Relations can be studied for periods of between 4 and 12 weeks, and is carefully designed to enable students at an Upper-Intermediate Level in English or above to gain a business and marketing qualification. Students will develop competent business English and professional communication skills, while also studying the concepts and learning the skills required for a career in marketing, public relations, or business generally. The course comprises 30 lessons weekly.

In the supplementary English-language elements of the course, students have the option to study for one of 3 different University of Cambridge ESOL[†] qualifications: 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. The course is conducted around a busy social and activity programme, and the maximum class size is 12, which can be extended to 15 during peak periods.

Course Outline

Minimum English Entry Level: IELTS 5.5 (*Upper-Intermediate*)

Course Duration: 4-12 weeks

Course Designation: CMP

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

Entry Dates: The course is conducted year-round, and can be joined on most Mondays throughout the year. The main entry dates, however, coincide with the commencement of the 4 BBSI academic terms annually, ie in September, January, March or June.

Minimum Age: 17 years

Course Structure & Content:

20 lessons weekly in Marketing, Advertising & Public Relations

10 lessons weekly in English Language

(selected from one of the following)

** preparation for the University of Cambridge FCE*

** preparation for the University of Cambridge CAE*

** preparation for the University of Cambridge BEC*

**English Language Workshop (ELW)*



Awards:

BBSI 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. The course objectives are to:

- * develop an understanding of current theory and practice in international marketing
- * acquire a sound, professional understanding and knowledge of international business, marketing and public relations concepts
- * develop effective business communication skills in English
- * build appropriate vocabulary related to business, marketing and public relations
- * acquire the necessary communication skills for a career in public relations
- * develop confidence and fluency in the English language beyond Upper-Intermediate Level
- * prepare participants for one of a range of English and business English qualifications
- * provide participants with the opportunity to acquire additional English and business English qualifications

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

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

A week-by week syllabus of the BBSI study programme in Marketing, Advertising & Public Relations is included below. The course content for those wishing to study the Certificate option for 12 weeks or less, would therefore depend on the precise time of year that students elect to study. For example, those seeking to commence the full 12-week course in January or June would follow the syllabus outlined in weeks 1-12, whilst those commencing the same course in March or September would study alternative weeks 1-12. Those wishing to study shorter versions of this course at other times of the year and who require precise details of their course content, should contact BBSI for further clarification.



Higher-Certificate, Diploma, University Foundation and Pre-Masters versions of the above course are also available.

† 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 certificate courses are also available at BBSI:

- * General English
- * Academic English & IELTS Examination Preparation
- * General English, Computing & IT Skills
- * Communication & Business Skills
- * International Business English
- * 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



BBSI Certificate Course in Marketing, Advertising & Public Relations



Typical Weekly Syllabus

	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 1 <i>(First week of 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 (Cambridge Advanced English)</i>
Week 2	Marketing Mix & Research <i>contact methods used in market research, BA website – alliances & world cargo, 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 (Cambridge Advanced English)</i>
Week 3	Segmentation & Buyer Behaviour <i>marketing in practice - building relationships, models of organisational decision making, buyer behaviour & segmentation</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Week 4	Product Management <i>marketing in practice - product line decisions the new product development process, design innovation at Dyson, Boston Matrix – product portfolio management</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>





BBSI Certificate Course in Marketing, Advertising & Public Relations



Typical Weekly Syllabus

	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 5	Pricing Methods <i>marketing in practice - pricing methods: S&D, cost, value-based, pump price pressure - oil markets explained, the commodities game</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 (Cambridge Advanced English)</i>
Week 6	Distribution Channels <i>marketing in practice - long, short & direct channels, B&Q supply chain project, 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 (Cambridge Advanced English)</i>
Week 7	Personal Selling <i>marketing in practice - selling styles: Moulton-Blake grid, sales techniques & preparing to sell, sales platform – calculator</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 (Cambridge Advanced English)</i>
Week 8	Public Relations & B2B Project <i>marketing in practice - introduction to public relations, corporate identity & trade fairs, Dyson PR events</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 (Cambridge Advanced English)</i>





BBSI Certificate Course in Marketing, Advertising & Public Relations



Typical Weekly Syllabus

	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Week 9	Franchising & Progress Test <i>course review & test revision, progress test, term tutorial, - franchise opportunities</i>	<i>ELW (English Language Workshop)</i> <i>or</i> <i>preparation for one of:</i> <i>BEC (Business English Certificate),</i> <i>FCE (First Certificate in English),</i> <i>CAE (Cambridge Advanced English)</i>
Week 10	International Marketing <i>global sourcing – choosing a supplier, overseas market entry methods, marketing in practice - free trade vs protectionism</i>	<i>ELW (English Language Workshop)</i> <i>or</i> <i>preparation for one of:</i> <i>BEC (Business English Certificate),</i> <i>FCE (First Certificate in English),</i> <i>CAE (Cambridge Advanced English)</i>
Week 11	Strategy & Analysis <i>marketing in practice - strategic planning & mission statements, mergers & acquisitions, porter's five forces</i>	<i>ELW (English Language Workshop)</i> <i>or</i> <i>preparation for one of:</i> <i>BEC (Business English Certificate),</i> <i>FCE (First Certificate in English),</i> <i>CAE (Cambridge Advanced English)</i>
Week 12	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> <i>or</i> <i>preparation for one of:</i> <i>BEC (Business English Certificate),</i> <i>FCE (First Certificate in English),</i> <i>CAE (Cambridge Advanced English)</i>





BBSI Certificate Course in Marketing, Advertising & Public Relations



Typical Weekly Syllabus

	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Alternative Week 1	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> <i>or</i> <i>preparation for one of:</i> <i>BEC (Business English Certificate),</i> <i>FCE (First Certificate in English),</i> <i>CAE (Cambridge Advanced English)</i>
Alternative Week 2	Mix & Market Research <i>marketing in practice - USP's, competitive position, MR: primary & secondary methods, sampling, perceptual maps</i>	<i>ELW (English Language Workshop)</i> <i>or</i> <i>preparation for one of:</i> <i>BEC (Business English Certificate),</i> <i>FCE (First Certificate in English),</i> <i>CAE (Cambridge Advanced English)</i>
Alternative Week 3	Segmentation & Behaviour <i>marketing in practice - methods of segmentation, roles & influences on the consumer decision-making process, lifestyle analysis</i>	<i>ELW (English Language Workshop)</i> <i>or</i> <i>preparation for one of:</i> <i>BEC (Business English Certificate),</i> <i>FCE (First Certificate in English),</i> <i>CAE (Cambridge Advanced English)</i>
Alternative Week 4	Products & Brands <i>marketing in practice - product line decisions, product innovation, the product lifecycle, brand management</i>	<i>ELW (English Language Workshop)</i> <i>or</i> <i>preparation for one of:</i> <i>BEC (Business English Certificate),</i> <i>FCE (First Certificate in English),</i> <i>CAE (Cambridge Advanced English)</i>





BBSI Certificate Course in Marketing, Advertising & Public Relations



Typical Weekly Syllabus

	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Alternative Week 5	Pricing Strategies <i>marketing in practice - pricing methods, entry strategies, market-based pricing</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 6	Distribution Channels <i>marketing in practice – intermediaries, retailing , direct marketing</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 7	Promotion <i>marketing in practice – advertising message, media, methods, multi media materials</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 8	Public Relations & Sales Promotions <i>marketing in practice - promotion: below the line, corporate image, point of sale, sales promotions – objectives & results</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>





BBSI Certificate Course in Marketing, Advertising & Public Relations



Typical Weekly Syllabus

	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	English Language Options <i>(10 lessons)</i>
Alternative Week 9	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: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 10	Global Marketing Management <i>marketing in practice - globalisation of consumer tastes, global brands, framework for globalisation of product portfolios</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 11	Strategy & Analysis <i>marketing in practice - strategic planning, competitive analysis</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>
Alternative Week 12	Course Review <i>marketing in practice - service marketing in B2C, special considerations of B2C</i>	<i>ELW (English Language Workshop)</i> or <i>preparation for one of: BEC (Business English Certificate), FCE (First Certificate in English), CAE (Cambridge Advanced English)</i>

