



BBSI Pre-Masters Courses in Marketing, Advertising & Public Relations

The BBSI Pre-Masters Courses in Marketing, Advertising & Public Relations are extremely flexible and are carefully designed for international graduates with either a first degree or equivalent, or a higher diploma and relevant work experience, to acquire the advanced study skills necessary for postgraduate entry to a British university. The aim is to enable undergraduates who are seeking to enhance their career prospects by undertaking a postgraduate degree course in marketing or business to study marketing and business concepts, while also gaining worthwhile marketing and business qualifications. The course is available in 12, 24 or 36-week study options, depending on individual requirements and a student's current level in English. Successful participants gain business and marketing qualifications awarded by BBSI. The course comprises 30 lessons weekly, and the syllabus includes extensive preparation for the IELTS[†] Examination and Advanced Study Skills[‡]. Courses are conducted around a busy social and activity programme, and the maximum class size is 12, which can be extended to 15 during peak periods.

UK University Placement. While undertaking a pre-Masters course at BBSI and acquiring the qualifications and the advanced study skills necessary for postgraduate entry to university, students are provided with extensive counselling and guidance in all aspects of study at universities in the UK, and are also given full assistance with the university application process. All students who successfully complete their course and achieve the required IELTS level for entry are assured of a university place prior to graduation from BBSI.

University Entry Requirements. Students seeking to enter a Masters degree course at a UK university must be a minimum of 20 years of age and have achieved an equivalent of IELTS 6.0 (Academic) in English. Moreover, applicants must have full records of their High-School education and their diploma or first degree education. Copies of these academic records, as well as evidence of work experience, should be submitted to BBSI at the time of enrolment.

Study Options. There are 3 study options for this Pre-Masters course:

12-Week Certificate Course. For those students with excellent high-school grades, a diploma or first-degree qualification, and a sound Upper-Intermediate to Advanced level in English, and who already have a firm offer of a place on a Masters course at a university in the UK, we offer a 12-week study programme that leads to a Certificate award from BBSI.

24-Week Higher-Certificate Course. For those students with excellent High-School grades, a diploma or first-degree qualification, and a sound Upper-Intermediate Level in English or above, we offer a 24-week study programme that leads to a Higher-Certificate award from BBSI.

36-Week Diploma Course. For those students with a lower, Intermediate Level in English, who require more emphasis initially on developing their academic English to Upper-Intermediate level prior to the introduction of more advanced marketing and business studies, we offer a longer, 36-week Diploma programme that builds more gradually in intensity and specialisation. This study option leads to a BBSI Diploma and a Certificate award from NCFE.



Certificate Study Option

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

Course Duration: 12 weeks (1 term)

Course Designation: PMP 12

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

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

Minimum Age: 20 years

Course Structure & Content:

20 lessons weekly in Marketing, Advertising & Public Relations

10 lessons weekly in Advanced Study Skills & IELTS Examination Preparation

Award:

BBSI Certificate in Marketing, Advertising & Public Relations
(*continuous assessment*)

Optional External Examination* : IELTS [Academic] (*examinations monthly*)

Course Objectives. The course objectives are to:

- * fully prepare students academically for entry to a Masters degree course related to marketing, advertising and public relations at a UK university
- * have completed the university-application process so that students secure a placement on the postgraduate degree course of their choice at a UK university
- * acquire the necessary academic study skills for postgraduate study at a university in the UK
- * develop an understanding of current theory and practice in international marketing
- * acquire a sound, professional understanding and knowledge of international business and public relations concepts
- * develop effective business English communication and presentation skills
- * build appropriate vocabulary related to business and marketing
- * develop confidence and fluency in the English language beyond Upper-Intermediate Level
- * prepare participants for the IELTS (Academic) examination
- * acquire business and marketing qualifications



Course Elements. In addition to providing students with a thorough and comprehensive grounding in academic English and advanced study skills, the Certificate syllabus incorporates specialised topics 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*
- * *marketing mix*
- * *product & brand management*
- * *pricing strategies*
- * *advertising*
- * *personal selling*
- * *sales promotions*
- * *global marketing management*
- * *customer services management*
- * *service marketing*

Higher-Certificate Study Option

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

Course Duration: 24 weeks (2 terms)

Course Designation: PMP 24

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

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

Minimum Age: 20 years

Course Structure & Content:

20 lessons weekly in Marketing, Advertising & Public Relations
10 lessons weekly in Advanced Study Skills & IELTS Examination Preparation

Award:

BBSI Higher-Certificate in Marketing, Advertising & Public Relations
(*continuous assessment*)

Optional External Examination* : IELTS [Academic] (*examinations monthly*)



Course Objectives. The course objectives are to:

- * fully prepare students academically for entry to a Masters degree course related to marketing, advertising and public relations at a UK university
- * have completed the university-application process so that students secure a placement on the postgraduate degree course of their choice at a UK university
- * acquire the necessary academic study skills for postgraduate study at a UK university
- * develop an understanding of current theory and practice in international marketing
- * acquire a sound, professional understanding and knowledge of international business and public relations concepts
- * develop effective business English communication and presentation skills
- * build appropriate vocabulary related to business and marketing
- * develop confidence and fluency in the English language towards Advanced Level
- * prepare participants for the IELTS (Academic) examination
- * acquire business and marketing qualifications

Course Elements. In addition to providing students with a thorough and comprehensive grounding in academic English and advanced study skills, the Higher-Certificate syllabus incorporates all of the following specialised topics:

- | | |
|---|---|
| * <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> | |

Diploma Study Option

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

Course Duration: 36 weeks (3 terms)

Course Designation: PMP 36

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

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

Minimum Age: 20 years



Course Structure & Content:

Term 1

- 20 lessons weekly in Communication & Business Skills
- 10 lessons weekly in Advanced Study Skills & IELTS Examination Preparation

Terms 2 & 3

- 20 lessons weekly in Marketing, Advertising & Public Relations
- 10 lessons weekly in Advanced Study Skills & IELTS Examination Preparation

Awards:

- BBSI Diploma in Marketing, Advertising & Public Relations
(continuous assessment)
- NCFE Certificate in Marketing, Advertising & Public Relations
(continuous assessment)

Optional External Examination* : IELTS [Academic] *(examinations monthly)*

Course Objectives. The course objectives are to:

- * fully prepare students academically for entry to a Masters degree course related to marketing, advertising and public relations at a UK university
- * have completed the university-application process so that students secure a placement on the postgraduate degree course of their choice at a university in the UK
- * acquire the necessary academic study skills for postgraduate study at a UK university
- * develop an understanding of current theory and practice in international marketing
- * acquire a sound, professional understanding and knowledge of international business and public relations concepts
- * develop effective business English communication and presentation skills
- * build appropriate vocabulary related to business and marketing
- * develop confidence and fluency in the English language towards Advanced Level
- * prepare participants for the IELTS (Academic) examination
- * acquire business and marketing qualifications

Course Elements. In addition to providing students with a thorough and comprehensive grounding in academic English and advanced study skills, the Diploma syllabus incorporates all of the following specialised topics:

- | | |
|---|---|
| * <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> |



- * *relationship marketing*
- * *strategy & analysis*
- * *franchising*
- * *current perspectives in marketing*

- * *global marketing management*
- * *customer services management*
- * *service marketing*

A week-by week syllabus of the entire 36-week Pre-Masters syllabus in Marketing, Advertising & Public Relations is included below. The course content for those wishing to study the 12-week, Certificate study option would depend upon the precise time of year that students elect to study. For example, those seeking to commence the 12-week Certificate option in January or July would follow the syllabus outlined in weeks 13-24, whilst those commencing the same course in March or September would study weeks 25-36. The course content for those wishing to study the 24-week, Higher-Certificate study option and seeking to commence their course in January or June would follow the syllabus outlined in weeks 13-36.

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

† IELTS

IELTS is the International English Language Testing System. It measures ability to communicate in English across all 4 language skills – listening, reading, writing and speaking – for people who intend to study or work where English is the language of communication. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide.

Examinations take place monthly in Bournemouth and a place can be secured at the time of booking your course with BBSI.

Candidates must book for the examination at least 6 weeks before each examination sitting.

‡ Advanced Study Skills

- plagiarism
- research skills
- Internet-based study
- bibliography & referencing
- extended writing assignment
- critical thinking & independent thought
- compilation & statistical analysis
- independent learning
- presentations
- seminar skills

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



The following Pre-Masters 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



BBSI Pre-Masters Courses in Marketing, Advertising & Public Relations



Weekly Syllabus

	Professional Course Content <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 1 <i>(First week of Term)</i>	<p style="text-align: center;">Topic: organisational structure <i>(includes introduction to BBSI, CBS induction, SWOT analysis)</i> <i>Skills: introductions & networking, structuring effective presentations, formal business report writing formats</i> <i>Case Study: outsourcing</i> <i>Assessed Tasks: presenting yourself, business recommendation for a bank</i></p>	<p><i>learning styles</i> <i>listening skills – multiple choice</i> <i>note completion</i></p>
Week 2	<p style="text-align: center;">Topic: brands & brand management <i>Skills: taking part in meetings, discussion language</i> <i>Case Study: developing a brand</i> <i>Assessed Task: analysing a company logo</i></p>	<p><i>IELTS reading test – headings</i> <i>language awareness – compound nouns, modality</i> <i>IELTS speaking – Part 1</i></p>
Week 3	<p style="text-align: center;">Topic: managing change <i>Skills: conducting a meeting, the language of meetings</i> <i>Case Study: a takeover</i> <i>Assessed Task: meeting simulation</i></p>	<p><i>critical thinking</i> <i>reading skills – reading quickly</i> <i>becoming a critical reader</i></p>
Week 4	<p style="text-align: center;">Topic: money, finance, banking & investment <i>Skills: writing an agenda and action minutes for a meeting, investment</i> <i>Case Study: an investment company</i> <i>Assessed Tasks: progress test, banking & insurance services for a small business</i></p>	<p><i>reading skills – applying headings</i> <i>speaking – Part 2</i> <i>perfect tenses, intensifying adverbs</i></p>





BBSI Pre-Masters Courses in Marketing, Advertising & Public Relations



Weekly Syllabus

	Professional Course Content (20 lessons)	Advanced Study Skills & IELTS Examination Preparation Typical 12 week programme (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>IELTS listening skills – note completion, multiple choice, matching</i> <i>reading skills – global multiple choice</i> <i>yes/ no/ not given</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>IELTS speaking – Part 3</i> <i>language awareness – word building, cleft sentences</i> <i>IELTS reading skills – identifying themes, skimming</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>academic writing skills – planning an essay</i> <i>proof-reading skills – identifying errors in grammar, vocabulary, punctuation, spelling</i> <i>techniques for avoiding errors</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>reading skills – locating information</i> <i>IELTS speaking – Part 3</i> <i>listening skills – summary completion</i></p>





BBSI Pre-Masters Courses in Marketing, Advertising & Public Relations



Weekly Syllabus

	Professional Course Content <i>(20 lessons)</i> <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 9	<p style="text-align: center;">Topic: leadership skills <i>(including character & qualities of leaders)</i> <i>Skills: decision-making</i> <i>Case Study: providing leadership to a failing company</i> <i>Assessed Task: action plan for a business</i></p>	<p><i>academic writing – commenting on graphs</i> <i>language awareness – grammatical terms, adverbial clauses</i></p>
Week 10	<p style="text-align: center;">Topic: business ethics <i>(honesty & dishonesty, responsible business)</i> <i>Skills: problem-solving</i> <i>Case Study: dealing with employee problems</i> <i>Assessed Task: portfolio (of work to date)</i></p>	<p><i>self-assessment</i> <i>academic reading skills</i> <i>differentiating register & style</i></p>
Week 11	<p style="text-align: center;">Topic: travel & tourism <i>Skills: US/UK English, making arrangements,</i> <i>writing business letters, writing business memos</i> <i>Case Study: planning a conference</i> <i>Assessed Task: final progress test</i></p>	<p><i>listening skills – sentence completion, note completion</i> <i>IELTS speaking – Part 2</i> <i>IELTS reading skills – sentence completion</i></p>
Week 12	<p style="text-align: center;">Topic: business cultures, cultural do's & don'ts <i>Skills: cultural language & idioms, social English</i> <i>Case Study: writing an itinerary</i> <i>Assessed Task: marketing a country or region</i></p>	<p><i>language awareness – comparatives, collocations, passive forms</i> <i>IELTS speaking – Parts 1,2,3</i> <i>complete IELTS practice test</i></p>

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



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

Issue 1 – September 2007



BBSI Pre-Masters Courses in Marketing, Advertising & Public Relations



Weekly Syllabus

	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 13 <i>(First week of Second Term)</i>	Objectives & Environment <i>marketing in practice - the marketing mix,</i> <i>types of market,</i> <i>swatch video</i>	<i>learning styles</i> <i>listening skills – multiple choice</i> <i>note completion</i>
Week 14	Marketing Mix & Research <i>contact methods used in market research,</i> <i>BA website - alliances & world cargo,</i> <i>market testing & targeting of segments</i>	<i>IELTS reading test – headings</i> <i>language awareness – compound nouns, modality</i> <i>IELTS speaking – Part 1</i>
Week 15	Segmentation & Buyer Behaviour <i>marketing in practice - building relationships,</i> <i>models of organisational decision making,</i> <i>buyer behaviour & segmentation</i>	<i>critical thinking</i> <i>reading skills – reading quickly</i> <i>becoming a critical reader</i>
Week 16	Product Management <i>marketing in practice - product line decisions,</i> <i>the new product development process,</i> <i>design innovation at Dyson,</i> <i>Boston Matrix – product portfolio management</i>	<i>reading skills – applying headings</i> <i>speaking – Part 2</i> <i>perfect tenses, intensifying adverbs</i>





BBSI Pre-Masters Courses in Marketing, Advertising & Public Relations



Weekly Syllabus

	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 17	Pricing Methods <i>marketing in practice - pricing methods: S&D, cost, value-based, pump price pressure - oil markets explained, the commodities game</i>	<i>IELTS listening skills – note completion, multiple choice, matching</i> <i>reading skills – global multiple choice</i> <i>yes/ no/ not given</i>
Week 18	Distribution Channels <i>marketing in practice - long, short & direct channels, B&Q supply chain project, B2B exchanges</i>	<i>IELTS speaking – Part 3</i> <i>language awareness – word building, cleft sentences</i> <i>IELTS reading skills – identifying themes, skimming</i>
Week 19	Personal Selling <i>marketing in practice - selling styles: Moulton-Blake grid, sales techniques & preparing to sell, sales platform – calculator</i>	<i>academic writing skills – planning an essay</i> <i>proof-reading skills – identifying errors in grammar, vocabulary, punctuation, spelling</i> <i>techniques for avoiding errors</i>
Week 20	Public Relations & B2B Project <i>marketing in practice - introduction to public relations, corporate identity & trade fairs, Dyson PR events</i>	<i>reading skills – locating information</i> <i>IELTS speaking – Part 3</i> <i>listening skills – summary completion</i>





BBSI Pre-Masters Courses in Marketing, Advertising & Public Relations



Weekly Syllabus

	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 21	Franchising & Progress Test <i>course review & test revision,</i> <i>progress test, term tutorial,</i> <i>franchise opportunities</i>	<i>academic writing – commenting on graphs</i> <i>language awareness – grammatical terms, adverbial clauses</i>
Week 22	International Marketing <i>global sourcing – choosing a supplier,</i> <i>overseas market entry methods,</i> <i>marketing in practice - free trade vs protectionism</i>	<i>self-assessment</i> <i>academic reading skills</i> <i>differentiating register & style</i>
Week 23	Strategy & Analysis <i>marketing in practice - strategic planning & mission statements,</i> <i>mergers & acquisitions,</i> <i>porter's five forces</i>	<i>listening skills – sentence completion, note completion</i> <i>IELTS speaking – Part 2</i> <i>IELTS reading skills – sentence completion</i>
Week 24	Final Issues, Course Review & Professional Development <i>marketing in practice - taking care of customers</i> <i>& the customer experience, marketing services,</i> <i>course review & professional development,</i>	<i>language awareness – comparatives, collocations, passive forms</i> <i>IELTS speaking – Parts 1,2,3</i> <i>complete IELTS practice test</i>





BBSI Pre-Masters Courses in Marketing, Advertising & Public Relations



Weekly Syllabus

	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 25 (First week of Third Term)	Objectives & Environment <i>marketing in practice - customer needs, the marketing process, marketing vs sales approaches, STEP & SWOT – changes in the consumer environment</i>	<i>learning styles listening skills – multiple choice note completion</i>
Week 26	Mix & Market Research <i>marketing in practice - USP's, competitive position, MR: primary & secondary methods, sampling, perceptual maps</i>	<i>IELTS reading test – headings language awareness – compound nouns, modality IELTS speaking – Part 1</i>
Week 27	Segmentation & Behaviour <i>marketing in practice - methods of segmentation, roles & influences on the consumer decision-making process, lifestyle analysis</i>	<i>critical thinking reading skills – reading quickly becoming a critical reader</i>
Week 28	Products & Brands <i>marketing in practice - product line decisions, product innovation, the product lifecycle, brand management</i>	<i>reading skills – applying headings speaking – Part 2 perfect tenses, intensifying adverbs</i>



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



BBSI Pre-Masters Courses in Marketing, Advertising & Public Relations



Weekly Syllabus

	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 29	Pricing Strategies <i>marketing in practice - pricing methods, entry strategies, market-based pricing</i>	<i>IELTS listening skills – note completion, multiple choice, matching reading skills – global multiple choice yes/ no/ not given</i>
Week 30	Distribution Channels <i>marketing in practice – intermediaries, retailing, direct marketing</i>	<i>IELTS speaking – Part 3 language awareness – word building, cleft sentences IELTS reading skills – identifying themes, skimming</i>
Week 31	Promotion <i>marketing in practice – advertising, message, media, methods, multi media materials</i>	<i>academic writing skills – planning an essay proof-reading skills – identifying errors in grammar, vocabulary, punctuation, spelling techniques for avoiding errors</i>
Week 32	Public Relations & Sales Promotions <i>marketing in practice - promotion: below the line, corporate image, point of sale, sales promotions – objectives & results</i>	<i>reading skills – locating information IELTS speaking – Part 3 listening skills – summary completion</i>





BBSI Pre-Masters Courses in Marketing, Advertising & Public Relations



Weekly Syllabus

	Marketing, Advertising and Public Relations <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <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>academic writing – commenting on graphs language awareness – grammatical terms, adverbial clauses</i>
Week 34	Global Marketing Management <i>marketing in practice - globalisation of consumer tastes, global brands, framework for globalisation of product portfolios</i>	<i>self-assessment academic reading skills differentiating register & style</i>
Week 35	Strategy & Analysis <i>marketing in practice - strategic planning, competitive analysis</i>	<i>listening skills – sentence completion, note completion IELTS speaking – Part 2 IELTS reading skills – sentence completion</i>
Week 36	Course Review <i>marketing in practice - service marketing in B2C, special considerations of B2C</i>	<i>language awareness – comparatives, collocations, passive forms IELTS speaking – Parts 1,2,3 complete IELTS practice test</i>

