



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*)

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 2009 is 29 June and the last entry date is 07 September.

Minimum Age: 17 years

Course Content

* 20 lessons weekly in marketing

Marketing Components

- * *customer needs & the marketing process*
- * *segmentation & buyer behaviour*
- * *global marketing management*
- * *pricing strategies*
- * *product engineering*
- * *market research*
- * *distribution systems*
- * *advertising*
- * *public relations*
- * *direct marketing*
- * *global marketing management*
- * *e-Commerce (b2b networks)*
- * *relationship marketing*
- * *strategy & analysis*

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
- * International Law
- * International Law & 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	Objectives & Environment <i>marketing in practice - the marketing mix, types of market, swatch video</i>
Week 2	Marketing Mix & Research <i>contact methods used in market research, analysis of market segments, market testing & targeting of segments</i>
Week 3	Segmentation & Buyer Behaviour <i>marketing in practice - building relationships, models of organisational decision making, buyer behaviour & segmentation, sourcing strategies and supplier handling</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, perceptual mapping</i>



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Typical Weekly Syllabus

	Marketing <i>(20 lessons)</i>
Week 5	<p>Pricing Methods <i>marketing in practice - pricing methods: S&D, costs plus value-based, pump price pressure - oil markets explained, the commodities game, price adjustment strategies</i></p>
Week 6	<p>Distribution Channels <i>marketing in practice - long, short & direct channels, B&Q supply chain project, e-commerce & B2B exchanges</i></p>
Week 7	<p>Personal Selling <i>marketing in practice - selling styles: Moulton-Blake grid, sales techniques & preparing to sell, sales platform – calculator, approaches to negotiation</i></p>
Week 8	<p>Public Relations & B2B Project <i>marketing in practice - introduction to public relations, corporate identity & trade fairs, Dyson PR events, customer service management</i></p>



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	Marketing (20 lessons)
Week 9	Franchising & Progress Test course review & test revision ,progress test, term tutorial, franchise opportunities, assignment workshop
Week 10	International Marketing global sourcing – choosing a supplier, overseas market entry methods, marketing in practice - free trade vs protectionism, going global – choosing the right product
Week 11	Strategy & Analysis marketing in practice - strategic planning & mission statements, mergers & acquisitions, Porter’s five forces, takeovers across cultures
Week 12	Final Issues, Course Review & Professional Development marketing in practice - taking care of customers & the customer experience, marketing services, course review & professional development



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