



## **BBSI Certificate 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 Certificate Course in Marketing, Advertising & Public Relations can be studied for periods of between 4 and 12 weeks duration, and is carefully designed to enable students at an Upper-Intermediate Level in English or above to study the concepts and learn the communication skills required for careers in marketing, advertising & public relations. Students who successfully complete the 30-lesson per week course will gain a sound grounding in professional English, and acquire a BBSI Certificate.

**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 one of 3 University of Cambridge ESOL<sup>†</sup> qualifications: the First Certificate in English (FCE), the Certificate in Advanced English (CAE), or the Business English Certificate (BEC). Alternatively, students can join our ongoing weekly English Language Workshop<sup>‡</sup> (ELW) at a language level to suit their needs.

### **Course Outline**

**Minimum English Entry Level:** IELTS 5.5 (*Intermediate Plus*)

**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)

### Award:

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:

- \* 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 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 &amp; B2C marketing</i>            | * <i>objectives &amp; environment</i>   |
| * <i>market research &amp; data mining</i>  | * <i>the marketing mix</i>              |
| * <i>segmentation &amp; buyer behaviour</i> | * <i>product &amp; 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 &amp; 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.

#### † **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](http://www.bbsi.co.uk)

Alternatively, contact BBSI by e-mail at [info@bbsi.co.uk](mailto:info@bbsi.co.uk)



# BBSI Certificate Course in Marketing, Advertising & Public Relations



## Typical Weekly Syllabus

	<b>Marketing, Advertising and Public Relations</b> <i>(20 lessons)</i>	<b>English Language Options</b> <i>(10 lessons)</i>
Week 1 <b>(First week of Term)</b>	<b>Objectives &amp; Environment</b> <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:</i> <i>BEC (Business English Certificate)</i> <i>FCE (First Certificate in English)</i> <i>CAE (Certificate in Advanced English)</i>
Week 2	<b>Marketing Mix &amp; Research</b> <i>contact methods used in market research, ,analysis of market segments, market testing &amp; targeting of segments</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 3	<b>Segmentation &amp; Buyer Behaviour</b> <i>marketing in practice - building relationships, models of organisational decision making, buyer behaviour &amp; segmentation, sourcing strategies and supplier handling</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 4	<b>Product Management</b> <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:</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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Week 5	<b>Pricing Methods</b> <i>marketing in practice - pricing methods: S&amp;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 6	<b>Distribution Channels</b> <i>marketing in practice - long, short &amp; direct channels, B&amp;Q supply chain project, e-commerce &amp; 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 7	<b>Personal Selling</b> <i>marketing in practice – sales techniques &amp; 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 8	<b>Public Relations &amp; B2B Project</b> <i>marketing in practice - introduction to public relations, corporate identity &amp; 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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Week 9	<b>Franchising &amp; Progress Test</b> <i>course review &amp; 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 10	<b>International Marketing</b> <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 11	<b>Strategy &amp; Analysis</b> <i>marketing in practice - strategic planning &amp; mission statements, mergers &amp; 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 12	<b>Final Issues, Course Review &amp; Professional Development</b> <i>marketing in practice - taking care of customers &amp; the customer experience, marketing services, course review &amp; 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>



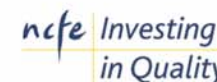


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	<b>Marketing, Advertising and Public Relations (20 lessons)</b>	<b>English Language Options (10 lessons)</b>
Alternative Week 1	<b>Objectives &amp; Environment</b> <i>marketing in practice - customer needs, the marketing process, marketing vs sales approaches, STEP &amp; SWOT – changes in the consumer environment</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Alternative Week 2	<b>Mix &amp; Market Research</b> <i>marketing in practice - USPs, competitive position, MR: primary &amp; secondary methods, sampling, evaluation &amp; presentation of survey results</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Alternative Week 3	<b>Segmentation &amp; Behaviour</b> <i>marketing in practice - methods of segmentation, roles &amp; influences on the consumer decision-making process, lifestyle analysis, data mining and research tools</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Alternative Week 4	<b>Products &amp; Brands</b> <i>marketing in practice - product line decisions, product innovation, the product lifecycle, brand management, products and packaging</i>	<i>ELW (English Language Workshop) or preparation for one of: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>



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



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Alternative Week 5	<b>Pricing Strategies</b> <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>
Alternative Week 6	<b>Distribution Channels</b> <i>marketing in practice – the role of intermediaries, logistics – the invisible industry, retailing and the internet, direct marketing, offshoring, outsourcing &amp; 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>
Alternative Week 7	<b>Promotion</b> <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>
Alternative Week 8	<b>Public Relations &amp; Sales Promotions</b> <i>principles of PR: below the line promotions, corporate image, sales promotions – objectives &amp; results, direct mail, permission marketing, sponsorship &amp; 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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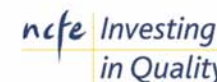


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	<b>Marketing, Advertising and Public Relations</b> <i>(20 lessons)</i>	<b>English Language Options</b> <i>(10 lessons)</i>
Alternative Week 9	<b>Customer Service Management, Progress Test &amp; Tutorials</b> <i>marketing in practice - customer service management, course review &amp; 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 (Certificate in Advanced English)</i>
Alternative Week 10	<b>Global Marketing Management</b> <i>marketing in practice - globalisation of consumer tastes, creating a global brand, framework for globalisation of product portfolios, export sales &amp; breaking into unreceptive markets</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>
Alternative Week 11	<b>Strategy &amp; Analysis</b> <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: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>
Alternative Week 12	<b>Course Review</b> <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: BEC (Business English Certificate) FCE (First Certificate in English) CAE (Certificate in Advanced English)</i>



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