



## **BBSI Pre-Masters Courses 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 Pre-Masters Courses in Marketing, Advertising & Public Relations are carefully designed for international graduates with either a first degree or equivalent, or a higher diploma and relevant work experience, to ensure they 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 further study of marketing to secure a suitable place for their postgraduate degree. The courses are available in 12, 24 or 36-week study options, depending on individual requirements and a student's current level in English. The course comprises 30 lessons weekly, and the syllabus includes extensive preparation for the IELTS<sup>†</sup> Examination and Advanced Study Skills<sup>‡</sup>. It 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 Higher-Certificate or Diploma courses will gain a BBSI award and NCFE awards.

**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 BBSI Certificate in Marketing, Advertising & Public Relations.



**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 BBSI Higher-Certificate in Marketing, Advertising & Public Relations and an NCFE Certificate in Marketing, Advertising & Public Relations.

**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 in Marketing, Advertising & Public Relations, an NCFE Certificate in Communication & Business Skills, and an NCFE Certificate in Marketing, Advertising & Public Relations.

## Certificate Study Option

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

**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:

- \* to fully prepare students academically for entry to a Masters course related to marketing, advertising & public relations at a university in the UK
- \* to assist them in completing the university application process in order to secure a placement on the postgraduate degree course of their choice at a university in the UK
- \* to enable them to acquire the necessary academic study skills for postgraduate study at a UK university



- \* to provide preparation for the IELTS (Academic) examination
- \* 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, advertising & public relations concepts
- \* to facilitate the development of effective business English communication skills
- \* to ensure students build appropriate vocabulary related to business & marketing

**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*
- \* *the 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



### **Awards:**

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

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

### **Course Objectives:**

- \* to fully prepare students academically for entry to a Masters course related to marketing, advertising & public relations at a university in the UK
- \* to assist them in completing the university application process in order to secure a placement on the postgraduate degree course of their choice at a university in the UK
- \* to enable them to acquire the necessary academic study skills for postgraduate study at a UK university
- \* to provide preparation for the IELTS (Academic) examination
- \* 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, advertising & public relations concepts
- \* to facilitate the development of effective business English communication skills
- \* to ensure students build appropriate vocabulary related to business & marketing

**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 &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>  |   |

## **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 Communication & Business Skills

*(continuous assessment)*

NCFE Certificate in Marketing, Advertising & Public Relations

*(continuous assessment)*

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

**Course Objectives:**

- \* to fully prepare students academically for entry to a Masters course related to marketing, advertising & public relations at a university in the UK
- \* to assist them in completing the university application process in order to secure a placement on the postgraduate degree course of their choice at a university in the UK
- \* to enable them to acquire the necessary academic study skills for postgraduate study at a UK university
- \* to provide preparation for the IELTS (Academic) examination
- \* 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, advertising & public relations concepts
- \* to facilitate the development of effective business English communication skills
- \* to ensure students build appropriate vocabulary related to business & marketing

**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:



- \* *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*

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.

#### † 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](http://www.bbsi.co.uk)

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



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



### Weekly Syllabus

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



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Week 5	<p><b>Topic: promotions &amp; promotional literature, trade fairs &amp; advertising</b></p> <p><i>Skills: effective presentations</i></p> <p><i>Case Study: creating a promotional campaign</i></p> <p><i>Assessed Tasks: banking &amp; insurance services for a small business</i></p>	<p><i>IELTS listening skills – note completion, multiple choice, matching</i></p> <p><i>reading skills – global multiple choice</i></p> <p><i>yes/ no/ not given</i></p>
Week 6	<p><b>Topic: recruitment</b></p> <p><i>(including the recruitment process, headhunting, hiring &amp; retaining staff)</i></p> <p><i>Skills: preparing a CV &amp; covering letter</i></p> <p><i>Case Study: choosing the best candidate for the job</i></p> <p><i>Assessed Task: a job application</i></p>	<p><i>IELTS speaking – part 3</i></p> <p><i>language awareness – word building, cleft sentences</i></p> <p><i>IELTS reading skills – identifying themes, skimming</i></p>
Week 7	<p><b>Topic: international trade</b></p> <p><i>(including visible/invisible trade, export documents, Incoterms, payment, customs)</i></p> <p><i>Skills: negotiation techniques &amp; styles, negotiation language</i></p> <p><i>Case Study: a negotiation</i></p> <p><i>Assessed Task: negotiation role-play</i></p>	<p><i>academic writing skills – planning an essay</i></p> <p><i>proof-reading skills – identifying errors in grammar, vocabulary, punctuation, spelling</i></p> <p><i>techniques for avoiding errors</i></p>
Week 8	<p><b>Topic: innovation</b></p> <p><i>(including describing innovations, new product launch)</i></p> <p><i>Skills: presentation skills</i></p> <p><i>Case Study: innovative products</i></p> <p><i>Assessed Task: summarising a document</i></p>	<p><i>reading skills – locating information</i></p> <p><i>IELTS speaking – part 3</i></p> <p><i>listening skills – summary completion</i></p>



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



### Weekly Syllabus

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

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



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	<b>Marketing, Advertising and Public Relations</b> <i>(20 lessons)</i>	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 13 <b>(First week of Second Term)</b>	<b><i>Objectives &amp; Environment</i></b> <i>marketing in practice - the marketing mix,</i> <i>types of market, Swatch video</i>	<i>learning styles</i> <i>listening skills – multiple choice</i> <i>note completion</i>
Week 14	<b><i>Marketing Mix &amp; Research</i></b> <i>contact methods used in market research,</i> <i>analysis of market segments,</i> <i>market testing &amp; 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	<b><i>Segmentation &amp; Buyer Behaviour</i></b> <i>marketing in practice - building relationships,</i> <i>models of organisational decision making,</i> <i>buyer behaviour &amp; segmentation,</i> <i>sourcing strategies &amp; supplier handling</i>	<i>critical thinking</i> <i>reading skills – reading quickly</i> <i>becoming a critical reader</i>
Week 16	<b><i>Product Management</i></b> <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>perceptual mapping</i>	<i>reading skills – applying headings</i> <i>speaking – part 2</i> <i>perfect tenses, intensifying adverbs</i>



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### Weekly Syllabus

	<b>Marketing, Advertising and Public Relations</b> <i>(20 lessons)</i>	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 17	<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>IELTS listening skills – note completion, multiple choice, matching</i> <i>reading skills – global multiple choice</i> <i>yes/ no/ not given</i>
Week 18	<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>IELTS speaking – part 3</i> <i>language awareness – word building, cleft sentences</i> <i>IELTS reading skills – identifying themes, skimming</i>
Week 19	<b>Personal Selling</b> <i>marketing in practice – sales techniques &amp; preparing to sell</i> <i>selling styles: Moulton-Blake grid,</i> <i>sales platform – calculator, approaches to negotiation</i>	<i>academic writing skills – planning an essay</i> <i>proof-reading skills – identifying errors in grammar, vocabulary,</i> <i>punctuation, spelling</i> <i>techniques for avoiding errors</i>
Week 20	<b>Public Relations &amp; B2B Project</b> <i>marketing in practice - introduction to public relations, corporate identity &amp; trade fairs,</i> <i>PR event management, customer service management</i>	<i>reading skills – locating information</i> <i>IELTS speaking – part 3</i> <i>listening skills – summary completion</i>



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### Weekly Syllabus

	<b>Marketing, Advertising and Public Relations</b> <i>(20 lessons)</i>	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 21	<b><i>Franchising &amp; Progress Test</i></b> <i>course review &amp; test revision, progress test, term tutorial, franchise opportunities, assignment workshop</i>	<i>academic writing – commenting on graphs</i> <i>language awareness – grammatical terms, adverbial clauses</i>
Week 22	<b><i>International Marketing</i></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>self-assessment</i> <i>academic reading skills</i> <i>differentiating register &amp; style</i>
Week 23	<b><i>Strategy &amp; Analysis</i></b> <i>marketing in practice - strategic planning &amp; mission statements, mergers &amp; acquisitions, Porter's five forces, takeovers across cultures</i>	<i>listening skills – sentence completion, note completion</i> <i>IELTS speaking – part 2</i> <i>IELTS reading skills – sentence completion</i>
Week 24	<b><i>Final Issues, Course Review &amp; Professional Development</i></b> <i>marketing in practice - taking care of customers &amp; the customer experience, marketing services, course review &amp; 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>



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### Weekly Syllabus

	<b>Marketing, Advertising and Public Relations</b> <i>(20 lessons)</i>	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 25 <i>(First week of Third Term)</i>	<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>learning styles listening skills – multiple choice note completion</i>
Week 26	<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>IELTS reading test – headings language awareness – compound nouns, modality IELTS speaking – part 1</i>
Week 27	<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 &amp; research tools</i>	<i>critical thinking reading skills – reading quickly becoming a critical reader</i>
Week 28	<b>Products &amp; Brands</b> <i>marketing in practice - product line decisions, product innovation, the product lifecycle, brand management, products &amp; packaging</i>	<i>reading skills – applying headings speaking – part 2 perfect tenses, intensifying adverbs</i>



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### Weekly Syllabus

	<b>Marketing, Advertising and Public Relations</b> <i>(20 lessons)</i>	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 29	<b>Pricing Strategies</b> <i>marketing in practice – pricing methods, entry strategies, market-based pricing, price elasticity of demand, product price comparisons</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 30	<b>Distribution Channels</b> <i>marketing in practice – the role of intermediaries, logistics – the invisible industry, retailing &amp; the internet, direct marketing, offshoring, outsourcing &amp; the grey market</i>	<i>IELTS speaking – part 3</i> <i>language awareness – word building, cleft sentences</i> <i>IELTS reading skills – identifying themes, skimming</i>
Week 31	<b>Promotion</b> <i>marketing in practice - creating an advertisement, the promotional mix, promotional copy, the impact of low cost carriers</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 32	<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>reading skills – locating information</i> <i>IELTS speaking – part 3</i> <i>listening skills – summary completion</i>



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### Weekly Syllabus

	<b>Marketing, Advertising and Public Relations</b> <i>(20 lessons)</i>	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 33	<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>academic writing – commenting on graphs language awareness – grammatical terms, adverbial clauses</i>
Week 34	<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>self-assessment academic reading skills differentiating register &amp; style</i>
Week 35	<b>Strategy &amp; Analysis</b> <i>marketing in practice - strategic planning, competitive analysis, repositioning the brand, Ansoff matrix: strategies for growth</i>	<i>listening skills – sentence completion, note completion IELTS speaking – part 2 IELTS reading skills – sentence completion</i>
Week 36	<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>language awareness – comparatives, collocations, passive forms IELTS speaking – parts 1,2,3 complete IELTS practice test</i>



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