



## **BBSI University Foundation 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 University Foundation Courses in Marketing, Advertising & Public Relations are carefully designed to enable students with an Intermediate level in English or above to study the concepts and learn the communication skills required for careers in marketing, advertising and public relations, while acquiring the academic study skills required for undergraduate entry to a UK university degree course. The course comprises 30 lessons weekly, and the syllabus includes extensive IELTS<sup>†</sup> Examination Preparation. 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 their university foundation course and acquiring the academic study skills necessary for university, students are provided with extensive counselling and guidance in all aspects of study at UK universities, and are given full assistance with the UK university application process. All Foundation students who successfully complete their course are assured of a university place prior to graduation from BBSI.

**Study Options.** There are 2 study options for this course. For those students with excellent High-School grades and a sound Upper-Intermediate level in English, we offer a 24-week Higher-Certificate study programme that enables participants to develop their business, professional and academic skills to a more advanced level of proficiency in shorter time. However, for those students with a lower, Intermediate level in English, who require more emphasis initially on developing their academic English and academic study skills prior to the introduction of more advanced marketing and business training, we offer a longer, 36-week Diploma programme that builds more gradually in professional intensity and specialisation.

### **Study Option 1**

The shorter, Higher-Certificate course, Study Option 1, is designed for those students with excellent High School grades and a sound Upper-Intermediate level in English. The course is of 24 weeks duration.



## Course Outline

**Minimum English Entry Level:** IELTS 5.5 (*IntermediatePlus*)

**Course Duration:** 24 weeks (2 terms)

**Course Designation:** UMP 24

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

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

**Minimum Age:** 17 years

### Course Structure & Content:

20 lessons weekly in Marketing, Advertising & Public Relations  
10 lessons weekly in Academic Study Skills<sup>†</sup> & IELTS Examination Preparation

### Awards:

BBSI Higher-Certificate 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:

- \* to fully prepare students academically for entry to a first degree 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 undergraduate 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,
- \* 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 business & marketing

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

- \* *B2B & B2C marketing*
- \* *market research & data mining*
- \* *objectives & environment*
- \* *the marketing mix*



- \* *segmentation & buyer behaviour*
- \* *new product development*
- \* *distribution channels*
- \* *web-based marketing*
- \* *public relations*
- \* *relationship marketing*
- \* *strategy & analysis*
- \* *franchising*
- \* *current perspectives in marketing*
- \* *product & brand management*
- \* *pricing strategies*
- \* *advertising*
- \* *personal selling*
- \* *sales promotions*
- \* *global marketing management*
- \* *customer services management*
- \* *service marketing*

## Study Option 2

The longer, Diploma course, Study Option 2, is designed for those international students with sound High School grades and a lower, Intermediate level in English, who require more emphasis initially on developing their business English and professional communication skills to Upper-Intermediate Level prior to the introduction of more advanced business training. The course is of 36 weeks duration and builds more gradually in intensity and specialisation.

### Course Outline

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

**Course Duration:** 36 weeks (3 terms)

**Course Designation:** UMP 36

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

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

**Minimum Age:** 17 years

### Course Structure & Content:

#### Term 1

20 lessons weekly in Communication & Business Skills

10 lessons weekly in Academic Study Skills & IELTS Examination Preparation

#### Terms 2 & 3

20 lessons weekly in Marketing, Advertising & Public Relations

10 lessons weekly in Academic 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 first degree 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 undergraduate 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,
- \* 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 business & marketing

**Course Elements.** In addition to providing students with an even more thorough and comprehensive grounding in academic English and academic study skills, the Diploma syllabus incorporates all the following specialist 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>  |   |

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



### † 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.

### ‡ Academic Study Skills

Students require sound academic study skills in preparation for their university degree course:

- effective writing ability
- listening comprehension & note-taking
- ability to transfer information in note form to essay format
- understanding the conventions of bibliographies, footnotes & quotations
  - classroom, self-study & personal organisational skills
  - effective reading-comprehension
  - effective time-management
  - research techniques

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

***The following University Foundation 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 University Foundation Courses in Marketing, Advertising & Public Relations



## Weekly Syllabus

	<b>Professional Course Content</b> <i>(20 lessons)</i>	<b>Academic Skills &amp; IELTS 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>reading strategies for IELTS</i></p> <p><i>comparing &amp; contrasting language, cohesive devices</i></p> <p><i>logical &amp; grammatical links</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>listening skills for IELTS multiple choice &amp; note completion</i></p> <p><i>IELTS writing: interpreting data in graphs &amp; charts</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>reading for IELTS matching &amp; sentence completion tasks</i></p> <p><i>language for describing places</i></p> <p><i>further note completion skills</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>interpreting &amp; comparing data</i></p> <p><i>reading skills – skimming &amp; scanning techniques</i></p> <p><i>writing skills including presenting solutions to problems</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 for labeling a diagram, table completion &amp; short answers</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>speaking for IELTS part 3 – general discussion</i></p> <p><i>IELTS reading skills for multiple choice &amp; summary completion</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>analysing IELTS writing questions</i></p> <p><i>writing skills for structuring an argument, providing evidence &amp; supporting points in an argument-led essay</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>IELTS listening practice for note completion</i></p> <p><i>speaking for IELTS part 2 &amp; 3: long turn &amp; discussion</i></p>



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Week 9	<p style="text-align: center;"><b>Topic: leadership skills</b> <i>(including character &amp; qualities of leaders)</i> Skills: decision-making Case Study: providing leadership to a failing company Assessed Task: action plan for a business</p>	<p><i>IELTS reading skills: differentiating false &amp; not given answers sentence completion &amp; matching tasks reading practice</i></p>
Week 10	<p style="text-align: center;"><b>Topic: business ethics</b> <i>(honesty &amp; dishonesty, responsible business)</i> Skills: problem-solving Case Study: dealing with employee problems Assessed Task: portfolio (of work to date)</p>	<p><i>writing skills: practice in interpreting data, expressing disagreement &amp; discussing implications</i></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><i>further writing skills development, including describing a process, introductory sentences &amp; marking stages</i></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><i>further speaking development skills, including sequencing, expressing reasons &amp; giving options for parts 2 &amp; 3 of IELTS</i></p>

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



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Week 13 <b>(First week of Second Term)</b>	<b>Objectives &amp; Environment</b> <i>marketing in practice - the marketing mix, types of market, Swatch video</i>	<i>reading strategies for IELTS</i> <i>comparing &amp; contrasting language, cohesive devices</i> <i>logical &amp; grammatical links</i>
Week 14	<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>listening skills for IELTS multiple choice &amp; note completion</i> <i>IELTS writing: interpreting data in graphs &amp; charts</i>
Week 15	<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>reading for IELTS matching &amp; sentence completion tasks</i> <i>language for describing places</i> <i>further note completion skills</i>
Week 16	<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>interpreting &amp; comparing data</i> <i>reading skills – skimming &amp; scanning techniques</i> <i>writing skills including presenting solutions to problems</i>



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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 for labeling a diagram, table completion &amp; short answers</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>speaking for IELTS part 3 – general discussion</i> <i>IELTS reading skills for multiple choice &amp; summary completion</i>
Week 19	<b>Personal Selling</b> <i>marketing in practice – sales techniques &amp; preparing to sell</i> <i>selling styles: Moulton-Blake grid, sales platform – calculator, approaches to negotiation</i>	<i>analysing IELTS writing questions</i> <i>writing skills for structuring an argument, providing evidence &amp; supporting points in an argument-led essay</i>
Week 20	<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>IELTS listening practice for note completion</i> <i>speaking for IELTS parts 2 &amp; 3: long turn &amp; discussion</i>



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Week 21	<b>Franchising &amp; Progress Test</b> <i>course review &amp; test revision, progress test, term tutorial, franchise opportunities, assignment workshop</i>	<i>IELTS reading skills: differentiating false &amp; not given answers sentence completion &amp; matching tasks reading practice</i>
Week 22	<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>writing skills: practice in interpreting data, expressing disagreement &amp; discussing implications</i>
Week 23	<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>further writing skills development, including describing a process, introductory sentences &amp; marking stages</i>
Week 24	<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>further speaking development skills, including sequencing, expressing reasons &amp; giving options for parts 2 &amp; 3 of IELTS</i>



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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>reading strategies for IELTS comparing &amp; contrasting language, cohesive devices logical &amp; grammatical links</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>listening skills for IELTS multiple choice &amp; note completion IELTS writing: interpreting data in graphs &amp; charts</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 and research tools</i>	<i>reading for IELTS matching &amp; sentence completion tasks language for describing places further note completion skills</i>
Week 28	<b>Products &amp; Brands</b> <i>marketing in practice - product line decisions, product innovation, the product lifecycle, brand management, products and packaging</i>	<i>interpreting &amp; comparing data reading skills – skimming &amp; scanning techniques writing skills including presenting solutions to problems</i>



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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 for labeling a diagram, table completion &amp; short answers</i>
Week 30	<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>speaking for IELTS part 3 – general discussion</i> <i>IELTS reading skills for multiple choice &amp; summary completion</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>analysing IELTS writing questions</i> <i>writing skills for structuring an argument, providing evidence &amp; supporting points in an argument-led essay</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>IELTS listening practice for note completion</i> <i>speaking for IELTS parts 2 &amp; 3: long turn &amp; discussion</i>



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## Weekly Syllabus

	<b>Marketing, Advertising and Public Relations</b> <i>(20 lessons)</i>	<b>Academic Skills &amp; IELTS 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>IELTS reading skills: differentiating false &amp; not given answers sentence completion &amp; matching tasks reading practice</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>writing skills: practice in interpreting data, expressing disagreement &amp; discussing implications</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>further writing skills development, including describing a process, introductory sentences &amp; marking stages</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>further speaking development skills, including sequencing, expressing reasons &amp; giving options for parts 2 &amp; 3 of IELTS</i>



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