



## Course Descriptions

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

1. BBSI delivers its Marketing courses in different formats to suit the personal requirements and specific training objectives of its clients. These courses are available in 3 different categories:

### **Specialised Courses:**

Designed for those on gap-year or short-term study who wish to return home with enhanced professional skills and knowledge for career purposes.

### **University Foundation Courses:**

Designed for those preparing to study a first degree at a UK university.

### **Pre-Masters Courses:**

Designed for those wishing to prepare for a postgraduate course in the UK.

The following describes the **Pre-Masters** courses for those wishing to study Marketing, Advertising & Public Relations.

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

2. BBSI offers flexible **Certificate** (12-week), **Higher-Certificate** (24-week), **Extended Higher-Certificate** (36-week), **Diploma** (36-week) and **Extended Diploma** (48-week) Pre-Masters courses. Our Pre-Masters courses in Marketing, Advertising & Public Relations are designed for international graduates with either a first degree or equivalent, or a higher diploma and relevant work experience. The minimum English-language entry levels range from <sup>□</sup>IELTS [Academic] 4.5 to 5.5, ie CEFR B1 to B2, depending on the course selected. The aim of these courses is to enable graduates to secure a suitable placing for their postgraduate degree. Participants will acquire the <sup>▽</sup>Advanced Study Skills necessary for postgraduate entry to a British university and the syllabus includes extensive **IELTS Examination Preparation**.

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

4. **University Entry Requirements.** Students seeking to enter a Masters degree course at a university in the UK must be a minimum of 20 years of age and have achieved an equivalent of **IELTS [Academic]** 6.0 in English. Moreover, applicants must have full records of their High-School education, 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.

5. **Course Objectives.** The course objectives are to:

- \* Fully prepare students academically for entry to a Masters course related to marketing at a university in the UK.
- \* Provide students with the specialised language of marketing to enable them to communicate effectively in an international marketing environment.
- \* Assist students 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.
- \* Enable students to acquire the necessary **Advanced Study Skills** for postgraduate study at a UK university.
- \* Provide preparation for the **IELTS [Academic] Examination**.
- \* Enable students to develop a sound understanding of current theory & practice in marketing.
- \* Facilitate the development of effective business English communication skills.
- \* Ensure students build appropriate vocabulary related to marketing.

6. **Study Options.** The study options for these Pre-Masters courses and the respective minimum English-language entry level for each are as follows:

**Certificate Course:** 12 weeks/IELTS 5.5, ie CEFR B2.

**Higher-Certificate Course:** 24 weeks/IELTS 5.5, ie CEFR B2.

**Extended Higher-Certificate Course:** 36 weeks/IELTS 4.5, ie CEFR B1.

**Diploma Course:** 36 weeks/IELTS 5.0, ie CEFR B2.

**Extended Diploma Course:** 48 weeks/IELTS 4.5, CEFR B1.

7. **Minimum Age.** 20 years.

8. **Main Course Entry Dates.** Sep, Jan, Apr, or Jul; however, flexible entry dates are available for these courses.

9. **Course Elements.** The full Diploma and Extended Diploma courses provide students with 4 main components: marketing, business communication, **Advanced Study Skills** and **IELTS Examination Preparation**. The Marketing, Advertising & Public Relations syllabus incorporates specialised elements within the following topics:

***Marketing & the Environment***

- \* *nature of marketing*
- \* *global environment*
- \* *macroeconomic situation*
- \* *marketing mix*

***Market Research***

- \* *research methods & theories*
- \* *surveys & results*
- \* *information systems*
- \* *questionnaire design & creation*

***Customer Behaviour***

- \* *how consumers & organisations act*
- \* *customer types & loyalty*
- \* *trends & patterns*
- \* *life time value*

***Nature of Markets***

- \* *segmentation, targeting & positioning*
- \* *European environment*
- \* *globalisation*

**Product Management**

- \* *product development*
- \* *brand management*
- \* *service management*
- \* *price elasticity*

**Distribution Management**

- \* *channels*
- \* *logistics*
- \* *retailers*
- \* *wholesalers*
- \* *e-business*
- \* *budgets*

**Direct Communication Techniques**

- \* *personal selling*
- \* *sales management*
- \* *direct & on-line marketing*
- \* *customer relationship management (CRM)*
- \* *buzz marketing*

**Pricing Strategy**

- \* *supply & demand*
- \* *market pricing*
- \* *cost plus*

**Mass Communication Techniques**

- \* *promotional mix*
- \* *advertising*
- \* *sales promotions*
- \* *public relations*
- \* *sponsorship*
- \* *exhibitions & trade fairs*

**Marketing Management**

- \* *strategic marketing*
- \* *planning & control*
- \* *international marketing*
- \* *non-profit marketing*
- \* *current trends*

10. **Course Details.**

## **Pre-Masters Certificate**

The BBSI Pre-Masters Certificate study option in Marketing, Advertising & Public Relations is designed for those students who already have a firm offer of a place on a Masters course at a UK university, and who have excellent High-School grades, a diploma or first-degree qualification, and an English-language level equivalent to IELTS 5.5/CEFR B2. This 12-week course enables participants to develop their professional and **Advanced Study Skills** in shorter time, and to prepare for the **IELTS [Academic] Examination**. The course leads to a **BBSI Pre-Masters Certificate** in Marketing, Advertising & Public Relations; moreover, students will have the opportunity to sit the **IELTS [Academic] Examination** as often as is required.

**Course Duration.** 12 weeks.

**Minimum English-Language Entry Level.** IELTS 5.5/CEFR B2 .

**Course Code.** PMP.

**Award.** Academic achievement is ascertained by means of continuous assessment.

**BBSI Pre-Masters Certificate** in Marketing, Advertising & Public Relations

**Optional External Examination.** Additional examination fees apply. **IELTS** examinations are held monthly.

**IELTS [Academic]**

**Course Structure & Content.** Students study for one academic term (12 weeks) comprising 30, forty-five minute lessons (22.5 hours total) weekly. Course breakdown is as follows:

20 lessons weekly in Marketing, Advertising & Public Relations

10 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**

**Course Syllabus.** Students seeking to start the 12 week Pre-Masters Certificate course in January or July would follow Weeks 25-36, whilst those commencing the same course in September or April would study Weeks 37-48. Those wishing to study for longer periods should contact BBSI to confirm the course syllabus for their study.

## **Pre-Masters Higher-Certificate**

The BBSI Pre-Masters Higher-Certificate study option in Marketing, Advertising & Public Relations is designed for those students with excellent High-School grades, a diploma or first-degree qualification, and an English-language level equivalent to IELTS 5.5/CEFR B2. This 24-week course enables participants to develop their professional and **Advanced Study Skills**, and to prepare for the **IELTS [Academic] Examination**. The course leads to a **BBSI Pre-Masters Higher-Certificate** in Marketing, Advertising & Public Relations and an **NCFE Certificate** in Marketing, Advertising & Public Relations. Moreover, students will have the opportunity to sit the **IELTS [Academic] Examination** as often as is required.

**Course Duration.** 24 weeks.

**Minimum English-Language Entry Level.** IELTS 5.5/CEFR B2.

**Course Code.** HCPMP.

**Awards.** Academic achievement is ascertained by means of continuous assessment.

**BBSI Pre-Masters Higher-Certificate** in Marketing, Advertising & Public Relations  
**NCFE Certificate** in Marketing, Advertising & Public Relations

**Optional External Examination.** Additional examination fees apply. **IELTS** examinations are held monthly.

### **IELTS [Academic]**

**Course Structure & Content.** Students study for 2 academic terms (24 weeks), each comprising 30, forty-five minute lessons (22.5 hours total) weekly. Course breakdown is as follows:

20 lessons weekly in Marketing, Advertising & Public Relations

10 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**

**Course Syllabus.** Students seeking to start the 24 week Pre-Masters Higher-Certificate course in January or July would follow Weeks 25-36 and Weeks 37-48 of the syllabus outlined in the table below, whilst those commencing the same course in September or April would study Weeks 37-48 and Weeks 25-36. Those wishing to study for longer periods should contact BBSI to confirm the course syllabus for their study.

## **Pre-Masters Extended Higher-Certificate**

The BBSI Pre-Masters Extended Higher-Certificate study option in Marketing, Advertising & Public Relations is designed for students with an English language level equivalent to IELTS 4.5/CEFR B1. This 36-week course enables participants to develop **Advanced Study Skills** and undertake additional **IELTS Examination Preparation**, prior to moving on to business communication skills, and then more specialised marketing and business studies in the second and third terms. This course leads to a **BBSI Pre-Masters Higher-Certificate** in Marketing, Advertising & Public Relations, and an **NCFE Certificate** in Communication & Business Skills. Moreover, students will have the opportunity to sit the **IELTS [Academic] Examination** as often as is required.

**Course Duration.** 36 weeks.

**Minimum English-Language Entry Level.** IELTS 4.5/CEFR B1.

**Course Code.** HCEPMP.

**Awards.** Academic achievement is ascertained by means of continuous assessment.

**BBSI Pre-Masters Higher-Certificate** in Marketing, Advertising & Public Relations  
**NCFE Certificate** in Communication & Business Skills

**Optional External Examination.** Additional examination fees apply. **IELTS** examinations are held monthly.

### **IELTS [Academic]**

**Course Structure & Content.** Students study for 3 academic terms (36 weeks), each comprising 30, forty-five minute lessons (22.5 hours total) weekly. Course breakdown is as follows:

#### **Term 1**

30 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**, comprising:

10 lessons weekly in grammar & functions

2 lessons weekly in vocabulary development

4 lessons weekly in reading & writing skills

4 lessons weekly in speaking, listening & pronunciation skills

10 lessons weekly in **Advanced Study Skills & IELTS Examination** practice

#### **Term 2**

20 lessons weekly in Communication & Business Skills

10 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**

#### **Term 3**

20 lessons weekly in Marketing, Advertising & Public Relations

10 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**

**Course Syllabus.** Students seeking to commence the 36 week Pre-Masters Extended Higher-Certificate course in January or July would follow Weeks 1-12, Weeks 13-24, and Weeks 25-36 of the syllabus outlined in the table below, whilst those commencing the same course in either September or April, would study Weeks 1-12, Weeks 13-24, and Weeks 37-48. Those wishing to study for longer periods should contact BBSI to confirm the course syllabus for their study.

## **Pre-Masters Diploma**

The BBSI Pre-Masters Diploma study option in Marketing, Advertising & Public Relations is designed for students with an English language level equivalent to IELTS 5.0/CEFR B2. This 36-week course places more emphasis initially on developing business communication skills prior to the introduction of more specialised marketing and business topics. The course leads to a **BBSI Pre-Masters Diploma** in Marketing, Advertising & Public Relations, an **NCFE Certificate** in Communication & Business Skills, and an **NCFE Certificate** in Marketing, Advertising & Public Relations. Moreover, students will have the opportunity to sit the **IELTS [Academic] Examination** as often as is required.

**Course Duration.** 36 weeks.

**Minimum English-Language Entry Level.** IELTS 5.0/CEFR B2.

**Course Code.** DPMP.

**Awards.** Academic achievement is ascertained by means of continuous assessment.

**BBSI Pre-Masters Diploma** in Marketing, Advertising & Public Relations  
**NCFE Certificate** in Communication & Business Skills  
**NCFE Certificate** in Marketing, Advertising & Public Relations

**Optional External Examination.** Additional examination fees apply. **IELTS** examinations are held monthly.

### **IELTS [Academic]**

**Course Structure & Content.** Students study for 3 academic terms (36 weeks), each comprising 30, forty-five minute lessons (22.5 hours) weekly. Course breakdown is as follows:

#### **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**

**Course Syllabus.** Students seeking to start the 36 week Pre-Masters Diploma course in January or July would follow Weeks 13-24, Weeks 37-48, and Weeks 25-36 of the syllabus outlined in the table below, whilst those commencing the same course in either September or April, would study Weeks 13-24, Weeks 25-36, and Weeks 37-48.

## **Pre-Masters Extended Diploma**

The BBSI Pre-Masters Extended Diploma study option in Marketing, Advertising & Public Relations is designed for students with an English language level equivalent to IELTS 4.5/CEFR B1. This full year, 48-week, course enables participants to develop their **Advanced Study Skills** and undertake additional **IELTS Examination Preparation**, prior to moving on to business communication skills, and then more specialised marketing and business studies in the second and subsequent terms. The course leads to a **BBSI Pre-Masters Diploma** in Marketing, Advertising & Public Relations, an **NCFE Certificate** in Communication & Business Skills, and an **NCFE Certificate** in Marketing, Advertising & Public Relations. Moreover, students will have the opportunity to sit the **IELTS [Academic] Examination** as often as is required.

**Course Duration.** 48 weeks.

**Minimum English-Language Entry Level.** IELTS 4.5/CEFR B1.

**Course Code.** DEPMP.

**Awards.** Academic achievement is ascertained by means of continuous assessment.

**BBSI Pre-Masters Diploma** in Marketing, Advertising & Public Relations  
**NCFE Certificate** in Communication & Business Skills  
**NCFE Certificate** in Marketing, Advertising & Public Relations

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**Optional External Examination.** Additional examination fees apply. **IELTS** examinations are held monthly.

### **IELTS [Academic]**

**Course Structure & Content.** Students study for 4 academic terms (48 weeks), each comprising 30, forty-five minute lessons (22.5 hours) weekly. Course breakdown is as follows:

#### **Term 1**

- 30 lessons weekly in **Advanced Study Skills & IELTS Examination Preparation**, comprising:
  - 10 lessons weekly in grammar & functions
  - 2 lessons weekly in vocabulary development
  - 4 lessons weekly in reading & writing skills
  - 4 lessons weekly in speaking, listening & pronunciation skills
  - 10 lessons weekly in **Advanced Study Skills & IELTS examination practice**

#### **Term 2**

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

#### **Terms 3 & 4**

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

**Course Syllabus.** Those students seeking to study the Pre-Masters Extended Diploma course would follow the full syllabus outlined in the table below, ie Weeks 1-48.

### **▯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 enrolment with BBSI. Candidates must book for the examination at least 6 weeks before each examination sitting.***

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

### **ΨAdvanced Study Skills**

*Postgraduate students require advanced study skills when preparing for study at Masters level:*

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

<sup>T</sup>NCFE

*The national awarding body **NCFE** was established in 1848 and, with the exception of some of the UK's earliest established universities, is the oldest provider of recognised qualifications in the UK. BBSI is a holder of the **NCFE Investors in Quality (IQ) Licence** in recognition of the fact that BBSI's training programmes meet the rigorous standards set by **NCFE**.*

**11. Other BBSI Pre-Masters Courses.** BBSI Pre-Masters Courses are also available in the following subjects:

- \* Management & Business Administration
- \* Finance & Financial Services
- \* Hospitality Management & Tourism
- \* Legal Studies
- \* Science, Mathematics & IT

**12. Course Weekly Syllabus.** The full 48-week syllabus for the BBSI Pre-Masters courses in Marketing, Advertising & Public Relations is tabled below:





Typical Weekly Syllabus

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Sample weekly timetable for Weeks 1-12</b>	<i>reading &amp; writing skills development</i>	<i>grammar &amp; functions integrated skills practice</i>	<i>vocabulary development practice activities</i>	<i>grammar &amp; functions integrated skills practice</i>	<i>speaking, listening &amp; pronunciation development practice activities</i>
	<i>grammar &amp; functions integrated skills practice</i>	<i>speaking &amp; listening skills &amp; pronunciation development</i>	<i>grammar &amp; functions integrated skills practice</i>	<i>reading &amp; writing skills development</i>	<i>grammar &amp; functions integrated skills practice</i>
	<b>IELTS Examination Practice</b> <i>reading &amp; writing: global &amp; intensive academic reading skills writing skills (describing graphs &amp; processes)</i>	<b>IELTS Examination Practice</b> <i>academic skills practice: listening &amp; speaking listening for gist &amp; detail speaking (fluency skills development)</i>	<b>IELTS Examination Practice</b> <i>speaking papers 1-3 (practice work): general conversation set topic monologue discussion skills</i>	<b>IELTS Examination Practice</b> <i>reading &amp; writing: global &amp; intensive academic reading skills discursive essay writing skills</i>	<b>IELTS Examination Practice</b> <i>academic skills practice: listening &amp; speaking: listening skills exam task practice &amp; oral skills development</i>





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



### Typical Weekly Syllabus

	<b>Communication &amp; Business Skills</b> <i>(20 lessons)</i>	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> <i>Typical 12 week programme (10 lessons)</i>
Week 13	<p><i>Induction</i></p> <p><b>Topic: organisational structure</b></p> <p><i>Skills: introductions &amp; networking, structuring effective presentations</i></p> <p><i>Case Study: outsourcing</i></p> <p><i>Assessed Tasks: business recommendations 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 14	<p><b>Topic: brands &amp; brand management</b></p> <p><i>Skills: taking part in meetings, discussion language, formal business report writing formats, visual aids in making presentations</i></p> <p><i>Case Study: developing a brand</i></p> <p><i>Assessed Task: analysing a brand</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 15	<p><b>Topic: managing change</b></p> <p><i>Skills: conducting a meeting, the language of meetings, e-mail English, business writing</i></p> <p><i>Case Study: a takeover</i></p> <p><i>Assessed Task: researching agreed action points, presentation to a meeting</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 16	<p><b>Topic: money, finance, banking &amp; investment</b></p> <p><i>Skills: describing trends, reporting financial success, comparing companies, mergers &amp; acquisitions</i></p> <p><i>Case Study: an investment company</i></p> <p><i>Assessed Tasks: progress test</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>
Week 17	<p><b>Topic: advertising</b></p> <p><i>Skills: making effective presentations, preparing for a trade fair, assessing advertisements, assessing quality</i></p> <p><i>Case Study: creating a promotional campaign</i></p> <p><i>Assessed Tasks: proposal for an advertising campaign</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 18	<p><b>Topic: recruitment</b></p> <p><i>Skills: preparing a CV&amp; covering letter, preparing a person specification</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>



Typical Weekly Syllabus

	<b>Communication &amp; Business Skills</b> <i>(20 lessons)</i>	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> <i>Typical 12 week programme (10 lessons)</i>
Week 19	<b>Topic: international trade</b> <i>Skills: negotiation techniques &amp; styles, negotiation language, summarising a business document</i> <i>Case Study: a negotiation</i> <i>Assessed Task: negotiation role-play</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	<b>Topic: innovation</b> <i>Skills: presentation skills; developing, designing &amp; assessing a new product, describing a process</i> <i>Case Study: innovative products</i> <i>Assessed Task: proposal for launching a new product, progress test</i>	<i>reading skills – locating information</i> <i>IELTS speaking – part 3</i> <i>listening skills – summary completion</i>
Week 21	<b>Topic: leadership skills</b> <i>Skills: decision-making, negotiation skills</i> <i>Case Study: providing leadership to a failing company</i> <i>Assessed Task: action plan for a business</i>	<i>academic writing – commenting on graphs</i> <i>language awareness – grammatical terms, adverbial clauses</i>
Week 22	<b>Topic: business ethics</b> <i>Skills: problem-solving, establishing ethical behaviour</i> <i>Case Study: dealing with employee problems</i> <i>Assessed Task: writing a disciplinary letter</i>	<i>self-assessment</i> <i>academic reading skills</i> <i>differentiating register &amp; style</i>
Week 23	<b>Topic: travel &amp; tourism</b> <i>Skills: US/UK English, making arrangements, corporate hospitality, writing business communications</i> <i>Case Study: planning a conference</i> <i>Assessed Task: marketing a region</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>Topic: business cultures</b> <i>Skills: cultural language &amp; idioms, social English, giving advice, international business styles</i> <i>Case Study: writing an itinerary for foreign visitors</i>	<i>language awareness – comparatives, collocations, passive forms</i> <i>IELTS speaking – parts 1,2,3</i> <i>complete IELTS practice test</i>

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



Typical Weekly Syllabus

	<b>Marketing, Advertising &amp; Public Relations</b> <i>(20 lessons)</i>	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> <i>Typical 12 week programme (10 lessons)</i>
Week 25	<b>Overview of Marketing</b> <i>introduction to customer behaviour, nature of marketing, segmentation, targeting &amp; positioning, product &amp; brand management, services marketing, pricing strategy</i>	<i>learning styles listening skills – multiple choice note completion</i>
Week 26	<b>Distribution Management</b> <i>types of distribution channel, retail outlets, business to business channels, channel selection, distribution intensity, channel integration, channel management issues</i>	<i>IELTS reading test – headings language awareness – compound nouns, modality IELTS speaking – part 1</i>
Week 27	<b>Distribution Management</b> <i>franchises and franchising, retail management, internet retailing, logistics &amp; physical distribution, international trade, e-business, e-marketplaces, shopping channels, catalogue selling</i>	<i>critical thinking reading skills – reading quickly becoming a critical reader</i>
Week 28	<b>Distribution Management/Promotion</b> <i>online retailing, ethical issues &amp; trends, introduction to promotion, integrated communications, setting promotional objectives &amp; strategies</i>	<i>reading skills – applying headings IELTS speaking – part 2 perfect tenses, intensifying adverbs</i>
Week 29	<b>Mass Communication Techniques</b> <i>setting communication budgets, advertising within the promotional mix, formulating the message, creative appeals, getting advertisements noticed, choosing the media &amp; media vehicle, real programmes</i>	<i>IELTS listening skills – note completion, multiple choice, matching reading skills – global multiple choice yes/ no/ not given</i>
Week 30	<b>Mass Communication Techniques</b> <i>internet advertising, developing a campaign, scheduling, agencies, media buying, international advertising, campaign evaluation, ethics in advertising, ASA, corporate advertising, corporate identity</i>	<i>IELTS speaking – part 3 language awareness – word building, cleft sentences IELTS reading skills – identifying themes, skimming</i>



Typical Weekly Syllabus

	<b>Marketing, Advertising &amp; Public Relations</b> <i>(20 lessons)</i>	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> <i>Typical 12 week programme (10 lessons)</i>
Week 31	<b>Mass Communication Techniques</b> <i>public relations, press releases, external &amp; internal PR techniques, social responsibility, lobbying, crisis management, evaluating effectiveness, myths &amp; limitations</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	<b>Mass Communications</b> <i>sponsorship, exhibitions &amp; trade fairs, sales promotions, product placement, budget evaluation</i>	<i>reading skills – locating information IELTS speaking – part 3 listening skills – summary completion</i>
Week 33	<b>Direct Communication Techniques</b> <i>personal selling within the promotional mix, sales tasks, selling styles, negotiation, the selling process, planning calls, sales platforms, sales management, objectives, design, recruitment, training, motivation, remuneration, performance improvement</i>	<i>academic writing – commenting on graphs language awareness – grammatical terms, adverbial clauses</i>
Week 34	<b>Direct Communication Techniques</b> <i>database marketing, customer relationship management, direct &amp; on-line marketing, buzz marketing</i>	<i>self-assessment academic reading skills differentiating register &amp; style</i>
Week 35	<b>Marketing Management</b> <i>mission statements, corporate values, strategic planning process, marketing planning, external influences, competitive forces, marketing objectives, choosing the strategy, measuring results, rewards &amp; pitfalls</i>	<i>listening skills – sentence completion, note completion IELTS speaking – part 2 IELTS reading skills – sentence completion</i>
Week 36	<b>Marketing Management</b> <i>international marketing, mergers &amp; acquisitions, CVs &amp; job applications, job interviews</i>	<i>language awareness – comparatives, collocations, passive forms IELTS speaking – parts 1,2,3 complete IELTS practice test</i>



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



### Typical Weekly Syllabus

	<b>Marketing, Advertising &amp; Public Relations</b> (20 lessons)	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> Typical 12 week programme (10 lessons)
Week 37	<b>Marketing &amp; the Environment</b> <i>nature of marketing, product &amp; market orientation, marketing mix, business to business/business to consumer, UK economy, industries &amp; sectors, European environment, global environment, macroeconomic situation</i>	<i>learning styles</i> <i>listening skills – multiple choice</i> <i>note completion</i>
Week 38	<b>Customer Behaviour</b> <i>understanding organisational &amp; consumer buying, decision making units, how buying decisions are made, choice criteria</i>	<i>IELTS reading test – headings</i> <i>language awareness – compound nouns, modality</i> <i>IELTS speaking – part 1</i>
Week 39	<b>Customer Behaviour</b> <i>lifetime value, customer loyalty, consumer influences, organisational influences, organisational purchasing practice &amp; sourcing strategies</i>	<i>critical thinking</i> <i>reading skills – reading quickly</i> <i>becoming a critical reader</i>
Week 40	<b>Market Research</b> <i>research methods &amp; theories, sources of data, secondary &amp; primary research methods, questionnaire design &amp; creation</i>	<i>reading skills – applying headings</i> <i>speaking – part 2</i> <i>perfect tenses, intensifying adverbs</i>
Week 41	<b>Market Research</b> <i>piloting a questionnaire, sampling methods, selecting representative samples &amp; sample sizes, presenting information, using MR agencies, marketing information systems, shortcomings of MR, ethical issues</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 42	<b>The Nature of Markets</b> <i>consumer segmentation methods, organisational segmentation methods, selecting target markets, targeting &amp; strategy, positioning products &amp; brands, perceptual mapping, repositioning</i>	<i>IELTS speaking – part 3</i> <i>language awareness – word building, cleft sentences</i> <i>IELTS reading skills – identifying themes, skimming</i>



Typical Weekly Syllabus

	<b>Marketing, Advertising &amp; Public Relations</b> (20 lessons)	<b>Advanced Study Skills &amp; IELTS Examination Preparation</b> Typical 12 week programme (10 lessons)
Week 43	<b>Product Management</b> <i>products services and brands, product ranges, own label brands, brand communities, brand values, brand naming, developing brands, product/brand development, brand &amp; portfolio management, Boston matrix</i>	<i>academic writing skills – planning an essay proof-reading skills – identifying errors in grammar, vocabulary, punctuation, spelling techniques for avoiding errors</i>
Week 44	<b>Product Management</b> <i>product lifecycles, packaging, new product development, product development process, development disasters, protecting designs &amp; ideas, ethical issues</i>	<i>reading skills – locating information IELTS speaking – part 3 listening skills – summary completion</i>
Week 45	<b>Product Management</b> <i>characteristics of services, services marketing mix, quality, managing services, enterprises, customer relationships, charities &amp; the not-for-profit sector</i>	<i>academic writing – commenting on graphs language awareness – grammatical terms, adverbial clauses</i>
Week 46	<b>Pricing Strategy</b> <i>the mechanics of costs &amp; prices, cost based pricing, competitor orientated pricing, market led pricing, supply &amp; demand, elasticity, cartels</i>	<i>self-assessment academic reading skills differentiating register &amp; style</i>
Week 47	<b>Pricing Strategy</b> <i>influences on pricing, making price changes, price adjustment strategies, reacting to competitors' price changes, price wars</i>	<i>listening skills – sentence completion, note completion IELTS speaking – part 2 IELTS reading skills – sentence completion</i>
Week 48	<b>Pricing Strategy</b> <i>International pricing issues, pricing tricks, commodity trading, CVs and letters of application, job interviews</i>	<i>language awareness – comparatives, collocations, passive forms IELTS speaking – parts 1,2,3 complete IELTS practice test</i>