



STAFFORD HOUSE
INTERNATIONAL

PROFESSIONAL CERTIFICATES

Marketing and Advertising Project Management Business Management



**PROFESSIONAL SKILLS
FOR A GLOBAL CAREER**



Skills-focused Business Certificates in Marketing and Advertising, Project Management, and Business Management.

Explore business concepts and apply your English skills to team projects and case studies in three main business subjects. Learn from experienced teachers, local business leaders and new entrepreneurs as they share their experience and insight of the business world. The Professional Certificates are for students with an upper-intermediate level of English who want to learn business skills in an American setting, build professional networks and gain a Certificate to enhance their professional resume.

TIP: TAKEN TOGETHER WITH THE CAREER PREPARATION ACTIVITY, YOU CAN RECEIVE A PROFESSIONAL CERTIFICATE AND A REFERENCE LETTER FROM AN AMERICAN COMPANY.

BENEFITS

- Develop your English communication skills in authentic business situations
- Speak with American business people in their companies or during company visits to your school
- Learn from experienced business teachers
- Practice team-work and presentation skills necessary to succeed in any business
- Network and make international contacts
- Add projects to your resume and personal on-line profiles to boost your career

*Stafford House is accredited by ACCET and part of the Cambridge Education Group



WHO IS IT FOR:

- Working professionals or university and college students with an upper intermediate level of English who want an introduction to three key business subjects.
- Working professionals or students who want to further develop their professional skills portfolio and practice speaking English while doing a short-term business course.
- Job seekers who want to advance in their career by adding a Business Certificate onto their resume.

OUTCOMES:

- A Professional Certificate from Stafford House
- Final business presentation and project
- Experience working in a multi-cultural team
- Networking skills and new international contacts

PROFESSIONAL CERTIFICATE COURSE INFORMATION

PROFESSIONAL CERTIFICATES (13 Weeks)			
Tip: Add a Career Preparation Activity for a Professional Pathway that includes experience in an American Company			
CERTIFICATE	MARKETING & ADVERTISING	PROJECT MANAGEMENT	BUSINESS MANAGEMENT
	<p>2017: San Diego & Boston: 3 Jan, 3 Apr, 3 Jul, 2 Oct San Francisco & Chicago: 30 Jan, 1 May, 31 Jul, 30 Oct</p> <p>5 Weeks</p>	<p>2017: San Diego & Boston: 6 Feb, 8 May, 7 Aug, 6 Nov San Francisco & Chicago: 6 Mar, 5 Jun, 5 Sept, 4 Dec</p> <p>4 Weeks</p>	<p>2017: San Diego & Boston: 6 Mar, 5 Jun, 5 Sep, 4 Dec San Francisco & Chicago: 3 Jan, 3 Apr, 3 Jul, 2 Oct</p> <p>4 Weeks</p>
FOCUS	Learning the skills necessary for evaluating, developing, and delivering a marketing plan, using a heavy emphasis on the problem-solving approach.	Learning a comprehensive overview of project and general management skills and all the necessary steps from initiating a plan to executing a project.	Learning current management practices within an application environment. Students will draw upon prior learning and working experience and become familiar with success strategies for managing not just a business, but also people.
WHAT YOU WILL LEARN	The essential parts of customer-oriented marketing strategies, market selection, product development, lifecycle, planning and pricing as well as promotional decision making.	<p>Managing schedules, budgets and risks.</p> <p>How to build a business case.</p> <p>How to analyze new projects.</p> <p>How to track and communicate progress.</p> <p>How to plan and execute a project.</p>	<p>The role of management and leadership within an organization.</p> <p>How to develop your own leadership.</p> <p>How to develop professional relationships.</p>
HOW YOU WILL LEARN	Students will learn up-to-date Marketing & Advertising concepts by classroom work, case studies, and a team project.	Students will learn a comprehensive overview of Project Management by classroom work, case studies, and a team project.	Students will learn a comprehensive overview of Business Management by classroom work, case studies, and a team project.
CASE STUDIES	Oreos; Procter & Gamble; Walgreens; Hubway; Boston's Online Bike-Sharing System; Pepsi Cola; Samsung; Chobani Greek Yogurt; Costco; and more.	Baldwin Water Works; Colorado Parade, Denver Runaway, New Zealand Wind Farm, China Telecom, Marriott Bedding; and more.	Trader Joe's; HP; Dyson; Microsoft; State Farm Bank; Ethics in Action; Starbucks; GE; and more.

COURSE FEATURES:

Lecture-style classes

Experienced teachers introduce business concepts in lectures featuring business case studies.

Team projects

Learn communication, presentation and team-working skills essential for a successful career. Have experiences that reflect the real workplace as you collaborate with other international students on final team projects.

Company visits and Guest Speakers

Each certificate includes an American company visit, networking event or a guest speaker to Stafford House. Local start-ups, successful entrepreneurs and established business leaders give inspiring talks and answer questions about a specific business topic such as how their business overcomes challenges and what it takes to succeed in the current business climate.

SAMPLE PROFESSIONAL CERTIFICATE TIMETABLE

	Monday	Tuesday	Wednesday	Thursday	Friday
8:45am - 10:15am	PROFESSIONAL CERTIFICATE CORE COURSE				
10:30am - 12pm	GROUP WORK: PROJECT PLAN				
12pm - 12:45pm	LUNCH				
12:45pm - 4:15pm	*MODULE LESSONS INCLUDING CAREER PREPARATION ACTIVITY				FREE AFTERNOON

*Add other English modules such as Career Preparation Activity, Business English or Exam Preparation for a Standard, Intensive or Super Intensive course



COURSE FACTS

VISA

Tourist Visa or F1 Visa

LEVEL

Upper Intermediate

LESSONS

Essential

20 Professional Skills lessons

Standard

20 Professional Skills lessons
+ 5 module lessons*

Intensive

20 Professional Skills lessons
+ 10 module lessons*

Super Intensive

20 Professional Skills lessons
+ 15 module lessons*

STAFFORD HOUSE PROFESSIONAL CERTIFICATE TEACHERS

Experienced and dedicated teachers, each bring professional experience from the workplace to dynamic lecture-style, content-based lessons featuring the latest business theories and practices taken from real business cases and situations.



“I love helping my students and clients “GET IT”. Using personal experience from my 30+ years in business and volunteer work, I try to relate to students’ own experience to make learning meaningful to them. As an experienced career management trainer I direct students in my class to apply the professional skills and projects they learn to their career or job search strategy.”

David Robins, Professional Certificate Teacher, San Francisco

TESTIMONIALS



“ I am taking Professional Certificates as regular classes along with the CPA elective. I think it will help me when I look for a job because I wish to work for an international company in the future and it is good to know what American workplace is as well as how a global company works.”

Riku, Japan

University student, Marketing placement at Blackstone Group in Chicago. Took the Unlimited Package including Professional Certificates and CPA.

“ My teacher has a lot experience in the business world. It is really useful to see case studies of American firms, and to do project work with people from different countries.”

Beril, Turkey

Doing the Professional Certificates and a Professional Certificates and Career Preparation Activity in a San Francisco Start Up and wants to work in Human Resources for a global firm when she goes home



“ I wanted a business course, not only an English course. I like how the teacher shares marketing concepts in class and practical tasks over the whole course. Americans are very positive, you are the best in Marketing, and other countries can learn from this.”

Fabiola, Brazil

HR Manager in Brazil taking the Professional Certificates and Career Preparation Activity. Will become a consultant when she returns to Brazil.

“ I made a lot of friends from Korea, China, France and Spain, and they helped me to know about a globalised world. I have a lot of chance to speak to other designers in English. My American experience will help me in a competitive job market when I go home.”

Luke, Taiwan

Taking Professional Certificates and the Career Preparation Activity in a Business placement as part of the Unlimited Package in San Francisco.

