

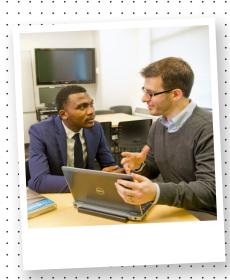
# **UNLIMITED PACKAGE USA**

Any Course, Any Intensity, Any Center, One Price





UNLIMITED OPPORTUNITIES:
GAIN CERTIFICATES,
PRACTICAL SKILLS AND
EXPERIENCES FOR YOUR
GLOBAL CAREER.



Unlimited Package USA is a package that gives you:

- Course variety Join any course and get a free upgrade to the Professional Pathway options: Professional Certificates and a Career Preparation Activity in an American Company
- Flexibility Adjust your program and intensity to meet your needs as you progress with Stafford House
- Certificates, experiences and international contacts that will help you succeed in your career

Includes: General English, Business English, Test Preparation, Professional Certificates on an Essential, Standard, Intensive or Super Intensive schedule and the Career Preparation Activity + Registration Fee.

Package can be booked for a minimum of 12 weeks and students can apply for any length of time based on the following pricing:

Weeks	12	24	36	48
2017 Pricing	\$4,800	\$9,120	\$12,960	\$17,280
Additional weekly price	\$400	\$380	\$360	\$360

# **BUILD YOUR UNLIMITED PACKAGE**

Choose any course, any intensity\*, any center.

	LEVEL REQUIRED	COURSE	OUTCOMES
GENERAL ENGLISH Beginners		General English	Stafford House Certificate
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TEST PREPARATION AND BUSINESS ENGLISH	Intermediate and Upper Intermediate +	CAE in San Francisco & FCE or CAE in San Diego TOEFL - All Schools Business English	Officially recongnised exam certificate***
PROFESSIONAL PATHWAYS*	Upper Intermediate +	Professional Certificate in Marketing and Advertising**  Professional Certificate in Product Management**  Professional Certificate in Business Management**  Career Preparation Activity**	1-3 Professional Certificates  Certificate of Career Preparation

- \*Students who take a Standard, Intensive, Super Intensive schedule or participate in the Career Preparation Activity will require an F1 visa and must maintain the class hours required for the visa.
- \*\*These options have fixed start dates see pricelist for 2017 dates
- \*\*\*The test fees are not included in the package price



## PROFESSIONAL CERTIFICATE COURSE INFORMATION

Skills- focused Business Certificates in Marketing and Advertising, Project Management, and Business Management. Learn from experienced teachers, local business leaders and new entrepreneurs as they share their experience and insight of the business world.

	PROFESSIONAL CERTIFICATES (13 Weeks)						
	Tip: Add a Career Preparation Activity	ip: Add a Career Preparation Activity for a Professional Pathway that includes experience in an American Company					
CERTIFICATE	MARKETING & ADVERTISING  2017:  San Diego & Boston: 3 Jan, 3 Apr, 3 Jul, 2 Oct San Francisco & Chicago: 30 Jan, 1 May, 31 Jul, 30 Oct  5 Weeks	PROJECT MANAGEMENT  2017:  San Diego & Boston: 6 Feb, 8 May, 7 Aug, 6 Nov San Francisco & Chicago: 6 Mar, 5 Jun, 5 Sept, 4 Dec  4 Weeks	BUSINESS MANAGEMENT  2017: San Diego & Boston: 6 Mar, 5 Jun, 5 Sep, 4 Dec San Francisco & Chicago: 3 Jan, 3 Apr, 3 Jul, 2 Oct  4 Weeks				
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.	Managing schedules, budgets and risks.  How to build a business case.  How to analyze new projects.  How to track and communicate progress.  How to plan and execute a project.	The role of management and leadership within an organization.  How to develop your own leadership.  How to develop professional relationships.				
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.				

### CAREER PREPARATION ACTIVITY INFORMATION

The Career Preparation Activity offers you a global professional experience at an American company. During a 4-week module class, you will develop your resume, cover letter, interview skills and learn about American office etiquette in preparation for your placement. Personal attention and guidance from Career Preparation Teachers and Advisors will give you confidence to begin your placement in an American company where you will practice speaking English in the American workplace.

	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5-12+
COURSE	STANDARD OR INTENSIVE  General English  Business English  Test Preparation TOEFL / Cambridge  Professional Certificates				
CAREER PREPARATION ACTIVITY	MODULE				ACTIVITY
	Activity introduction and meetings with the CPA Advisor	Meet with CPA advisor about placement and resume preparation	Research the Host Company and learn about American office etiquette	Practice Interview techniques	Placement begins in the Host Company

#### **HOW TO BOOK THE UNLIMITED PACKAGE**

- Choose your first course when you book with Stafford House.
- Professional Certificates and the Career Preparation Activity have fixed start dates. Stafford House advisors will help you plan the rest of your program before, or after you arrive.
- Start your course at Stafford House and receive regular program advice in monthly meetings with academic staff.

## **2017 DATES**

#### **PROFESSIONAL CERTIFICATES START DATES**

Marketing and Advertising

San Diego & Boston: 3 Jan, 3 Apr, 3 Jul, 2 Oct

San Francisco & Chicago: 30 Jan, 1 May, 31 Jul, 30 Oct

**Project Management** 

San Diego & Boston: 6 Feb, 8 May, 7 Aug, 6 Nov San Francisco & Chicago: 6 Mar, 5 Jun, 5 Sept, 4 Dec

**Business Management** 

San Diego & Boston: 6 Mar, 5 Jun, 5 Sep, 4 Dec San Francisco & Chicago: 3 Jan, 3 Apr, 3 Jul, 2 Oct

#### **CAREER PREPARATION MODULE START DATES**

3 Jan, 6 Mar, 1 May, 5 Jun (San Francisco only), 3 Jul, 5 Sep, 6 Nov

#### **CAMBRIDGE EXAM PREPARATION RECOMMENDED START DATES:**

FCE and CAE: Jan 3, Mar 13, Jun 5, Aug 28

San Francisco only offers CAE. Please see the Stafford House price list in San Francisco and San Diego for full exam date details.