



STAFFORD HOUSE INTERNATIONAL

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, take advantage of our University Pathways, 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, University Preparation*, Professional Certificates on an Essential, Standard, Intensive or Super Intensive schedule, University Placement Service Fee and the Career Preparation Activity + Registration Fee.

* University Preparation may only be taken on a standard, intensive or super intensive schedule.

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	Beginner	General English	Stafford House Certificate
UNIVERSITY PREPARATION AND BUSINESS ENGLISH	Intermediate and Upper Intermediate +	CAE in San Francisco & FCE or CAE in San Diego TOEFL - All Schools University Preparation****	Officially recognized 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 Activity Experience and a Reference Letter from an American company Acceptance into one our university or college partner schools*****

*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

****University Preparation requires a minimum standard schedule

*****Must meet university or college level and admissions requirements.



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 for a Professional Pathway that includes experience in an American Company			
CERTIFICATE	<p>MARKETING & ADVERTISING</p> <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>PROJECT MANAGEMENT</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>BUSINESS MANAGEMENT</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	<p>Learning the skills necessary for evaluating, developing, and delivering a marketing plan, using a heavy emphasis on the problem-solving approach.</p>	<p>Learning a comprehensive overview of project and general management skills and all the necessary steps from initiating a plan to executing a project.</p>	<p>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.</p>
WHAT YOU WILL LEARN	<p>The essential parts of customer-oriented marketing strategies, market selection, product development, lifecycle, planning and pricing as well as promotional decision making.</p>	<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	<p>Students will learn up-to-date Marketing & Advertising concepts by classroom work, case studies, and a team project.</p>	<p>Students will learn a comprehensive overview of Project Management by classroom work, case studies, and a team project.</p>	<p>Students will learn a comprehensive overview of Business Management by classroom work, case studies, and a team project.</p>
CASE STUDIES	<p>Oreos; Procter & Gamble; Walgreens; Hubway; Boston's Online Bike-Sharing System; Pepsi Cola; Samsung; Chobani Greek Yogurt; Costco; and more.</p>	<p>Baldwin Water Works; Colorado Parade, Denver Runaway, New Zealand Wind Farm, China Telecom, Marriott Bedding; and more.</p>	<p>Trader Joe's; HP; Dyson; Microsoft; State Farm Bank; Ethics in Action; Starbucks; GE; and more.</p>

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.