

2 WEEK PROFESSIONAL CERTIFICATES

• **MARKETING** • **BUSINESS MANAGEMENT** • **PROJECT MANAGEMENT** •

Skills-focused 2 week Business Certificates in Marketing, Project Management, and Business Management.



PROFESSIONAL SKILLS FOR A GLOBAL CAREER

Stafford House is now offering greater flexibility to our industry renowned Professional Certificate programme with the introduction of 2 week courses. Our project based Professional Certificates programme gives students a unique learning experience to improve their business skills and learn new strategies to enhance their career or further studies. Stafford House are the pioneers of the Professional Certificate programme and we have designed our offering in partnership with top business academics to equip students for the challenges faced in the business world today.

Students will explore business concepts and apply English skills to team projects and case studies in three main business subjects and will learn from experienced teachers, local business leaders and entrepreneurs as they share their experience and insight into the business world.

COURSE FEATURES

- Develop English communication skills in authentic business situations
- Learn from experienced business teachers
- Focus on communication, presentation and teamwork skills
- Gain experiences that reflect the modern workplace
- Undertake team projects
- Company visits and guest speakers

WHO IS IT FOR?

- Experienced professionals wanting to develop international business skills
- Aspiring students who want experience for their university application
- Upper Intermediate and above English students who want to use their skills in a new way
- Job seekers who want to advance in their career

OUTCOMES

- A Professional Certificate from Stafford House
- Final business presentation and project
- Experience working as part of a multicultural team
- Networking skills and new international contacts

TIP- ADD PROFESSIONAL SKILLS MODULES SUCH AS LEADERSHIP IN ACTION, BUSINESS WRITING OR PRESENTATION SKILLS TO YOUR COURSE FOR EXTRA INSIGHTS AND PROFESSIONAL DEVELOPMENT!



COMPANY VISITS & NETWORKING EVENTS

Each certificate includes either a company visit, networking event or a guest speaker. 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.

Previous company visits have included:

- General Assembly
- Boda Borg
- Gillette
- Trapology
- Westfield Shopping Centre

Networking events:

- Kirstein Business Library
- WeWork
- Shoobox Startup Series
- HubWeek



PROFESSIONAL CERTIFICATE COURSE INFORMATION

PROFESSIONAL CERTIFICATES (2 WEEKS)			
CERTIFICATE DATES	<p>MARKETING I 2022: Toronto: 28 Feb, 23 May, 29 Aug, 21 Nov</p> <p>London & Calgary: 03 Jan, 28 Mar, 04 July, 26 Sep</p> <p>MARKETING II 2022: Toronto: 14 Mar, 06 Jun, 12 Sep, 5 Dec</p> <p>London & Calgary: 17 Jan, 11 Apr, 18 July, 10 Oct</p>	<p>PROJECT MANAGEMENT I 2022: Toronto: 03 Jan, 28 Mar, 04 July, 26 Sep</p> <p>London & Calgary: 31 Jan, 25 Apr, 01 Aug, 24 Oct</p> <p>PROJECT MANAGEMENT II 2022: Toronto: 17 Jan, 11 Apr, 18 July, 10 Oct</p> <p>London & Calgary: 14 Feb, 09 May, 15 Aug, 07 Nov</p>	<p>BUSINESS MANAGEMENT I 2022: Toronto: 31 Jan, 25 Apr, 01 Aug, 24 Oct</p> <p>London & Calgary: 28 Feb, 23 May, 29 Aug, 21 Nov</p> <p>BUSINESS MANAGEMENT II 2022: Toronto: 14 Feb, 09 May, 15 Aug, 07 Nov</p> <p>London & Calgary: 14 Mar, 06 Jun, 12 Sep, 05 Dec</p>
FOCUS	Learn the skills and strategies necessary to succeed in today's interactive world. Students will receive tools for evaluating, developing, and delivering a marketing plan, using a heavy emphasis on problem-solving approach. Special emphasis will be placed on the impact of global/digital marketing, social media and e-business.	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.
SYLLABUS	<p>MARKETING I WEEK 1: Customer Satisfaction, Strategic Planning, Social Media. WEEK 2: Global Marketing, Market Segmentation, Product and Service Strategies, Integrated Marketing Communications.</p> <p>MARKETING II WEEK 3: E-Business, Market Research, Relationship Marketing, Developing and Managing Brands and Product Categories. WEEK 4: Retailers, Wholesalers, Direct Marketers, Pricing, Digital Presence.</p>	<p>PROJECT MANAGEMENT I WEEK 1: Foundations, Project Management Skill Development, Project Initiation. WEEK 2: Defining Goals, Work Breakdown and Structure, Planning the Team and Resources.</p> <p>PROJECT MANAGEMENT II WEEK 3: Risk Assessment, Plan Development, Budgeting. WEEK 4: Project Execution, Controlling Outcomes, Finalisation.</p>	<p>BUSINESS MANAGEMENT I WEEK 1: The History of Management Thought, The Management Process Today, The Manager as a Person (Values, Attitudes, etc.), Case Studies. WEEK 2: Planning, Strategy and Competitive Advantage, Organisational Structure, Control and Change, Managing Operations.</p> <p>BUSINESS MANAGEMENT II WEEK 3: Motivation, Leadership, Communication, IT Management, Decision Making, Entrepreneurship. WEEK 4: Managing the Global Environment, Effective Teams, Managing Human Resources.</p>
CASE STUDIES	Unilever, Barclays, Hoover, Harley Davidson, Innocent, Amazon, Pepsi Cola 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.

GUEST SPEAKERS



Previous guest speakers have included:

- Vice President Client Communications at Deutsche Asset Management, an affiliate of Deutsche Bank
- Senior Director, Analytics Cloud, Salesforce
- Michelle Oliveira, Marketing Manager, Linked-In Profile Writer and Trainer
- Jane Taylor, PMP
- Robert Chu, Owner of Chewy Apparel
- CEO of Take New Ground (executive coaching company)
- George Anastasopoulos, Chief Outcomes Engineer and Certified Leadership Coach
- Founder of Blue Print (design consulting firm)
- Senior Digital Project Manager, Central Station Toronto
- Vice President of Brand and Market, Deltatre Inc.

PROGRAMME

The three separate programmes – Business Management, Project Management, and Marketing – are highly intensive, and include a variety of teaching methods and media such as class discussions, simulations, case studies, presentations, guest speakers, and final projects.

Using real-world scenarios and authentic content to present, analyse, and understand the business concepts in English, the Professional Certificate classes are perfect for both experienced professionals who want to enhance their knowledge in English and students who are new to their careers and want to improve their English language skills and expand their professional experience.

SAMPLE PROFESSIONAL CERTIFICATE TIMETABLE**

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9.00AM - 10.30AM	Professional Certificate CORE Course				
10:50AM - 12.20PM	Group work: Project plan				
	Lunch				
1.30PM - 3.40PM	*Module Lessons				Free Afternoon

*Add other English modules such as Presentation Skills or Leadership in Action for an Intensive or Super-Intensive course.

** Times may vary depending on centre location. Core classes may be run in the morning or afternoon, depending on the centre or the time of year.

KEY COURSE FACTS



LOCATIONS:
UK: London
Canada: Toronto & Calgary



MINIMUM LEVEL
Upper
Intermediate

VISA

STUDENT VISA REQUIREMENTS
Tourist Visa or Student Visa

LESSONS:

Standard (20 Professional Skills lessons)

Intensive (20 Professional Skills lessons + 5 module lessons*)

Super Intensive (20 Professional Skills lessons + 10 module lessons*)

PRICING

Students can take either a 2 or 4 week Professional Certificate. 2 week courses can be either Programme I or II (e.g Marketing I or II) while 4 week courses will be Programme I and II (e.g Marketing I + II).

DURATION	LONDON			TORONTO			CALGARY		
	20 lessons	25 lessons	30 lessons	20 lessons	25 lessons	30 lessons	20 lessons	25 lessons	30 lessons
2 weeks	£800	£950	£1,050	\$1,025	\$1,125	\$1,200	\$1,015	\$1,115	\$1,190
4 weeks	£1,550	£1,850	£2,050	\$2,000	\$2,200	\$2,350	\$1,980	\$2,180	\$2,330



EXPERIENCED 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.



“ In my 25 years of teaching, in several countries, I’ve gained a wealth of experience, with a variety of disciplines along the way. It has put me in a position to pass along my knowledge and experience to students from a wide range of countries, cultures, and educational and professional backgrounds. I consider it a privilege to work with students in a way that allows us to learn together. Far from being passive recipients of knowledge, students are encouraged to bring their own distinctive backgrounds and experiences to bear in the class. Canadian business culture and practices often comprise and accept a diversity of viewpoints, and they may reflect the influences of a variety of cultures. I look forward to our journey together! ”

Carl Harvy, Professional Certificate Teacher, Toronto

“ I really enjoy sharing my experience and business knowledge with my students, who also come with a wealth of ideas, enthusiasm and knowledge from their own countries and cultures. I draw on both theory and practice during the Professional Certificate Courses, and love to stimulate debate through real business challenges and opportunities. The courses themselves are an excellent introduction to business study. The students get a chance to test/share their knowledge through case study preparation, group work, class discussions and their own business experiences. I like to teach with a good portion of humour with examples of both my business successes and the occasional example of when things didn’t necessarily go completely to plan. ”

Martyn Hollingdale, Professional Certificates Teacher, London



STUDENT TESTIMONIALS



“ I work in a School of Business in Sao Paulo, and I work with marketing and social media and I wanted to have an experience abroad, so I thought first about studying English but then I thought I can study something that I already have an interest in and also learn more English. It’s super important for me to have at least a basic knowledge of marketing, to be more confident but to know what I’m doing when I’m working. My teacher has a lot of experience in advertising agencies but he also worked in other countries like Denmark and the Netherlands. I think it’s the whole package - coming here I can have the experience I wanted to study abroad, meet new people, but also learn English and gain new knowledge of something that I’m certain I will use in the future! ”

Beatriz, Brazil. Taking Marketing Professional Certificate in London

“ I came here to improve my English in order to go to a good university abroad. I take the Professional Certificate in Business Management and I think it’s one of the best classes in Stafford House Toronto. I took it because I’m going to study International Business, so this is actually going to help my resume later on. The teachers are really good, I mean they are excellent, they are always trying to make each class different, trying to make you laugh, meanwhile you’re actually learning a lot of English, learning about businesses through case studies and you’re discussing a lot of topics. Stafford House is like a family, they are amazing, it’s just a terrific place to be! ”

David, Ecuador. Taking Business Management Professional Certificate in Toronto

