



MARKETING, PROJECT MANAGEMENT & BUSINESS MANAGEMENT

Our industry renowned English skills-focused Business Certificates in Marketing, Project Management and Business Management are now being taught online. Students will explore business concepts and apply their English skills to team projects and case studies. They will learn from experienced teachers, local business leaders and new entrepreneurs as they share their experience and insight of the business world.

The online Professional Certificate programme is for students with an upper-intermediate level of English who want to learn business skills, build professional networks and gain a certificate to enhance their professional resume.

COURSE FEATURES:

- Online lecture-style classes
- Taught by experienced business teachers
- Team based projects
- Features industry guest speakers
- Students gain experiences that reflect the modern workplace
- Focus on communication, presentation and teamwork skills

WHO IS IT FOR?

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

OUTCOMES:

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

MARKETING

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.

PROJECT MANAGEMENT

Students will learn a comprehensive overview of project and general management skills and all the necessary steps from initiating a plan to executing a project.

BUSINESS MANAGEMENT

Students will learn 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.

ONLINE PROFESSIONAL CERTIFICATES

MARKETING PROJECT MANAGEMENT BUSINESS MANAGEMENT



KEY INFORMATION



LESSONS

Standard- 7.5 hours per week*



MINIMUM LEVEL

Upper Intermediate



COURSE DURATION

4 weeks



START DATES

Marketing:

16 Aug, 8 Nov, 6 Dec 2021

Project Management:

11 Oct 2021

Business Management:

13 Sep 2021



CLASS SIZE

Max .15 students



AGE

18+

*in class clock hours per week

PRICE - 4 WEEKS

INTENSITY	PRICE
STANDARD	\$599