



MARKETING

Our industry renowned English skills-focused Business Certificate in Marketing is now being taught online. Students will explore business concepts and apply their English skills to team projects and case studies in marketing. 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.

FOCUS

Students will receive tools for evaluating, developing, and delivering a marketing plan, using a heavy emphasis on a problem-solving approach. Special emphasis is placed on the impact of global/digital marketing, social media and e-business. Students will learn up-to-date marketing concepts by online class work, a team project and guest speakers.



COURSE FEATURES:

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

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

PROFESSIONAL CERTIFICATE MARKETING ONLINE



KEY INFORMATION



LESSONS

Essential - 15 hours per week*
Standard - 19 hours per week*
Intensive - 23 hours per week*
Super Intensive - 27 hours per week*



MINIMUM LEVEL

Upper Intermediate



COURSE DURATION

4 weeks



START DATES

27th April, 25th May



CLASS SIZE

Max .15 students



AGE

18+

*in class clock hours per week

PRICE - 4 WEEKS

	UK	NORTH AMERICA
ESSENTIAL	£1,450	\$2,000 (CAD)
STANDARD	£1,750	\$2,200 (CAD)
INTENSIVE	£1,950	\$2,350 (CAD)
SUPER INTENSIVE	£2,200	\$2,500 (CAD)