



LANGUAGE
SCHOOLS

MARKETING & COMMUNICATIONS ENGLISH MASTERY

- Improve your understanding of general business practices, written and computer based media forms
- Gain knowledge of the dynamic world of print media, advertising, market analysis and market planning
- Supplement your professional background with the language skills needed for our global marketplace

AVAILABLE IN

Vancouver

ENTRY REQUIREMENT

ILSC Intermediate 2

PROGRAM LENGTH

**Two Full-Time Intensive or Full-Time
Morning sessions**

2021 START DATES

Session start dates

*Availability of courses is subject to student enrollment.
Length may vary depending on your progress.*

DESCRIPTION

The Media and Marketing English Mastery provides a suggested combination of classes that will give you an overview of general business English, business practices, written and computer-based media forms, and marketing strategies. Develop your English skills while you explore the dynamic world of print media, advertising, market analysis and market planning.

CORE CLASSES

CHOOSE TWO OF THE FOLLOWING CORE CLASSES

CREATIVE ENGLISH THROUGH FILM

Write, direct, shoot and edit a short film in English. Learn the basics of digital video while applying your English skills to all production roles. No previous filmmaking experience is necessary.

BUSINESS ENGLISH

Practice speaking, reading and writing about business. Topics include marketing, resumé writing, job interview techniques and effective telephone communication.

INTERNATIONAL BUSINESS ENGLISH

In the English for International Business course, you will expand on your English language skills foundations, set in English for International Business 1, through the subject of international business. Grow and develop your English skills by reading, writing, listening and speaking about international business topics such as marketing, finance, business law and international trade.

SKILLS CLASSES

CHOOSE TWO OF THE FOLLOWING SKILLS CLASSES

PUBLIC SPEAKING

Master the secrets of effective public speaking. You'll learn speech organization, delivery techniques and listening skills.

ENGLISH THROUGH SOCIAL MEDIA

Develop your English writing, reading, listening and speaking skills while exploring the history of social media and its various applications for business, politics and personal use. You will learn how social media is changing our world through examining case-studies, and participating in class discussions and a group project.

ENGLISH FOR MARKETING

Immerse yourself in ever-evolving, exciting world of marketing. This course focuses on fundamental theories, concepts and hands-on practical experience.

BUSINESS PRESENTATION SKILLS

Master the essentials of effective presentations. Build confidence in your ability to organize and deliver a speech, in English, in front of a business audience.

ENGLISH FOR ADVERTISING MEDIA

In this course, you will develop your language skills by reviewing, discussing and analyzing global commercials and advertising trends. The primary focus of the class is commercial advertising production through writing, directing and filming a short TV commercial.