



Vocational Language Courses in Marketing, Advertising, PR & Business Communications

The MLS range of Vocational Language Courses come from the Bournemouth Business School International (BBSI) suite of courses, following the merger of BBSI into MLS in 2016.

These career-relevant English language courses are designed for students or young professionals, who are either studying or starting out on their careers. Students are typically aged 18-30 and these courses are a great way to build your CV and provide a solid introduction to the concepts and communication skills associated with careers in marketing, advertising and public relations.

The minimum age is 18, but MLS can accept 16 and 17-year-olds at its discretion, and the study options are as follows:

Certificate: 2-5 weeks. Entry level Intermediate (equivalent to IELTS 4.5/CEFR B1). The Certificate course includes part study Units in specialised marketing, advertising and public relations topics, international business communications and English language.

Vocational Certificate: 6-11 weeks. Entry level Intermediate (equivalent to IELTS 4.5/CEFR B1). The Vocational Certificate course includes one full study Unit in specialised marketing, advertising and public relations topics, international business communications and English language.

Vocational Higher Certificate: 12-23 weeks. Entry level Intermediate (equivalent to IELTS 4.5/CEFR B1). The Vocational Higher Certificate course includes two or three full study Units in specialised marketing, advertising and public relations topics, international business communications and English language.

Vocational Diploma: 24 weeks. Entry level Intermediate (equivalent to IELTS 4.5/CEFR B1). The Diploma course includes four full study Units in specialised marketing, advertising and public relations topics, international business communications and English language.

Course Objectives.

- * to provide students with specialised language for marketing, advertising & public relations
- * to enable students to communicate more effectively in the context of marketing, advertising & public relations
- * to enable students to explore current theory & practice in marketing, advertising & public relations in the medium of English
- * to develop students' English communication skills
- * to develop students' business communication skills

Main Course Entry Dates. The course entry dates for the specialised Units of the above courses are at the start of each term and mid-term annually (ie every six weeks). However, MLS operates a flexible entry system for the BBSI courses, enabling students to start the international business communications element of the course on most Mondays throughout the year, and then join the specialised Units on the next available entry date.

Note: the Vocational Marketing course will be available in its current format until 22 June 2018. New format Vocational courses will be available after this date ... full details will follow.

Main Course Content. All the study options include specialised marketing, advertising and public relations topics, international business communications and English language. The number of topics covered will depend on the duration of the course and the dates selected. Details of the course content are provided below.

External Accreditation. The national awarding body NCFE is one of the oldest providers of vocational qualifications in the UK. MLS/BBSI is accredited with the *NCFE Investing in Quality (IIQ) Licence*. This licence gives formal recognition to the MLS range of BBSI specialised courses which meet the required standards of course design, delivery and monitoring. Students who pass one or more full Units of study will receive certification from NCFE (*each full study module is 6 weeks*).

Certificate	
Minimum Entry Level	Intermediate (equivalent to IELTS 4.5/CEFR B1)
Course Duration	2-5 weeks
Course Code	VMP
Course Level	CEFR B1+ and specialised content Units at QCF 3/4 equivalent
Course Award	Academic achievement is assessed by means of continuous assessment. On successful completion, students will achieve the following certification: MLS/BBSI Certificate in Marketing, Advertising, PR & Business Communications
Course Structure	10 lessons (7.5 hours) weekly in Marketing, Advertising & Public Relations 10 lessons (7.5 hours) weekly in International Business Communications 10 lessons (7.5 hours) weekly in English Language TOTAL: 30 lessons (22.5 hours) weekly
Course Content	The full course syllabus is detailed in the tables below at Pages 6-7. This includes the entry date for each specialised Unit.
Class Size	Typically 12 – maximum 14 for the English language based elements and 16 for the specialised content Units.

Vocational Certificate	
Minimum Entry Level	Intermediate (equivalent to IELTS 4.5/CEFR B1)
Course Duration	6-11 weeks
Course Code	VMP
Course Level	CEFR B1+ and specialised content Units at QCF 3/4 equivalent
Course Awards	Academic achievement is assessed by means of continuous assessment. On successful completion, students will achieve the following certification: MLS/BBSI Vocational Certificate in Marketing, Advertising, PR & Business Communications NCFE Certificate. <i>NCFE award with one Unit credit; for full 6-week module successfully completed</i>
Course Structure	10 lessons (7.5 hours) weekly in Marketing, Advertising & Public Relations 10 lessons (7.5 hours) weekly in International Business Communications 10 lessons (7.5 hours) weekly in English Language TOTAL: 30 lessons (22.5 hours) weekly
Course Content	The full course syllabus is detailed in the tables below at Pages 6-7. This includes the entry date for each specialised Unit.
Class Size	Typically 12 – maximum 14 for the English language based elements and 16 for the specialised content Units.

Vocational Higher Certificate	
Minimum Entry Level	Intermediate (equivalent to IELTS 4.5/CEFR B1)
Course Duration	12-23 weeks
Course Code	VMP
Course Level	CEFR B1+ and specialised content Units at QCF 3/4 equivalent
Course Awards	Academic achievement is assessed by means of continuous assessment. On successful completion, students will achieve the following certification: MLS/BBSI Vocational Higher Certificate in Marketing, Advertising, PR & Business Communications NCFE Certificate. <i>NCFE award with two or three Unit credits; one for each full 6-week module successfully completed</i>
Course Structure	10 lessons (7.5 hours) weekly in Marketing, Advertising & Public Relations 10 lessons (7.5 hours) weekly in International Business Communications 10 lessons (7.5 hours) weekly in English Language TOTAL: 30 lessons (22.5 hours) weekly
Course Content	The full course syllabus is detailed in the tables below at Pages 6-7. This includes the entry date for each specialised Unit.
Class Size	Typically 12 – maximum 14 for the English language based elements and 16 for the specialised content Units.

Vocational Diploma	
Minimum Entry Level	Intermediate (equivalent to IELTS 4.5/CEFR B1)
Course Duration	24 weeks (<i>students must study for the full 24 weeks</i>)
Course Code	VMP
Course Level	CEFR B1+ and specialised content Units at QCF 3/4 equivalent
Course Awards	Academic achievement is assessed by means of continuous assessment. On successful completion students will achieve the following certification: MLS/BBSI Vocational Diploma in Marketing, Advertising, PR & Business Communications NCFE Certificate. <i>NCFE award with up to four Unit credits; one for each full 6-week module successfully completed</i>
Course Structure	10 lessons (7.5 hours) weekly in Marketing, Advertising & Public Relations 10 lessons (7.5 hours) weekly in International Business Communications 10 lessons (7.5 hours) weekly in English Language TOTAL: 30 lessons (22.5 hours) weekly
Course Sequence	The full course syllabus is detailed in the tables below at Pages 6-7. This includes the entry date for each specialised Unit.
Class Size	Typically 12 – maximum 14 for the English language based elements and 16 for the specialised content Units.

Typical Syllabus

Study Unit	Marketing, Advertising and Public Relations <i>10 lessons - MLS Element 7</i>	International Business Communications <i>10 lessons - MLS Element 5 or 6</i>	English Language <i>10 lessons - MLS Element 1, 2, 3 or 4</i>
MK1 <i>(6 weeks)</i>	<p align="center">The Nature of Marketing <i>what is marketing? the nature of customer value, the development of marketing</i></p> <p align="center">Marketing Planning <i>marketing audit, marketing objectives, marketing strategies, marketing metrics</i></p> <p align="center">The Global Marketing Environment <i>understanding industry sectors, the macroenvironment, the microenvironment, environmental scanning</i></p>	<i>International Business Communications, to improve business English skills and language to support the specialised elements of the course</i>	<i>English language support and development at appropriate language levels</i>
MK2 <i>(6 weeks)</i>	<p align="center">Understanding Customer Behaviour <i>understanding customer types, the decision making unit, the decision making process, choice criteria & personal influences, behavioural theories, influence on organizational purchasing</i></p> <p align="center">Marketing Research & Customer Insights <i>the importance of data, types & methods of research, the marketing research process developing a questionnaire</i></p> <p align="center">Market Segmentation & Targeting <i>segmentation & benefits, segmenting consumer & organisational markets criteria for successful segmentation, target marketing strategies, positioning & re-positioning</i></p>	<i>International Business Communications, to improve business English skills and language to support the specialised elements of the course</i>	<i>English language support and development at appropriate language levels</i>

Entry date for Study Unit MK1 is 3 April 2018.
Entry date for Study Unit MK2 is 14 May 2018.

Typical Syllabus

Study Unit	Marketing, Advertising and Public Relations <i>10 lessons - MLS Element 7</i>	International Business Communications <i>10 lessons - MLS Element 5 or 6</i>	English Language <i>10 lessons - MLS Element 1, 2, 3 or 4</i>
MK3 <i>(6 weeks)</i>	<p align="center">Value through Products & Brands <i>product differentiation, benefits of branding, building & managing brands, new product development</i></p> <p align="center">Value through Services, Relationships & Experiences <i>characteristics of services, managing service quality, relationship marketing, experiential marketing, marketing in non-profit organisations</i></p> <p align="center">Value through Pricing <i>pricing methods, key factors in pricing decisions, pricing strategies, managing price changes</i></p> <p align="center">Distribution: Delivering Customer Value <i>distribution channels, channel strategy, retail marketing, physical distribution</i></p>	<p align="center"><i>International Business Communications, to improve business English skills and language to support the specialised elements of the course</i></p>	<p align="center"><i>English language support and development at appropriate language levels</i></p>
MK4 <i>(6 weeks)</i>	<p align="center">Mass Communications Techniques <i>key promotional tools, advertising, ethical issues in advertising, sales promotion, PR, sponsorship, other promotional techniques</i></p> <p align="center">Direct Communications Techniques <i>database marketing & CRM, methods of direct marketing, personal selling</i></p> <p align="center">Digital Marketing <i>buzz & viral marketing, characteristics & objectives of digital marketing, types of digital marketing, basics of effective web design, internet advertising & SEO, email marketing, market research, social media, campaign measurement</i></p>	<p align="center"><i>International Business Communications, to improve business English skills and language to support the specialised elements of the course</i></p>	<p align="center"><i>English language support and development at appropriate language levels</i></p>

Entry date for Study Unit MK3 is 8 January 2018.
Entry date for Study Unit MK4 is 19 February 2018.