



Vocational Language Summer Courses in Marketing

The MLS range of Vocational Language training courses come from the Bournemouth Business School International (BBSI) suite of courses, following the merger of BBSI into MLS in 2016. The vocational language courses in Marketing, Advertising, PR & Business Communications enable students to study certain concepts and learn specific language and communication skills associated with careers in marketing or advertising.

The minimum age is 18, but MLS can accept 16 and 17-year-olds at its discretion, and these courses are also available for summer study between 2 July and 21 September 2018:

Marketing 30	30 lessons (22.5 hours) per week
Marketing 20	20 lessons (15 hours) per week

Course Entry Dates. The courses can be joined on Monday 2 July or on Monday 13 August 2018.

Study Options. The study options are:

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/or English language.

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

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

Main Course Content. All the study options include specialised marketing, advertising and public relations topics. The 30 lesson programme will include both international business communications and English language. The 20 lesson programme includes either international business communications or 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*).

Other MLS Vocational Language Summer Courses.

Details of Vocational Summer courses in other subject areas are available on our website at www.mls-college.co.uk.

Certificate (30 lesson programme)	
Minimum Entry Level	Intermediate (equivalent to IELTS 4.5/CEFR B1)
Course Duration	2-5 weeks
Course Code	VMP30
Course Level	CEFR B1+ and specialised content Units at RQF 3/4 equivalent
Course Award	Academic achievement is assessed by means of continuous assessment. On successful completion, students will achieve the following certification: MLS Certificate in Marketing, Advertising, PR & Business Communications
Course Structure	10 lessons (7.5 hours) weekly in Marketing, Advertising & PR 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 table below at Page 5.
Class Size	Typically 12 – maximum 14 for the English language based elements and 16 for the specialised content Units.

Certificate (20 lesson programme)	
Minimum Entry Level	Intermediate (equivalent to IELTS 4.5/CEFR B1)
Course Duration	2-5 weeks
Course Code	VMP20
Course Level	CEFR B1+ and specialised content Units at RQF 3/4 equivalent
Course Award	Academic achievement is assessed by means of continuous assessment. On successful completion, students will achieve the following certification: MLS Certificate in Marketing, Advertising & PR
Course Structure	10 lessons (7.5 hours) weekly in Marketing, Advertising & PR 10 lessons (7.5 hours) weekly in International Business Communications or English Language TOTAL: 20 lessons (15 hours) weekly
Course Content	The full course syllabus is detailed in the table below at Page 5.
Class Size	Typically 12 – maximum 14 for the English language based elements and 16 for the specialised content Units.

Vocational Certificate (30 lesson programme)	
Minimum Entry Level	Intermediate (equivalent to IELTS 4.5/CEFR B1)
Course Duration	6-11 weeks
Course Code	VMP30
Course Level	CEFR B1+ and specialised content Units at RQF 3/4 equivalent
Course Awards	Academic achievement is assessed by means of continuous assessment. On successful completion, students will achieve the following certification: MLS 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 & PR 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 table below at Page 5. Students must complete one full 6-week study Unit.
Class Size	Typically 12 – maximum 14 for the English language based elements and 16 for the specialised content Units.

Vocational Certificate (20 lesson programme)	
Minimum Entry Level	Intermediate (equivalent to IELTS 4.5/CEFR B1)
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Class Size	Typically 12 – maximum 14 for the English language based elements and 16 for the specialised content Units.

Vocational Higher Certificate (30 lesson programme)	
Minimum Entry Level	Intermediate (equivalent to IELTS 4.5/CEFR B1)
Course Duration	12 weeks
Course Code	VMP30
Course Level	CEFR B1+ and specialised content Units at RQF 3/4 equivalent
Course Awards	Academic achievement is assessed by means of continuous assessment. On successful completion, students will achieve the following certification: MLS 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 & PR 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 table below at Page 5. Students must start on 3 July in order to complete the two full study Units.
Class Size	Typically 12 – maximum 14 for the English language based elements and 16 for the specialised content Units.

Vocational Higher Certificate (20 lesson programme)	
Minimum Entry Level	Intermediate (equivalent to IELTS 4.5/CEFR B1)
Course Duration	12 weeks
Course Code	VMP20
Course Level	CEFR B1+ and specialised content Units at RQF 3/4 equivalent
Course Awards	Academic achievement is assessed by means of continuous assessment. On successful completion, students will achieve the following certification: MLS Vocational Higher Certificate in Marketing, Advertising & PR NCFE Certificate. <i>NCFE award with two or three Unit credits; one for each full 6-week module successfully completed</i>
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Course Sequence	The full course syllabus is detailed in the table below at Page 5. Students must start on 3 July in order to complete the two full study Units.
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 Elements 1, 2, 3 or 4</i>
MK3 <i>(6 weeks)</i>	<p style="text-align: center;">Value through Products & Brands <i>product differentiation, benefits of branding, building & managing brands, new product development</i></p> <p style="text-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 style="text-align: center;">Value through Pricing <i>pricing methods, key factors in pricing decisions, pricing strategies, managing price changes</i></p> <p style="text-align: center;">Distribution: Delivering Customer Value <i>distribution channels, channel strategy, retail marketing, physical distribution</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>
MK4 <i>(6 weeks)</i>	<p style="text-align: center;">Mass Communications Techniques <i>key promotional tools, advertising, ethical issues in advertising, sales promotion, PR, sponsorship, other promotional techniques</i></p> <p style="text-align: center;">Direct Communications Techniques <i>database marketing & CRM, methods of direct marketing, personal selling</i></p> <p style="text-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>	<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>

Unit MK3 begins on 2 July 2018. Unit MK4 begins on 13 August 2018.

*30 lesson programme includes Marketing, Advertising & Public Relations, International Business Communications and English Language.

*20 lesson programme includes Marketing, Advertising & Public Relations and either International Business Communications or English Language.