



LANGUAGE SCHOOLS

BUSINESS ENGLISH CERTIFICATE PROGRAM

AVAILABLE AT VANCOUVER TORONTO

MEDIA & MARKETING ENGLISH (MME)

- 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

ENTRY REQUIREMENT

ILSC Intermediate Level 2

PROGRAM LENGTH

Two Full-Time Intensive sessions (30 Lessons*/Week)

* 1 lesson = 50 minutes

UPON COMPLETION OF THIS PROGRAM, STUDENTS HAVE THE OPTION TO CONTINUE WITH:

- Performing Arts Certificate in English (PACE)
- Advanced ESL business courses
- Volunteer Internship Program (unpaid internships)
- Work Experience Program (paid internships)
- International Business Management Diploma at Greystone College of Business & Technology

Availability of course is subject to student enrollment.

Certificate completion may vary depending on student progress.

PROGRAM IS AVAILABLE AT

ILSC-Vancouver
ILSC-Toronto

AM 3 HOUR CLASS PM 1.5 HOUR CLASS

SESSION ONE

CHOOSE ONE OF THE FOLLOWING AM CLASSES

REQUIRED COURSES

E -BUSINESS AND WEB DESIGN AM

Build a framework of e-commerce knowledge, conducting online market research and writing an e-business plan. You'll learn how to use a web editing program and build your own website.

BUSINESS ADVERTISING AND DESIGN AM

This hands-on course will teach you the principles of effective advertising and the power of imagery in the marketplace. You'll learn basic image editing and advertising design in Photoshop.

PUBLIC SPEAKING PM

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

ADVERTISING MEDIA PM

Focused on the commercial advertising industry. Students will review, discuss and analyze global TV commercials and advertising trends. The primary focus of the class will be centered around commercial advertising production as students write, direct and film their own short TV commercial.

SESSION TWO

REQUIRED COURSES

JOURNALISM AM

Become an investigative reporter for the ILSC News. Integrate and refine your writing, vocabulary, grammar and design skills in a dynamic print format. You'll have the opportunity to explore the city, investigate issues that are important to you and build solid interviewing skills.

BUSINESS PRESENTATION SKILLS PM

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

BUSINESS MARKETING PM

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



EDUCATION GROUP

EMPOWERING THROUGH EDUCATION

WWW.ILSC.COM

LANGUAGE SCHOOLS COLLEGES TEACHER TRAINING CORPORATE TRAINING CONTINUING EDUCATION

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