



LANGUAGE SCHOOLS

BUSINESS ENGLISH / LANGUAGE EXCELLENCE CERTIFICATE PROGRAM



SOCIAL MEDIA CERTIFICATE (SMC)

SESSION ONE

CHOOSE ONE OF THE FOLLOWING AM CLASSES
CHOOSE TWO OF THE FOLLOWING PM CLASSES

AM 3 HOUR CLASS
PM 1.5 HOUR CLASS

REQUIRED COURSES: INTERMEDIATE - 2

E-Business & Web Design AM

Build a framework of e-commerce knowledge by conducting online market research and writing an e-business plan. Master a web editing program and build a website, explore social media.

Journalism AM

Become an investigative reporter for the ILSC News. Refine writing, vocabulary, grammar and design skills in print format, and through blogging. Students have the opportunity to explore the city, investigate issues that are important to them and build solid interviewing skills.

Advertising & Design AM

This hands-on course teaches the principles of effective advertising and the power of imagery in the marketplace. Learn basic image editing and advertising design in Photoshop.

Media Studies PM

This course is for those interested in media, social media and their impact on society. Students analyze both the structure and context of newspapers, magazines, television, radio and the Internet.

Advertising Media PM

Focusing on the commercial advertising industry, review, discuss and analyze global TV commercials, and advertising trends. The primary focus of the class is commercial advertising production through writing, directing and filming a short TV commercial.

English Through Film and Video PM

The English through Film & Video skills course introduces authentic English and native pronunciation through English movies. It assists students in comprehending English movies by developing their listening, pronunciation, lexical, writing and speaking skills. It offers strategies and activities that make watching and discussing English movies achievable at many levels of English proficiency giving students a great sense of achievement. The English through Film and Video skills course is fun, entertaining and highly engaging, especially for students who love movies.

SESSION TWO

CHOOSE ONE OF THE FOLLOWING AM CLASSES
CHOOSE TWO OF THE FOLLOWING PM CLASSES

AM 3 HOUR CLASS
PM 1.5 HOUR CLASS

REQUIRED COURSES: INTERMEDIATE - 3

E-Business & Web Design AM

Journalism AM

Advertising & Design AM

For Session Two AM class descriptions, see Session One

Social Media Writing PM

Learn how to write content for the web by exploring established copywriting principles and adapting them to various online platforms. Students will learn how to create convincing, engaging copy that reaches their intended online audience quickly and effectively.

Social Media PM

Explore the history of social media and its various applications for business, politics and personal use. Students will learn how social media is changing our world through examining case-studies, and participating in class discussions and a group project.

CERTIFICATE HIGHLIGHTS

- Learn how social media is used effectively in business, political and personal contexts
- Improve your writing skills and learn how to target and engage your reader online
- Work on interesting media projects to improve reading, speaking and writing skills
- Develop discussion, communication, and critical thinking skills

ENTRY REQUIREMENT

ILSC Intermediate Level 2

PROGRAM LENGTH

2 month Full-Time Intensive program.

Availability of course is subject to student enrollment.

Certificate completion may vary depending on student progress.

PROGRAM IS AVAILABLE AT

ILSC-Vancouver

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