

Business English Certificate

WITH INTERNATIONAL GATEWAY KELOWNA



8 weeks - \$1500 CAD

October 19, 2021

Monday- Friday from 5:00-7:00pm PST

10 hours per week

Intermediate to Advanced levels only

- Week 1** - Advertising & Brand Identity
- Week 2** - Employment & Creating a Resume
- Week 3** - Business Marketing
- Week 4** - Customer Service & Business Ethics
- Week 5** - Business Essentials
- Week 6** - Business Presentations
- Week 7** - Business Structures & Finance
- Week 8** - Business Travel & Etiquette



Register Now!

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Course Outline

Week 1 - Advertising & Brand Identity

- What is advertising?
- Creating a target audience for specific advertising
- Introducing new vocabulary
- Ways to reach a target Market
- Advertising channels
- What is a brand?
- Identifying brand logos
- Slogans in Advertising
- Trademarks
- Brand collocations

***Students will be given an advertising assignment**

Week 2 - Employment & Creating a Resume

- Benefits & Perks
- Job Satisfaction/Giving Notice
- Answering the phone
- Introducing yourself & asking for someone
- Telephone idioms
- Taking messages
- Ending a conversation

***Students will learn strategies on creating a strong resume and how to formally conduct themselves through job interviews. A resume and cover letter assignment will be given.**

Week 3 - Business Marketing

- Marketing expressions
- Price Strategies
- Types of promotion
- Marketing mistakes

**** Students will have the opportunity for a Q&A with a local business representative**

Week 4 - Customer Service & Business Ethics

- Dealing with difficult customers or clients
- Motivating Employees
- Exploring values
- Setting Goals

***Exam (materials will be from week 1-4)**

Week 5 - Business Essentials

- Business meetings
- Organizing presentations
- Business emails

Week 6 - Business Presentations

- Business attire
 - Business greetings
 - Forms of address
 - Communication
- * Students will be required to research a local business and provide a critique**

Week 7 - Business Structures & Finance

- Levels of business employment
- Finance solutions
- Finance planning

Week 8 - Business Travel & Etiquette

- International Business Etiquette
 - Cross-cultural studies
 - General etiquette guide
 - Final Presentations
- **Students will prepare a final presentation and other classes will be invited to watch, ask questions and evaluate each student's performance.**

Notes:

- * Students are required to take a level test before entry
- * A minimum of 5 students are required to run this course
- * 1-2 hours of homework is required per day
- * Students will receive a certificate at the end of the program with a letter grade.
- * Includes material fee
- * Participants may wish to enroll in morning Practical ESL classes at IGK in conjunction with this program.