



LANGUAGE
SCHOOLS

MEDIA & MARKETING ENGLISH MASTERY

- 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

AVAILABLE IN

Toronto

ENTRY REQUIREMENT

ILSC Intermediate 2

PROGRAM LENGTH

Two Full-Time sessions

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

- English for Creative Arts
- Advanced ESL business courses
- Volunteer Experience Program
- Diploma in Tourism & Hospitality Management at Greystone College

2019 START DATES

Session start dates

*Availability of courses is subject to student enrollment.
Length may vary depending on your progress.*

DESCRIPTION

The Media and Marketing English Mastery provides a suggested combination of courses that will give you an overview of general business English, business practices, written and computer-based media forms, and marketing strategies. Develop your English skills while you explore the dynamic world of print media, advertising, market analysis and market planning.

3-HOUR COURSES

TAKE THE FOLLOWING 3-HOUR COURSES

ENGLISH THROUGH JOURNALISM

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 ENGLISH

Practice speaking, reading and writing about business. Topics include marketing, resumé writing, job interview techniques and effective telephone communication.

SKILLS ELECTIVE COURSES

TAKE THE FOLLOWING SKILLS ELECTIVES COURSES

PUBLIC SPEAKING

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

ENGLISH FOR MARKETING

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

