



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

**Vancouver**

## 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

**CHOOSE TWO OF 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.

### ENGLISH FOR ADVERTISING AND DESIGN

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.

### CREATIVE ENGLISH THROUGH FILM

Write, direct, shoot and edit a short film in English. Learn the basics of digital video while applying your English skills to all production roles. No previous filmmaking experience is necessary.

### BUSINESS ENGLISH

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

## SKILLS ELECTIVE COURSES

**CHOOSE TWO OF THE FOLLOWING SKILLS ELECTIVE COURSES**

### PUBLIC SPEAKING

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

### ENGLISH THROUGH SOCIAL MEDIA

Develop your English writing, reading, listening and speaking skills while exploring the history of social media and its various applications for business, politics and personal use. You will learn how social media is changing our world through examining case-studies, and participating in class discussions and a group project.

### ENGLISH FOR MARKETING

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

### ENGLISH FOR ADVERTISING MEDIA

In this course, you will develop your language skills by reviewing, discussing and analyzing global commercials and advertising trends. The primary focus of the class is commercial advertising production through writing, directing and filming a short TV commercial.