



**BRITISH SCHOOL
OF MARKETING
INTERNATIONAL**

BSMI Professional Courses

Business Administration
Digital Marketing
Customer Service
Leadership and Management
Career Programme



about BSMI

Our Mission

BSMI provides professional and academic courses in business and marketing that are tailored to ensuring that young people and existing professionals are prepared for university study and careers in the evolving global digital economy.

Vision Statement

Our vision at BSMI is to provide academic marketing and business courses as preparation for University and Higher Education and professional courses for those in careers. We aspire to grow the school by increasing our existing higher education partnerships and further connecting with universities around the world. With our stated aim of becoming a Tier 4 UK school, BSMI will continue to transform students and professionals into global marketeers and business leaders through study from Foundation to post-Graduate level.

BSMI welcomes students from all corners of the world to further their career prospects. Students can choose from professional courses in Business Administration, Digital Marketing, Customer Service, Leadership and Management and industry tailored career programs.

We look forward to welcoming you to BSMI.

BSMI Management



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Professional Diploma in

BUSINESS ADMINISTRATION



Course Overview

Business administration is a discipline, which is constantly in high demand from employers. The course gives students real life practical knowledge, which can be applied in a business environment.

Students who are accepted onto this course will study four compulsory modules. Course duration is one month and students will be expected to do coursework to pass and obtain the accredited professional diploma in Business Administration.

Who should attend?

This course is designed for students wanting to pursue a career in business administration. As businesses are evolving to become more complex, the job description of business administration roles is also expanding to include skills such as IT, software and customer service. Gaining a professional diploma in this area shows potential employers that students are qualified and accomplished professionals in their chosen careers.

Course Duration

4 weeks
25 hours per week

Course Fees

Professional Diploma:
£1795

Registration and
Enrolment:
£100

Course Total: £1895

Course benefits:

- **Many job opportunities:** The course provides students with a comprehensive understanding of all topics that are high in demand by employers relating to business, finance, economics, and marketing
- **Boost your confidence:** Students will develop oral and written communication skills including industry specific terminology and business jargon, which are used in many professional situations.
- **Broad business understanding:** The course enables students to broaden their understanding of how businesses operate. This involves all departments and how they work together to create value for the customer.
- **Experienced, qualified teachers:** The course will be delivered by qualified teachers who use real-life work scenarios to enhance the learning process.
- **Globally recognized diploma:** Students will gain a vocational diploma in Business Administration. Successful applicants will be offered internship possibilities at the end of the course.

What's included:

- 4 weeks of intensive diploma course. Students will study 25 hours per week. During this time students will learn from real life case studies, and gain industry skills which will help them pursue a career in their chosen field.
- On a daily basis students will receive 3 hours of Business Administration English and 2 hours of academic studies
- Regular tutorials to assess students' progress and any further guidance needed
- Students will obtain a certificate in Business English and a Diploma in Business Administration

Module Synopsis

Learners are required to successfully pass four modules to obtain the Professional Diploma in Business Administration:

- Business culture and responsibilities
- Deliver customer service in a business environment
- Account preparation
- Innovation in a business market

Entry Requirements

The Professional Diploma in Business Administration course is open to students who have previous work experience or come from an academic background of business and finance.

However, students with no formal qualifications or experience in the sector will be considered on case-by-case basis. Students will require an English level of B1 or above to attend this course.

Professional Diploma in

DIGITAL MARKETING



Course Overview

The BSMI Diploma in Digital Marketing is a practical and intensive course. After an introduction to digital marketing you will take modules in search engine optimization (SEO), pay per click (PPC) email advertising, email marketing, web analytics, social media marketing, mobile marketing and digital marketing planning and strategy.

This diploma is awarded by the Digital Marketing Institute and is an officially accredited qualification. Students will learn from real life examples and a hands-on approach to ensure you have the practical digital marketing skills you need to succeed. You will know how to create, implement and analyse a successful and cost effective digital marketing campaign.

Who should attend?

This course is designed for students looking to join the digital marketing industry. Students who have background knowledge of the sector through relevant work experience or previous study will have an advantage, but we are willing to consider all students on a case-by-case basis.

Students from other backgrounds such as web development, web design and digital design will also benefit from studying this course.

Course Duration

4 weeks
25 hours per week

Course Fees

Professional Diploma:
£1795

Registration and
Enrolment:
£100

Course Total fee: £1895

Course benefits:

- **Many job opportunities:** There is a growing demand among employers for skilled, digital marketers. Theoretical and conceptual overviews may have been studied in degree programs, but the practical hands-on experience provided throughout the course will enable students to stand out by giving them the desired skills and qualification that are globally recognized by employers.
- **Taught by industry experts:** The course is delivered by professionals with extensive experience in Digital Marketing. Our teachers cover all key areas, which are paramount to designing, developing and implementing successful, cost effective digital marketing campaigns across all sectors.
- **Globally recognized diploma:** The course is delivered in 50 countries using the syllabus, which is defined and validated by the Syllabus Advisory Council. The council contributes to the development of internationally recognized standards supporting digital marketing education by ensuring the consistency of our industry led training and certification programmes.
- **Internship opportunities:** Internship opportunities will be offered to successful students on completion of their courses.

What's included:

- Students will receive 3 hours of Business and Marketing English and 2 hours of Digital Marketing per day.
- Students will obtain a certificate in Business and Marketing English accredited by the British Council and a Diploma in Digital Marketing.

Module Synopsis

The topics that will be covered during lessons are:

- Introduction to Digital Marketing
- SEO and PPC
- Email marketing
- Digital display advertising
- Social media marketing 1
- Social media marketing 2
- Mobile marketing
- Analytics
- Strategy and planning

Entry Requirements

The Professional Diploma in Digital Marketing course is open to students who have relevant work experience in marketing and/or come from an academic background of business or marketing. However, students with no formal qualifications or experience in the sector will be considered on a case-by-case basis.

Students will need to demonstrate a level of English equivalent to CEFR B1/ IELTS 4.0 to enter. Students demonstrating a lower level of English will be given full support in meeting the required entry requirements.

Professional Diploma in

CUSTOMER SERVICE



Course Overview

BSMI offers a unique combination of customer service and management skills, maximising personal development whilst delivering tangible business benefits through the Professional Diploma in Customer Service. Delivering excellent customer service in a global marketplace is essential for any business. We have developed a course that enhances the effectiveness of customer service managers, comprising theory, strategy and practical implementation.

The course provides a professional grounding in key aspects of customer service management that can be used immediately within an operational context.

Who should attend?

This course is designed for students looking to improve knowledge and skills needed to deliver excellent customer service in a variety of industries and contexts (services, tourism and hospitality, sales and marketing). This Diploma is suited to students who deal with managing customer service or customer relationships, or professionals who interact with customers and wish to improve their skills and organisational success.

The global focus is for successful candidates to have the knowledge and experience to deliver outstanding service in a range of customer-focused contexts in a global business era.

Course Duration

4 weeks
25 hours per week

Course Fees

Professional Diploma:
£1795

Registration and
Enrolment:
£100

Course Total: £1895

Course benefits:

- **Many job opportunities:** Customer service provides businesses and marketers with a system that is used to improve, manage and develop businesses. Potential candidates need to understand the importance of customer service to create a competitive advantage.
- **Improve knowledge and skill sets:** Learn tools and techniques to evaluate customer service performance, ascertaining areas for improvement and improve service. Develop an operational plan focused on delivering tangible business benefits.
- **Practical training:** Theory and practical based training gives students a kick-start to their career in this field.
- **Globally recognized diploma:** Students will gain a vocational diploma in customer service. Successful applicants will be offered internship possibilities at the end of their courses.

What's included:

- 4 weeks of intensive diploma course. Students will study 25 hours per week. During this time students will learn from real life case studies, and gain industry skills which will help them pursue a career in the field.
- On a daily basis students will receive 3 hours of Customer Service English and 2 hours of academic studies
- Regular tutorials to assess students' progress and any further guidance needed
- This course is based on coursework, which will include writing assignments and delivering oral and video presentations
- Students will obtain a certificate in Customer Service English and a Diploma in Customer Service

Module Synopsis

There are four compulsory modules:

- Organise and deliver customer service
- Understand the customer service environment
- Resolve customers' problems
- Principles of business

Entry Requirements

This program is open to graduates willing to pursue a career in a Customer Service role. The minimum age for this program is 18 years old.

Students wanting to enrol require an English level of B1. Any experience or academic degree in Customer Service is desirable but not required for this course.

Professional Diploma in

LEADERSHIP AND MANAGEMENT



Course Overview

This course teaches students the knowledge and expertise needed to tackle the unpredictable and capitalise on new ideas, with training in leadership, management, planning, communication, and organisation. The course is designed to provide in-depth knowledge and understanding of key management and leadership practices and principles to enhance career development.

Students accepted onto this course will study four compulsory modules. Course duration is one month and students will be expected to complete course work to pass and obtain the accredited professional diploma in Leadership and Management.

Who should attend?

The Professional Diploma in Leadership and Management is aimed at students wishing to develop skills and qualities required to work at a higher management level. This course is suitable for graduates who wish to improve and develop their leadership and management skills.

The course is designed for those who wish to acquire an in-depth knowledge of leadership and who aim to become more confident and empowered in their team-leading skills. This course will also provide a direct route into a senior management level.

Course Duration

4 weeks
25 hours per week

Course Fees

Professional Diploma:
£1795

Registration and
Enrolment:
£100

Course Total: £1895

Course benefits:

- **Job opportunities:** Many of the organizations today lack leadership and management skills, which prevent them from expanding into new markets. Candidates will enhance their understanding and skills in leading people, strategic planning, inspiring commitment, managing change and employee development.
- **Operational skills:** Students will develop operational skills that are highly desirable in any management role. Students will learn to manage risk, operational plan and workforce planning.
- **Practical training:** Students will learn to develop real-life operational plans focused on delivering tangible business benefits.
- **Globally recognized diploma:** Students will gain a vocational diploma in customer service. Successful applicants will be offered internship possibilities at the end of their courses.

What's included:

- This is a four-week intensive diploma course. Students will study 25 hours per week, comprising of 3 hours Business and Marketing English and 2 hours of academic studies per day.
- Students will obtain a certificate in Business and Marketing English and a Vocational Diploma in Leadership & Management

Module Synopsis

There are four mandatory units students are required to complete, they cover:

- Contribute to the development of a strategic plan
- Design business processes
- Manage strategic change
- Provide leadership and management

Entry Requirements

This program is open to graduates willing to pursue a career in a Leadership and Management role. The minimum age for this program is 18 years old.

Students are expected to have a minimum English level of B1 or higher. Any experience or academic degree in Leadership and Management is desirable but not essential

BSMI

CAREER PROGRAMME



Course Overview

BSMI offers a great opportunity for high school leavers and graduates to improve their professional skills for future career prospects. This program is intended for students looking to develop key skills in a business related role, including sales, marketing, administration, economics, finance and management.

Whether you are a professional with many years of experience or starting a career in Business and Marketing related role, the career program with BSMI will give you the confidence you need to further your career in your field.

Who should attend?

This course is designed for students within or looking to join a business and marketing related role. Students who have background knowledge of the sector through relevant work experience or previous study will have an advantage but we are willing to consider all the students on a case-by-case basis.

Course benefits:

- **Career Preparation:** The course is designed to meet students' career goals and will cover technical language and knowledge.
- **Case Studies:** Students will learn from real life case studies and different marketing strategies that companies adopt to market their products or services.
- **Industry tailored language training:** Students will be trained in English for their chosen sector using terminology and technical language related to their field.
- **CV Surgery:** Tutors will help students write and improve their CVs highlighting their skill sets and commitment to their chosen sector.
- **Certificate:** Students will gain a certificate in Business & Marketing English accredited by the British Council.

What's included:

- 3 hours General English plus 2 hours of Business and Marketing English including case studies.
- Students will learn from real-life case studies.
- CV surgery
- Students will obtain a certificate in Business and Marketing English accredited by the British Council

Entry Requirements

This program is open to high school leavers and graduates willing to pursue a career in a Business and Marketing role. The minimum age for this program is 18 years old.

English requirements: Students wanting to enrol require an English level B1 or higher.

Any experience or academic degree in Business and Marketing or related subjects is desirable but not required for this programme.

Course Fees

Career Program
Registration and Enrolment: £100

2 weeks
£250 per week
Total: £600

3 weeks
£250 per week
Total: £850

4 weeks
£250 per week
Total: £1100

BSMI

FURTHER INFORMATION



Further Information

BSMI takes the responsibility for all of its students very seriously and we know that studying in a foreign country is not always easy. You can be assured that we will do everything we can to help you. We would be delighted to give you any information you require, so please do contact us if you need further explanation.

International services

If you wish, we will be there to greet you at the airport. We will drive you to your accommodation, and we will even send someone to collect you on your first day at school with us. We are proud to be a friendly school and we want your time with us to be productive and enjoyable.

Student visas

We can offer advice about the visa system, but it is important that you realise it is your responsibility to obtain a Student Visitor Visa (SVV) or Extended Student Visitor Visa (ESVV).

It is important that you understand that people entering the UK on a Student Visa are not allowed to bring dependants, extend their visa while in the UK, or work in any capacity, paid or unpaid, during their stay.

Bournemouth

Our school is located in Bournemouth, a vibrant south coast town which has been welcoming international students for decades. Bournemouth is less than two hours from London by car or train.

In addition to its sandy beaches, Bournemouth backs onto the New Forest, home to deer and wild ponies, and onto the green hills and thatched cottages of Dorset.

With a variety of transport links it is easy to get to Bournemouth

Accommodation

BSMI provides a range of options for accommodation during your stay. Our Home Stay hosts provide a comfortable and enjoyable living experience in a traditional English resort. Students also have the option of residential accommodation

Students Residence

£150 per week (off season)
£200 per week (peak season)
plus booking fees

Home stay

Approx £150 per week

Transportation and Airport transfers

BSMI can help arrange private transfers, England is served with several international airports. When you arrive at any major UK airport or port. Our driver will be waiting in arrivals with your name on a board. The driver will then take you directly to your accommodation.

With direct links to several railway stations including London Waterloo station,

Southampton Airport and many other major towns and cities in the South of England, getting to Bournemouth via train is very simple.

One of the cheapest ways of getting to Bournemouth is by taking the coach: National Express has direct connections between Bournemouth, London Victoria, Heathrow, Gatwick and Stansted airports.





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