



English for the Digital Age Programmes

We are very pleased to be able to offer again in 2019 a suite of programmes for our digital age. Our commitment as an institution both to be future-facing and to engage with learners in a way that gives them every possible help in seeking employment has resulted in the following areas of study:

Content Writing
Brand Management
Presentation Skills
Social Networking Skills

Each programme is a combination of specific language improvement, using the context of these key knowledge areas. You will explore terms and the ideas that underpin them in courses based on industry specific training courses. Every programme combines 15 hours of overall language improvement with an additional 10 hours of content specific language.

We have made these courses short and intense so that you can gain a high level of exposure to the subject area in a short period of time. The courses are also sequenced so that you can follow on to the next course as your current course finishes.

Course	ENGLISH FOR PRESENTATIONS SKILLS
Course Code	ECW
Hours per week	25 (15 + 10)
Who is the course for?	For students who need to give effective and meaningful presentations
Start Dates	4th Feb 2019; 1st April 2019; 3rd June 2019;
Weekly Timetable	09:00 to 12:25 Monday to Friday, then 12:35 to 14:45 Monday to Friday
Course Duration	2 weeks
Entry Requirements	Minimum B2
Course Outline	Core areas of study – Understanding an audience; writing clearly and succinctly; speaking from notes; using visuals; pronunciation, timing and delivery styles, question and answer sessions

	ENGLISH FOR BRAND MANAGEMENT
Course Code	ECW
Hours per week	25 (15 + 10)
Who is the course for?	For students who need to better understand the language of brand management
Start Dates	4th March 2019; 1st July 2019;
Weekly Timetable	09:00 to 12:25 Monday to Friday, then 12:35 to 14:45 Monday to Friday
Course Duration	2 weeks
Entry Requirements	Minimum B2
Course Outline	Core areas of study - Creating simple and effective brand guidelines, using brand strategy to inspire, bringing your brand to life through marketing and communication and measuring the impact of your brand on your business



Course	ENGLISH FOR CONTENT WRITING
Course Code	ECW
Hours per week	25 (15 + 10)
Who is the course for?	For students who need to gain confidence in constructing great prose for digital marketing
Start Dates	18th Feb 2019; 13th May 2019; 12th August 2019; 11th November 2019
Weekly Timetable	09:00 to 12:25 Monday to Friday, then 12:35 to 14:45 Monday to Friday
Course Duration	2 weeks
Entry Requirements	Minimum B2
Course Outline	Core areas of study – quality writing, punctuation and grammar; article length; readability; providing value and insider techniques to deliver great impact; editing and proof-reading skills, best practices for titles and subheadings, blogging, editorial planning, how to use keywords to improve SEO and how to apply content marketing principles

Course	ENGLISH FOR SOCIAL NETWORKING
Course Code	ECW
Hours per week	25 (15 + 10)
Who is the course for?	For students who need to network effectively
Start Dates	18th Feb 2019; 18th March 2019; 17th June 2019; 15th July 2019; 16th Sept 2019;
Weekly Timetable	09:00 to 12:25 Monday to Friday, then 12:35 to 14:45 Monday to Friday
Course Duration	2 weeks
Entry Requirements	Minimum B2
Course Outline	Core Areas of study – Researching: active listening; managing conversations; making introductions and connecting others; developing your networks

