

Short Business Programmes

New and exciting additional modules aimed at students with an Intermediate or higher level of English. Include:

- Marketing
- Publicity & PR
- International Business Communications
- Irish Economy – the Celtic Tiger

Are you an ambitious and career minded student who wishes to maximise your time in addition to taking a General English programme? If you have an Intermediate or higher level of English one of these additional course options is for you.

Programmes

Marketing

Course Content

- Concepts and Marketing Processes
- Segmentation and Positioning
- Analysis of Marketing Mix: product, plan, price and promotion
- Marketing Environment and Strategies

Publicity and PR

Course Content

- Public Relations Communications
- Advertising
- PR Techniques
- Integrated promotional strategy

Celtic Tiger

Course Content

- (“Celtic Tiger” is a metaphor for the current Irish economic growth)
- The Business Environment – background and success
- Government policies – social partnership and foreign direct investment
- Analysis of Key Case studies – successes and failures
- European Business & Ireland’s place in the EU

International Business Communications

Course Content

- Planning a communications strategy
- Verbal and Non Verbal Communications
- Communication methods - e-mail, telephone, marketing materials
- Presenting yourself – CV preparation & interview techniques & planning

Programme includes

- 10 afternoon group lessons per week
- 4 week programme – minimum 2 weeks booking
- Intermediate or higher level required.
- Times & Days: 15h30 – 17h00 Monday to Friday
- Can be taken in conjunction with any other English language course
- Minimum numbers apply

Dates

2nd July & 7th August & 10th Sept (*6th August is a public holiday)

Price

€100.00 per week