

English Plus Digital Marketing

Section 1: Overview

Is this course for me?

- This course is ideal for students who either work in the digital media or creative industries now, or plan to in the future.
- Combine general English with lessons focusing on marketing and digital media.
- Develop language for use across the areas of marketing, new media, digital communication and creative technologies.

Key Facts

Available in

- Brighton

Start dates:

- 7 September, 5 October, 2 November 2020
- 4 January, 1 February, 1 March, 5 April, 4 May, 7 June, 6 July, 2 August, 6 September, 4 October, 1 November 2021

Entry level:

- Lower Intermediate (Kings Level 4)

Age:

- 16+

Duration:

- 2 - 12 weeks

Class size:

- Maximum 14

Lessons per week:

- 28 lessons per week total (21 hours). 20 lessons (15 hours) General English + 8 lessons (6 hours) Digital Marketing

Included in the price:

- 28 lessons per week (21 hours)
- Welcome Information Pack
- Course materials
- Placement test on arrival, weekly assignments, group participation and progress tests
- Use of Computer Learning Centre
- Access to Classmate, the Kings online learning platform
- Free Wi-fi at school
- Regular accompanied visits to companies or institutions
- Full access to Kings social programme, with at least two free activities per week
- Full access to join Kings' school clubs and societies
- Optional weekly lecture programme
- End-of-course certificate (90% or higher attendance required)

"During my 3 month course, I learnt a lot of things such as how to manage a social media plan for a company, how to use digital media for a marketing campaign and the way of using new technologies like augmented reality."

Section 2: Course structure and content

- **20 lessons (15 hours) per week of General English**
- **8 lessons (6 hours) per week Digital Marketing**

General English lessons

Your general English lessons will be designed to improve your reading, writing, speaking and listening at a consistent rate. Each week, lessons will focus on a different topic.

Key areas covered include:

Communication skills

- Conversational language skills
- Listening and accents
- Reading and interpretation
- Writing and presenting

Linguistic resources

- Building your vocabulary bank
- Fine tuning your pronunciation
- Interpretation of texts
- Grammar and syntax

Study skills

- Note taking and revision
- Research skills
- Time management and planning
- Dictionary work
- Learner autonomy

Cultural and personal development

- Understanding cultural difference and similarity
- Team work and leadership
- Presenting an argument
- Discussion skills

You will be assigned to your general English class based on your current Kings Level. We have classes suitable for students at Level 1 (Beginner) right through to Level 8 (Advanced), and you will progress up through the levels as your skills improve and your confidence grows.

Specialised Digital Marketing lessons

These lessons will focus on marketing, digital media and new technologies. All relevant aspects of English within this context are covered. The course will also include trips to local companies and businesses relevant to the course.

Students can be expected to cover topics such as:

- Social media marketing
- Digital strategy
- New technologies and communication systems
- Branding and advertising
- Online campaign development
- Creative software and the digital media workplace
- Business and marketing terminology
- Use of creative technologies in a commercial context
- Real-life business case studies

The total module content covers a 12-week syllabus, which will be repeated throughout the year.

Creative Brighton

- Gain students an insight into the structure and working practices of the digital media industries in one of the most exciting and creative cities in the UK.
- Studying in Brighton provides the opportunity to see how one of the fastest growing global industries functions in a real-life context.
- At certain times of year, students may have the opportunity to attend creative events such as the Brighton Digital Festival, and Brighton SEO Conference.
- Kings Brighton staff are always happy to help point students in the direction of other local creative meet-ups and workshops that take place across the city year-round.

Watch the film

- Have a look at our film of students Landy Zhang and Capucine Cuirassier in Brighton.
- The course combines language learning with exciting practical skills in media production, creating augmented reality, and social media marketing.

Section 3: Meet the teacher - Liz Tuck

- Liz is the lead teacher on the English Plus Marketing and Digital Media course at Kings Brighton and has been teaching, managing and developing courses for 20 years in the UK and overseas, including Spain, Italy and Vietnam.
- She has a Masters in Education (Applied Linguistics), a Trinity Diploma (TESOL) and CIM Marketing module.
- In addition to her qualifications, Liz has a wealth of experience working in management roles including marketing courses, leading teams, managing customer relationships and building business.
- She has taught Business courses to both English and Academic students, and has great enthusiasm for how digital media is evolving in the business and marketing world.

Sample timetable

Please note: Sample timetable subject to change. General English lessons may take place in mornings or afternoons in summer.

	Mon	Tues	Weds	Thurs	Fri
09:00 - 10:30 (Lessons 1 & 2) General English	Progress test including listening and writing Individual and group feedback on test	Grammar Using 'will' and 'shall' in polite requests Pronunciation Open and closed questions (intonation) Professional skills Interviews.	Vocabulary Common idioms and phrasal verbs used to describe behaviour Reading, listening and writing Giving tips on how to behave in different situations	Listening Understanding how technology works Functional language Giving instructions Task-based learning (leadership and team work) Building a bridge	Grammar review 'Will', 'shall' and relative clauses Video Ted Talk: How to lead a conversation between people who disagree Discussion Beyond right and wrong?
10:30 - 11:00	Break	Break	Break	Break	Break
11:00 - 12:30 (Lessons 3 & 4) General English	Vocabulary Social behavior: Talking about norms and customs Discussion Understanding cultural differences	Video Phone addiction. Role-play Asking for and offering help Study skills Making effective notes	Real English People in the newspapers today Grammar Defining relative clauses Vocabulary Adjectives of character	Writing An email describing a new invention. Presentations A future without cars.	Vocabulary Diplomatic language Professional skills Giving and receiving feedback Discussion — Beyond right and wrong?

	Mon	Tues	Weds	Thurs	Fri
12:30 - 13:30	Lunch	Lunch	Lunch	Lunch	Lunch
13:30 - 15:00 (Week 1)	<p>Discussion How is an awareness of user experience vital to the success of digital media?</p> <p>Vocabulary Usability; accessibility; human computer interaction; information architecture and associated technical language to describe UX design</p>	<p>Grammar Describing the process of concept design (past, present, future, predicting)</p> <p>Reading Interpreting a brief: how can elements be interpreted in different ways? How can language be used to minimise misinterpretation ?</p>	<p>Educational visit Visit to local web design company Introduction to the structure and roles of an established web design business. How do the roles interact and work together effectively? Who has the biggest impact on final product?</p>	<p>Project management Groups work to produce a pitch for digital design contracts. How can you effectively communicate your vision of how to most effectively meet the suggested brief? How is a timeline created and monitored? What are the aspects of your critical path analysis?</p>	Free time