

ENGLISH FOR MARKETING



Communication is key in the world of marketing. Whether you are a marketing professional or student, our English for Marketing course will help you develop the English skills you need to become a better communicator across a range of marketing areas.



COURSES OFFERED

All year round



LEVELS AVAILABLE

Students must be B2 Level (Upper Intermediate)



MATERIAL

Cambridge English for Marketing book supplemented with professional resources



COURSE DURATION

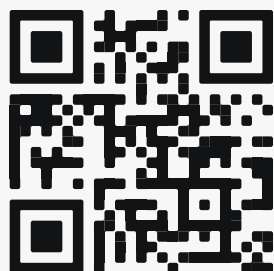
6 weeks (15 lessons per week)



CLASS TIMINGS

Late afternoon (3pm - 5:30pm)

Know more
about this course!



WHAT YOU WILL LEARN IN EACH LEVEL

Our English for Marketing programme equips you with essential English skills for confident communication in the marketing industry and practical experience in performing core marketing tasks. Through weekly lessons focused on mastering key areas and guided by an experienced instructor, you'll practise listening, speaking, reading, and writing with real-world applications to ensure your success.

TOPIC	LANGUAGE SKILLS
The Role of Marketing	<ul style="list-style-type: none"> Master marketing's role, utilise collocations for effective communication, and onboard new marketing staff with confidence.
Creating a Marketing Plan	<ul style="list-style-type: none"> Refine marketing plan creation skills in three stages which emphasise market research, objective setting, and presenting the plan and budget.
Communicating with Customers, Agencies & Suppliers	<ul style="list-style-type: none"> Improve communication skills for interacting with customers, agencies, and suppliers and gain practical experience in summarising meetings, pitching to clients, selecting suppliers, and evaluating copy.
Launching a New Product	<ul style="list-style-type: none"> Acquire expertise in launching new products using language for concepts, persuasive writing, and promotional mix tools to discuss ideas, establish brand identity, and compose a compelling press release.
Digital Marketing	<ul style="list-style-type: none"> Develop practical skills in analysing digital marketing objectives, identifying outcomes, effectively communicating suggestions in meetings, and creating web content that integrates essential keywords.
Exhibitions, Events & Networking	<ul style="list-style-type: none"> Enhance trade show proficiency and email communication for effective event promotion and coordination.

HOW DO WE MEASURE YOUR PROGRESS?

Track your progress and measure success in achieving lesson objectives and skill aims through regular feedback, allowing continuous improvement and motivation throughout your learning journey.

Our Assessment Process:



WHY CHOOSE ES DUBAI?

-  High-tech smart classrooms
-  Qualified native English-speaking teachers
-  Students from 80+ nationalities
-  Student support in 20+ languages
-  Career support to find job in Dubai

Studying at ES Dubai is a journey to learn, enjoy, and make memories! You will get to explore Dubai with new friends from different countries through our fun social activities programme.