

BRAZIL & PORTUGAL

Daiana Ramos
+971 50 920 6558 (Mobile & WhatsApp)
daiana@esdubai.com

LATAM & SPAIN

Alejandra Jimenez
+971 52 205 2695 (Mobile & WhatsApp)
alejandra@esdubai.com

TURKEY & EUROPE

Hakan Tokok
+971 50 420 8981 (Mobile & WhatsApp)
hakan@esdubai.com

THAILAND

Saranthon Manwajasat
+971 58 110 1196 (Mobile & WhatsApp)
nook@esdubai.com

GCC & MENA

Maha Ouda
+971 52 228 4321 (Mobile & WhatsApp)
maha@esdubai.com

RUSSIA & CIS

Kunduz Kadirova
+971 54 433 0137 (Mobile & WhatsApp)
kunduz@esdubai.com

RUSSIA & CIS

Aya Yessentayeva
+971 54 568 2607 (Mobile & WhatsApp)
aya@esdubai.com

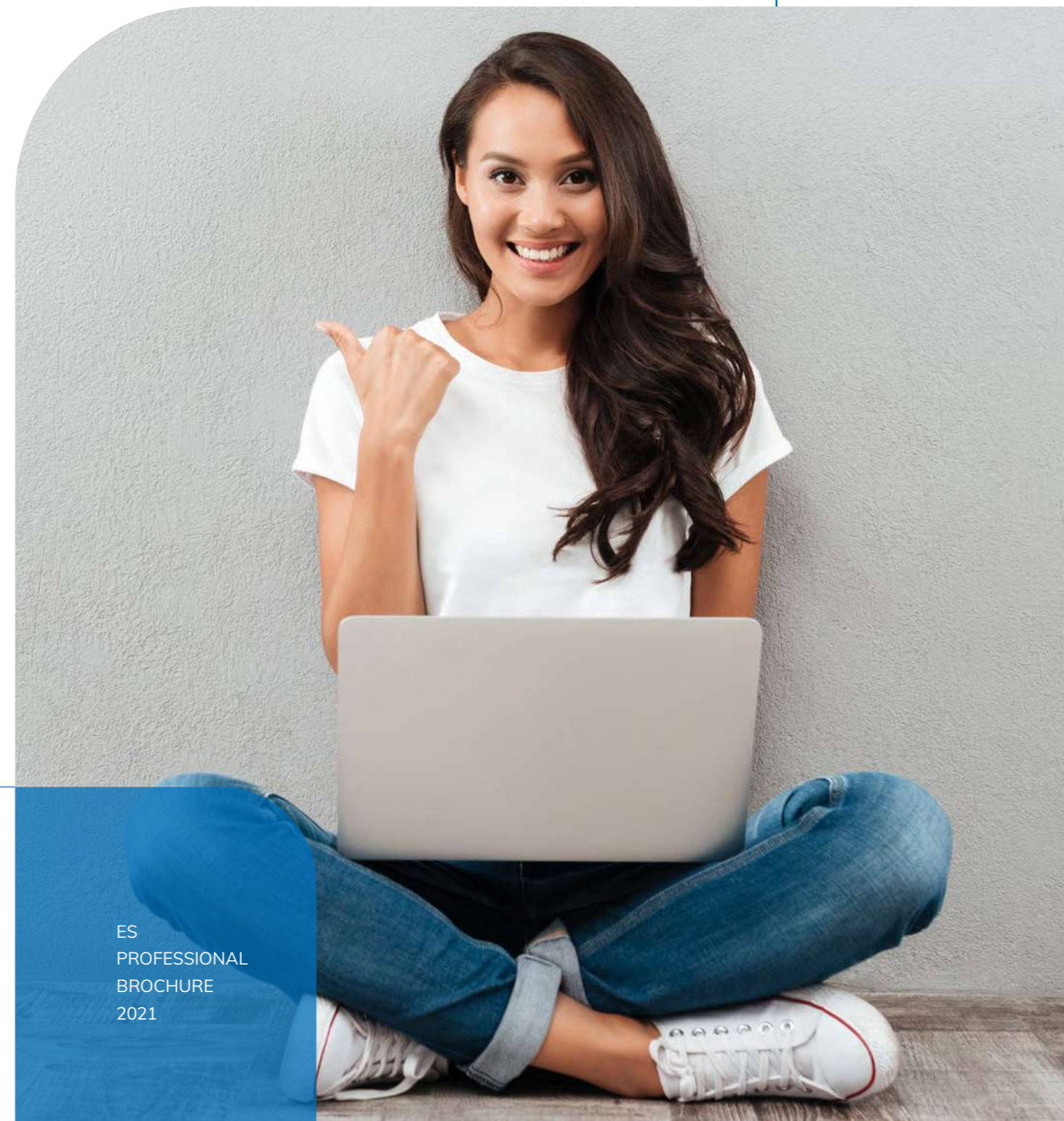
JAPAN

Yuko Shimada
+971 50 630 9021 (Mobile & WhatsApp)
Noriko Takahashi
+81 3 6278 8758
japan@esdubai.com

ES Dubai
BB1, 1506/1507
Mazaya Business Avenue
JLT, Dubai
+971 55 526 5321
marketing@esdubai.com



Professional



ES
PROFESSIONAL
BROCHURE
2021



WELCOME TO

ES

ES has partnered with British qualifications provider PEARSON to offer a wide range of internationally accredited, career-focused courses which equip students with the knowledge, understanding and employability skills to succeed in the professional arena.

BTEC International and LCCI certificates are career-based qualifications designed for students wishing to move on to higher education or go straight into employment.



International Certificate in

ENTERPRISE AND ENTREPRENEURSHIP

by PEARSON BTEC INTERNATIONAL UK



COURSE LENGTH

12 weeks (180 guided learning hours)



REQUIRED ENGLISH LEVEL

Upper Intermediate (B1 CEFR)



SCHEDULE

Sunday to Thursday, 9am to 12pm



ASSESSMENT

Set assignments



DELIVERY

Lectures and seminars delivered by an experienced university professor



GRADING SYSTEM

50% - 59% = PASS
60% - 74% = MERIT
75% - 100% = DISTINCTION

CERTIFICATE BRIEF

An introduction to the enterprise and entrepreneurship sector through applied learning.

What skills will I develop?

- The ability to learn independently;
- The ability to research actively and methodically;
- The ability to give presentations and be active group members;
- Effective writing and analytical skills;
- Preparation for assessment methods used in UK degree programmes.



PEARSON
BTEC
DIPLOMA

MODULE 1 (90 hours)

Research and plan a marketing campaign

The aim of this module is for students to be able to recommend a suitable marketing campaign for a product or service. Learners will be expected to use marketing terminology in an appropriate context to apply marketing models to specific products and markets, and to develop research skills that will enable them to formulate a marketing campaign based on best practice.

- Develop an understanding of how marketing research is conducted in order to plan a marketing campaign;
- Gain insight into how important marketing is to business and learn how to make informed choices exploring the different marketing and research models and tools;
- Explore approaches to product marketing nationally and internationally;
- Develop a plan for a marketing campaign for a new product.

MODULE 2 (90 hours)

Enterprise and Entrepreneurs

- Study enterprise and the mindset of entrepreneurs, exploring the risks, opportunities and constraints of starting an enterprise;
- Gain an overview of the importance of both enterprise and entrepreneurs to the local and national economy and explore their creativity and mindset as you look at real-life enterprise and entrepreneurs. Investigate the skills required while also looking at the risks, opportunities and constraints faced by entrepreneurs in setting up their ventures. Assess the feasibility of a range of potential enterprise opportunities and then develop and present one idea for a local enterprise;
- Explore the nature of enterprise;
- Investigate the motivation for entrepreneurship
- Examine the opportunities and constraints for enterprises and entrepreneurs;
- Examine the entrepreneurial skills required to launch an enterprise.

International Certificate in

DIGITAL MARKETING AND ANALYTICS

by PEARSON LCCI UK



COURSE LENGTH

12 weeks (180 guided learning hours)



REQUIRED ENGLISH LEVEL

Upper Intermediate (B1 CEFR)



SCHEDULE

Sunday to Thursday, 9am to 12pm



ASSESSMENT

3-hour written exam, externally set and marked, contributing 100% of the overall grade of the qualification



DELIVERY

Lectures and seminars delivered by an experienced university professor



GRADING SYSTEM

50% - 59% = PASS
60% - 74% = MERIT
75% - 100% = DISTINCTION

CERTIFICATE BRIEF

This qualification is suitable for those who are already working in the marketing industry and looking to progress to the specialised area of digital marketing, and for those looking to progress their career opportunities to the next level. The qualification is also suitable for those looking for a career change to digital marketing from another field.

Certificate purposes:

1. to develop students' knowledge and understanding of the use of digital marketing by exploring the basics of digital marketing and what is expected in order to be successful in a specialised digital marketing role;
2. to give a sound knowledge of current trends and changes in digital marketing and how they have had an impact on the use of digital marketing techniques;
3. to apply subject content to real-life marketing scenarios;
4. to prepare students in furthering their careers in digital marketing, including students who are seeking a supervisory role in digital marketing and those who are seeking a career in digital marketing.

Content Overview

1. UNDERSTANDING DIGITAL MARKETING
 - 1.1 The digital marketing environment;
 - 1.2 Marketing objectives and organisational goals;
 - 1.3 Analysing the digital marketing environment.
2. DIGITAL INFORMATION, MEDIA, CHANNELS AND DEVICES
 - 2.1 Sources of digital information devices;
 - 2.2 Digital media;
 - 2.3 Effective digital marketing channels.
3. DIGITAL MARKETING AND THE MARKETING MIX
 - 3.1 Using the marketing mix for digital marketing campaigns;
 - 3.2 Push and pull marketing techniques.
4. DIGITAL MARKETING ANALYTICS
 - 4.1 Market research;
 - 4.2 Measuring the success of digital marketing activities.
5. CHALLENGES AND LEGAL AND ETHICAL CONSIDERATIONS IN DIGITAL MARKETING
 - 5.1 Challenges and considerations in digital marketing;
 - 5.2 Legal and ethical issues affecting digital marketing activities.