



Award in English for Marketing and Brand Positioning

★ MQF/EQF Level 5

★ Course Start Date: 09th Jan. 2024

Our Mission & Values

EXCELLENCE

Excellence is the hallmark of all Ascencia Malta's educational programmes. Our programmes are homegrown, officially accredited by the Malta Further and Higher Education Authority, and designed to put our learners at the centre of their learning. We recruit from among the most talented professionals on the island to give our learners the benefit of first-hand industry experience combined with leading-edge pedagogies.

ACCESSIBILITY

We strive to ensure that Ascencia Malta is an open to youths from all walks of life who might aspire to take their academic or professional careers to the next level. We prioritise dedication and ambition far above background or origins, as we believe these qualities drive personal growth and shape the leaders of the future.

LEARNER-CENTREDNESS

To ensure that the ambitions of each individual are not only recognised but celebrated, we are proud to afford our learners individual attention in the classroom. Here, they will find training courses founded on participatory pedagogies and based on the value of concrete examples, real-world engagement, and constant exchange between learners and practitioners. Outside the classroom, we follow learners' progress closely and they know that our doors are open at any time for them to come and present their dream projects or to seek our practical advice.

Why Malta as a study destination

1. **Cultural Immersion** in a vibrant Mediterranean context
2. **Proficiency in the English language**, one of Malta's two native languages
3. **Globally Recognised Quality Education** with unbeatable affordability
4. **Travel and Leisure**, an ideal staycation and a base for exploring the rest of Europe
5. **International Networking** inside a truly global community of students, professionals, and entrepreneurs
6. **Business-Friendly Environment** in a country that actively promotes innovation, entrepreneurship, and emerging industries
7. **Career Prospects** thanks to employers who value versatility and agility
8. **Personal Growth**, self-discovery and independence as the side-effects of the study-abroad experience

AWARD TITLE	STUDY-UNITS COVERED	NUMBER OF ECTS	TOTAL DURATION OF AWARD	TOTAL HOURS OF LESSONS	TOTAL HOURS OF TUTORIALS/ WORKSHOPS	TOTAL SELF-STUDY HOURS
Award in English for Marketing and Brand Positioning	<ul style="list-style-type: none"> • An Introduction to Global Brand Marketing • Luxury and Corporate Branding 	3 ECTS	4 Weeks (full-time, consecutive)	51 Hours	11 Hours	8 Hours

Description

Access the themes of brand identity creation and marketing through a new world of business terms. Mix these with language to express personal opinions about desirable countries for brand creation, and preferred brands. Explore the application of internationally marketed brands in different product categories, brand image, target segments, and advertising campaigns and speak using the buzzwords and expressions that naturally come from these topics. Hone your English to the various situations that arise in the branding industry, including advertising, public relations, and sales. Turn your focus to the language of the luxury market, including vocabulary, syntax, and style, as well as the use of rhetorical strategies to create compelling brand messaging.

What will I be able to do after this Award?

SPEAKING

- o Compare tips for generating creative ideas
- o Participate in a brainstorming session
- o Develop interactions with other speakers
- o Engage in conversations on abstract topics (e.g., comparing the public images of brands from different cultures, discussing brand endorsement choices)
- o Find common goals
- o Develop presentation skills to capture audience attention

LISTENING

- o Understand the main idea, specific information, and specific words in monologues and interviews
- o Extract a brand management consultant's main points and make lecture-style notes about pricing and brand effectiveness checks while listening
- o Understand and collect useful advice to be implemented in a brainstorming session

READING

- o Analyse real articles and transfer information to understandable and memorable formats
- o Assess understanding from reading by reordering main points, correcting errors in a summary and preparing an oral response about a text
- o Understand the reasons behind a brand's loss of image and analysing media representations of big brands like Gucci

VOCABULARY & ACCURACY

- o Use noun + noun compounds in the correct order and number to improve speaking and writing quality
- o Become more concise and expressive by using adjectives and adverbs

WRITING

- o Take notes and write action minutes for a meeting
- o Summarise ideas and use cohesive devices
- o Improve preparation for presentations by focusing on script development and devising data-based arguments