



Award in English for Sales and Customer Service

★ MQF/EQF Level 5

★ Course Start Date: 02nd Sep. 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 Sales and Customer Service	<ul style="list-style-type: none"> • Sell, Sell, Sell! Advertise! • The Art of Complaining and Customer Service 	2 ECTS	4 Weeks (full-time, consecutive)	37 Hours	4 Hours	4 Hours

Description

Discover the concepts and terminology involved in advertising and marketing, including branding, segmentation, positioning, promotion and pricing with this mix of study-units. Begin to see through advertising and marketing campaigns by learning to penetrate non-literal language to get at the tone and attitude of a campaign, and evaluate the language and vocabulary used in advertising and marketing, including persuasive techniques and effective communication strategies. Try your hand at crafting effective advertising messages as the first step to using your new grasp of the target language for professional purposes. Then switch to the point of view of the customer and the client-facing company representative. Relate aspects of customer service that are personally irritating and extend your vocabulary related to telephoning and repairs. Discuss the connection between a company's success and customer care, express opinions, and share anecdotes about your worst customer service experiences. Consider the challenges posed to those working in this sector and learn how to rise to the challenge with active listening techniques, by asking effective questions, using positive language, demonstrating empathy in customer interactions, and problem-solving effectively in a variety of service situations. Finally, refine your diction, phrasing, and pronunciation to handle difficult customers and get those positive customer reviews.

What will I be able to do after this Award?

SPEAKING

- o Brainstorm creative places to advertise a number of products and services
- o Look through adverts, deciding on their appeal, expressing preferences, expanding the conversation, taking turns effectively & quieter speakers to join in
- o Compare and contrast two versions of the same story for reasons why one is more successful than the other
- o Discuss the place and role of storytelling in one's workplaces at home
- o Telling a compelling story either about a personal experience or the plot of a film/ book/ game
- o Make a presentation conveying one group decision, listen to the other groups' decisions actively, including by note-taking, questioning, comparing, dis/agreeing
- o Participate in a brainstorming session, negotiate a shortlist of tips for new customer care personnel, re-group and narrow down the shortlist
- o Use body language and reassuring utterances to show that you are listening actively
- o Prioritise a set of complaints to be handled immediately, justify your priorities and check that your reasons are good
- o Prepare a strategy for how to deal with complaints on an individual level and for how to improve the general service in the context of a budget airline

LISTENING

- o Successfully hear key information about the origins of the adverts, take notes in a table, and confirm or contest the opinions expressed
- o Form an opinion of a business by listening to a restaurant's General Manager to and prepare a response
- o Sort the information from three conversations about customer services
- o Implement tips and techniques for active listening & employ useful phrases to react empathetically to a description of the best product your partner has ever bought
- o Go on a site visit to a customer service department & be coached in receiving complaints, replying appropriately, handling difficult people

READING

- o Obtain understanding of the author's angle, compare it with your views, and prepare a one-sentence summary of a single paragraph
- o Compare e-mails, a long SMS, and a formal letter combined with a telephone conversation and a recorded message transcript for structure & to take notes about the problem related in each
- o Interpret a line chart correctly and re-arrange information represented in a pie chart within a set of statements
- o 'Read' adverts for target audience, real product, and the effectiveness of the advert

VOCABULARY & ACCURACY

- o Use imperative, bare infinitive forms, the general 'you', and modal verbs to make sentences sound like tips or rules.
- o Use common idioms in appropriate contexts
- o Start and finish sentences with gerunds, for instance to talk about timelines or professional plans

WRITING

- o Write to a government authority responsible for advertising outlining the reasons why a distasteful poster/ social media post/ reel/ billboard should be banned
- o Write a memo to an advertising agency informing them of your company's decision about their services
- o Summarise customer complaints in a short report and make polite recommendations for company-wide customer service improvements