



ENGLISH PLUS PROFESSIONAL CERTIFICATE

With our English Plus Professional Certificate program, students are able to pair Kaplan's expert English tuition with a concentrated course in International Business, Sales or Tourism Marketing.

COURSE CURRICULUM

Students will study 5 core modules and 1 elective module of their choosing

Core modules : Tourism marketing

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| Tourism Marketing | Develop an understanding of tourism marketing thinking and practices |
| Event Planning and Operations | Evaluate the fundamental stages of planning and executing an event |
| Sales and Selling | Understand the dynamics of the sales process and develop your selling skills |
| Enterprise and Communication | Deliver a tourism enterprise project and evaluate successful enterprises |
| Digital Media Tools | Build a website and use social media as part of a sales or marketing strategy |

Core modules : International Business

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| Marketing Communications | Explore effective communication strategies and promotional campaigns |
| Management | Discuss recognized management practices and apply to real-world scenarios |
| Business Accounting | Examine fundamental accounting concepts and prepare accounts |
| The International Economy | Analyze key patterns and trends in international business activity |
| Enterprise and Communication | Create a business plan and evaluate successful enterprises |

Core modules : Sales

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|-------------------------------------|---|
| Marketing Communications | Explore effective communication strategies and promotional campaigns |
| Management | Discuss recognized management practices and apply to real-world scenarios |
| Sales and Selling | Understand the dynamics of the sales process and develop your selling skill |
| Enterprise and Communication | Create a sales plan and evaluate successful enterprises |
| Digital Media Tools | Build a website and use social media as part of a sales or marketing strategy |

ELECTIVE MODULES

(choose one)

- Irish Society and Economics
- Chinese for Beginners
- Spanish for Beginners
- Spanish for Business

