VAN WEST COLLEGE



Marketing English BOOTCAMP

ENGLISH FOR THE REAL WORLD

A project-based English program where students build communication skills through real-world marketing and business.

VANCOUVER | **8 WEEKS** (MINIMUM 2 WKS) | **20 LESSONS PER WEEK** | **LEVEL 5+**

MARKET RESEARCH & CONSUMER INSIGHTS (2 WEEKS):	SALES & BRAND COMMUNICATION (2 WEEKS):	DIGITAL MARKETING & SOCIAL MEDIA (2 WEEKS):	E-COMMERCE & AI COMMUNICATION (2 WEEKS):
Apr 5, May 31, Jul 26, Sep 20, Nov 15	Apr 19, Jun 14, Aug 9, Oct 4, Nov 29	May 3, Jun 28, Aug 23, Oct 18, Dec 13	May 17, Jul 12, Sep 6, Nov 1, Dec 27

WHAT TO EXPECT

- **English Every Day:** Use English actively through discussion, research, collaboration, and presentations.
- **Hands-on Marketing Projects:** Complete hands-on marketing projects in English.
- **Real-World Activities:** Explore real-world marketing through interviews, surveys, brands, and content creation.
- **Marketing English in Context:** Learn English through real-world marketing situations.
- **Presentations & Pitches:** Present ideas and projects confidently in English.
- **AI-Supported Learning:** Use AI tools to brainstorm, create, and improve English communication.w
- **Guest Speakers & Industry Exposure:** Connect with professionals through guest speakers and site visits.

TIMETABLE

TIME	MONDAY - FRIDAY
08:30 - 12:00	**MARKETING ENGLISH BOOTCAMP**
1:00 - 2:45	**AFTERNOON ELECTIVE SUGGESTIONS (25 OR 30 LESSONS ONLY):** IELTS Preparation • Business Communication High School Preparation • English for Baristas English For Multimedia • English for Flight Attendants Canadian English and Culture • English & Volunteer Experience Communication • Speaking • Listening Writing • Grammar • Pronunciation *and more!*

8-WEEK MODULES

WEEKS 1–2: MARKET RESEARCH & CONSUMER INSIGHTS
Research, Interview & Report

WEEKS 3–4: SALES & BRAND COMMUNICATION
Persuade, Pitch & Present

WEEKS 5–6: DIGITAL MARKETING & SOCIAL MEDIA
Create, Communicate & Engage

WEEKS 7–8: E-COMMERCE & AI COMMUNICATION
Write, Promote & Innovate

- Course offerings and schedules are subject to change without prior notice. Please confirm availability prior to registration.