

Postgraduate Certificate Programmes

Highly customisable 12 week professional development courses in Marketing, Management & Finance



Executive and Professional Development Programmes at London School of Business & Finance

The London School of Business and Finance (LSBF) is a dynamic modern institution located in the heart of London, one of the world's business capitals. Attracting driven and ambitious candidates from more than 150 countries worldwide and working together with our corporate partners, we develop courses that reflect the needs of the industry and with an international perspective in mind.

We offer a broad portfolio of practical industry-focused development programmes, degrees and qualifications in a distinctively flexible and career-focused manner.

Our Executive and Professional Development Programmes are designed to reflect today's global business trends and to support you in responding to the challenges at each level of your career progression. Whether you aim to break into a competitive industry, develop your managerial competence, hone your practical skills or aspire to lead your organisation to new heights – we have a course to boost your performance.

Postgraduate Certificate Programmes: An Overview

The LSBF Postgraduate Certificate Programmes are designed to help professionals gain an introduction to their respective business areas and consolidate or further develop their career progression. You can develop new areas of knowledge or expertise without the commitment of a long-term degree, and tailor your course to focus on the areas which are the most relevant to your career objectives.

You will study alongside like-minded business professionals and benefit from the opportunity to network with peers from around the world. The programmes are designed with real-life case study scenarios and a strong industry focus throughout.

For those wishing to pursue further postgraduate study upon completion, the Postgraduate Certificates also act as an ideal foundation for advanced learning. Our esteemed education partner, Grenoble Graduate School of Business (GGSB), values the Postgraduate Certificate Programmes as a pre-masters course; giving applicants a competitive advantage for acceptance onto their MBA or specialist master programmes.

Who Are These Programmes For?

The Postgraduate Certificate Programmes are designed for working professionals and recent graduates exploring a new area of knowledge and skills with the purpose of breaking into a competitive industry or overcoming the challenges of career progression.



“I have been given the necessary confidence to face new challenges in my career”

*Simmren Ghatila
Thomas Weisel Group*

Programme Range

LSBF offers a range of Postgraduate Certificates Programmes that will suit your current professional, study or career needs, and fit around your work schedule.

Finance

With an insight to the core areas of finance including processes and operations, a Postgraduate Certificate in Finance provides you with the foundations to understand and apply core financial concepts in the workplace. We deliver this through an incredibly interactive lesson structure, with a strong focus on industry relevance and real life case study scenarios. The main objective of a Postgraduate Certificate in Finance is to empower you with the confidence to progress into a career in the finance industry or to move to a higher academic challenge such as an MSc in Finance.

Financial Investments

The Postgraduate Certificate in Financial Investments is a specialised programme aiming to give students a solid foundation of how to compile a Portfolio of Investments. During a period of 15 weeks you'll be exposed to all financial investment products and ultimately be able to create a unique portfolio. Due to its courses contents, the programme also gives you a competitive advantage when applying for jobs in the financial industry, and will assist you when facing professional exams such as IMC (Investment Management Certificate) and CFA level 1.

Finance & Management

The Postgraduate Certificate in Finance and Management is our most comprehensive and holistic qualification, developed to allow you to establish a core foundation in these two fundamental business areas. This programme is ideal for those who wish to secure managerial positions in a vast range of disciplines. The core objective of the programme structure is to provide you with the flexibility to choose the subjects that you feel you need to strengthen your knowledge and skills to pursue further professional or academic challenges.

Key Facts

Duration: 12 weeks (Financial Investments 15 weeks)

Campus: London

Study mode: Weekly delivery

Intakes: February, May and September

Management

A Postgraduate Certificate in Management offers students the most current and relevant topics in business today, delivered by a group of lecturers with extensive professional exposure in different areas of management. The course focuses on the importance of management as one of the most relevant elements in ensuring business success. The main objective of a Postgraduate Certificate in Management is to empower you with the confidence to progress into a career in a fast-paced business world, or to move to a higher academic challenge such as a Masters in Management, for example an MBA or a Masters in International Business.

Brand Management

The Postgraduate Certificate in Brand Management is designed to provide a comprehensive overview of product branding and marketing communications, with particular focus on the latest trends in 'luxury' branding.

Digital Marketing

The Postgraduate Certificate in Digital Marketing will provide students with hands-on practical knowledge and the skills required to successfully market a product online. The programme includes specialised modules in content marketing, search engine optimisation and consumer behaviour.

Advertising & Marketing

Advertising is one of the most powerful tools available to a business. To reap its benefits, it is essential to have a balance of creativity and understanding of the various channels. This programme will enable you to understand the uses and strengths of different media, both online and offline, and how they are used to guide consumer choice. It will also provide you with the tools required to develop ideas, plan campaigns and create innovative and professional presentations and pitches.

On the chart below you will find a list of the courses you can choose from. If you are unsure which courses are the most relevant to your career goals, please contact one of our programme advisers, who will be happy to assist you. Please note: you can also choose to take a programme over several intakes, reducing your immediate workload and enabling you to study at your own pace.

Postgraduate Certificate in Finance

Choose 4 from the list of courses below:

- Understanding Financial Statements
- Accounting for Performance and Control
- Corporate Finance
- M&A and Equity Valuation
- Project Finance
- Advanced Financial Modelling
- Financial Markets: Trading and Analysis
- Risk Management

Postgraduate Certificate in Financial Investments

Choose 4 from the list of courses below:

- Corporate Finance
- Financial Markets: Trading and Analysis
- Understanding Financial Statements*
- Alternative Investments
- Portfolio Management
- Project Finance

Postgraduate Certificate in Finance and Management

Choose 5 from the list of courses below:

- Understanding Financial Statements
- M&A and Private Equity
- Corporate Finance
- Project Finance
- Financial Markets: Trading and Analysis
- Risk Management
- Advanced Financial Modelling
- Accounting for Performance and Control
- Project Management
- International Business
- Strategic Business Management
- Marketing Strategies and Operations
- Management and Leadership

Postgraduate Certificate in Management

Choose 4 from the list of courses below:

- Strategic Business Management
- Management and Leadership
- Marketing Strategies and Operations
- Project Management
- International Business
- Accounting for Performance and Control

Postgraduate Certificate in Brand Management **NEW**

Choose 4 from the list of courses below:

- Marketing Strategies and Operations
- Strategic Business Management
- International Business
- Digital Marketing and New Media
- Luxury and Creative Brand Management

Postgraduate Certificate in Digital Marketing **NEW**

- Marketing Strategies and Operations
- Content Marketing and SEO
- Digital Marketing and New Media
- Consumer Behaviour

Postgraduate Certificate in Advertising & Marketing **NEW**

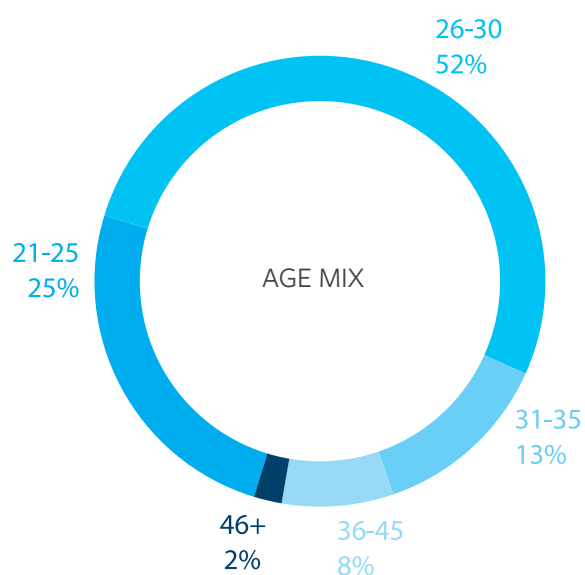
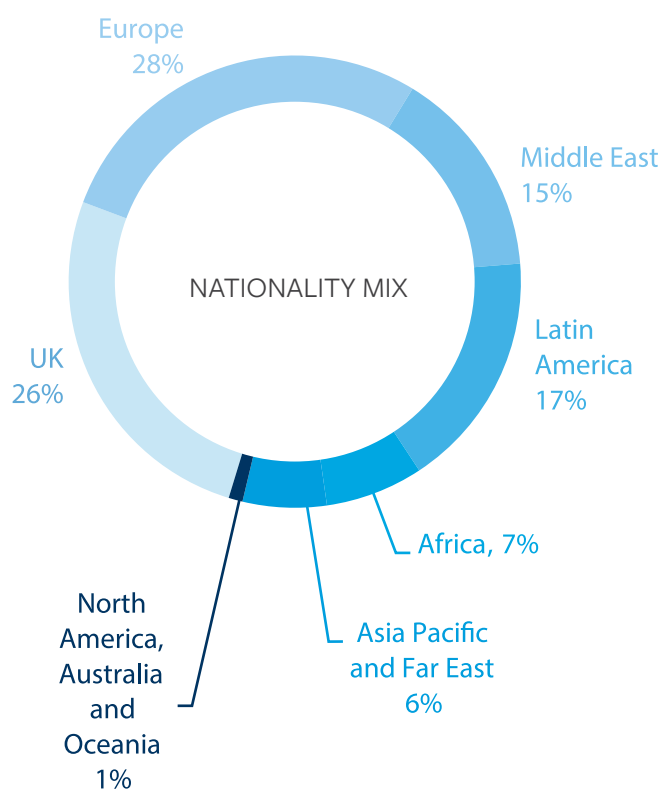
- Marketing Strategies and Operations
- Strategic Business Management
- Advertising Management
- Consumer Behaviour

* Optional support class, usually taken online.



Inspirational Environment

LSBF Executive Education programmes bring together students from diverse industries and nationalities from around the world to collaborate, network, develop their skills and refine business ideas together. Your peers will bring a wealth of global business insight and cross-cultural perceptions to enrich your classroom experience.



Why Choose Postgraduate Certificate Programmes?

Bespoke Programme Structure

With the Postgraduate Certificates Programmes, you have an opportunity to handpick the courses you want to study to meet your specific career objectives. Depending on your goals and background you can select from the portfolio of short courses leading onto the specific certificate you wish to study for: management, brand management, finance and financial investments. Our dedicated programme advisors will help you to design a personalised curriculum for maximum career impact.

Timetable Flexibility

Any Postgraduate Certificate Programme can be completed within a period of 12 weeks. You have the flexibility to choose between evening and daytime courses as well as the number of courses you want to take during one intake. You are allowed to spread your workload over two or more intakes to fit studies around your busy schedule. Furthermore, some of the courses are available for 100% online study.

Small Classrooms and Personalised Attention

All Postgraduate Certificate courses are taught in classes of less than 30 students. This allows you to maximise direct face-time with our teaching faculty and explore aspects of the curriculum that interest you in class. A dedicated Student Support manager will also support you throughout your studies.

Practical and Relevant

As an LSBF student you will gain an in-depth industry-focused and practice-oriented insight into the subjects you choose to study. You should expect to receive the highest quality of tuition, with an equal emphasis on both academic understanding and tangible skills that you can apply in a workplace environment. All courses are taught with a focus on real-life case studies and examples from the professional practice of our teaching faculty.

Networking and International Exposure

During your programme with LSBF you will study alongside industry professionals from a wide range of different backgrounds and cultures. The Postgraduate Certificate Programme will develop and enhance your interpersonal communication and networking skills as well as foster a global network of new contacts.

Career Services

As a Postgraduate Certificate Programme student you will have access to LSBF's Career Service department. Our careers team is dedicated to helping you maximise your career potential, enhance your prospects of promotion within your current organisation and increase your marketability to potential future employers.

Accommodation Support

Whether you are from overseas or the UK, we have a dedicated accommodation service to suit you. Once you are fully enrolled, our programme advisors will be in touch to assist you in finding accommodation in London according to your preferences.

Central City Location

Our campus is set in the heart of Central London – where business comes to life. The campus benefits from excellent public transport links, with several tube stations and numerous bus routes nearby servicing all four corners of the city.



The Teaching Faculty

Our experienced tutors not only hold first-class academic qualifications, but they also come with considerable professional experience in their field. Please see examples of our core teaching faculty team profiles:

Dave Coker

Dave has over 25 years' experience in international investment banking, with expertise in Risk Management, Structured Products and Portfolio Management. Having conducted business in over 20 countries, he has gained valuable experience during his employment with institutions such as Deutsche Bank (New York, London & Frankfurt), Moody's (London), Dow Jones (New York) and EDS ABN AMRO Bank (Amsterdam and London). Dave holds an MSc in Quantitative Finance, an Executive MBA, and is also in the process of completing his PhD in Finance.

Paul Bisping

Paul Bisping is a CFA® holder with a degree in Investment Management. With over 20 years' experience, he has gained extensive professional exposure to the financial industry. This includes many positions in different equity departments, the most recent being Head of Overseas equities for Hermes Fund Managers. As well as currently lecturing LSBF's executive courses, he is also a lecturer for our master's in Finance and MBA programmes, as well as a consultant for numerous investment firms in the City. Paul has a hands on approach when teaching financial topics, which ensures students link theory to industry through real-world case studies.

Barry Goode

Barry is an MCIPD qualified human resources professional and lectures on subjects related to Strategy and Corporate Business – both on academic courses and for LSBF's corporate clients. Barry has sixteen years' experience at group director level and has been an established consultant since 2001. He provides expert training, consulting and transition support to companies across a range of industry sectors, including banking and finance, electronics and telecommunications. Barry's strengths lie in his pragmatic style and ability to translate business strategy into actionable HR plans. Previous assignments include strategic and HR operations, transformation, organisational restructures, TUPE transfers and change management projects. As a MBTI qualified practitioner, Barry has also facilitated the transition and development of new teams following business restructures.





Ben Botes

Ben holds an MBA from Surrey University (UK) and an MSc in Psychology from Trinity College (USA). In addition to being an experienced teacher, he is also an entrepreneur and professional consultant. He founded Business Plan Whiz and UK Business Planning; both web-portals, assisting first-time business leaders and entrepreneurs. In 2006, Ben was made the youngest President of the European Coaching Institute. In his most recent role as a Management Consultant, he coached teams in multinational companies including Toyota, Accenture and Hewlett-Packard.

Christine Nardiello (Hart)

Christine is an experienced senior manager and lecturer, and a professionally qualified accountant. She has work and lecturing experience in accounting, human resources and general management. Christine worked for 18 years at BPP, where she held a number of senior positions including Chief Executive of the BPP Malpas division. While taking care of her general management duties, Christine taught the ACCA, CIMA, ICAEW and ATT at BPP. She also taught on Master's degree courses and wrote materials and exams for the programme.

Carlton Brown

Carlton Brown has 25 years management experience, 15 years at Director Level, Carlton has track record for delivering results. Carlton has extensive experience in leading diverse teams, through his transformational and charismatic leadership style and his pragmatic and innovative approach to developing business and leading teams. Carlton is regarded as a positive proactive, strategic visionary and collaborative management style. He is also a high calibre professional with recognised business academic qualifications: MBA, PGDIP and is currently undertaking a PHD within the area of business performance management.

Finance modules:

Understanding Financial Statements

Overview

The ability to read, understand and analyse financial statements is a vital business skill. It is often said that accounting is the 'language' of business. This course teaches you to 'speak' this language.

You will gain a full introduction to the principles and role of financial accounting, as well as how to record business transactions in an accounting system using the double-entry approach. You will also learn how to analyse key financial reporting: balance sheets, income statements and statements of cash flows – from both a UK and International Financial Reporting Standards perspective.

Upon completion, you will be able to:

- o Understand and record business transactions in an accounting system through basic bookkeeping
- o Complete the bookkeeping phase up to trial balance, including adjustments
- o Understand and prepare basic financial statements for various types of business
- o Interpret financial statements using ratio analysis

Who is the module for?

This course will help you to develop the skills and knowledge required for the day-to-day management of financial statements. It's ideal if you are taking on a new level of responsibility and need to understand the key elements of financial accounting.

Accounting for Performance and Control

Overview

This module covers the key techniques, methods and terms used in cost management and managerial accounting. You will look at the importance of budgetary planning and control, forecasting using quantitative methods, and the principles of full cost accounting. As a result of all this, you will develop the expertise required to make sound business decisions.

Upon completion, you will be able to:

- o Understand the role management accounting plays in decision making within an organisation
- o Prepare budgets and other budgetary control statements
- o Make well-informed decisions on pricing, cost control, and cost reduction
- o Calculate and analyse variances and their possible causes

Who is the module for?

This course is ideal if you need to develop new knowledge and skills in the managerial accounting field, whether you are taking your career in a new direction, or starting in a new role.

Corporate Finance

Overview

This module provides a solid introduction to the world of corporate finance. It covers 3 fundamental issues:

1. How the activities of a chosen company are financed
2. How a company makes investment decisions
3. How an organisation manages the working capital it requires for ongoing operations.

Upon completion, you will be able to:

- o Explain how the finance function is organised
- o Understand the techniques used in both short-term and long-term financial decision making
- o Make capital investment decisions under different business strategies
- o Outline the sources and types of finance available to businesses
- o Demonstrate the application of investment appraisal techniques
- o Understand how corporate governance helps to ensure businesses are managed with integrity

Who is the module for?

This module is ideal if you need to develop further knowledge of corporate finance, including the ability to evaluate investment using discounted cash-flow techniques. Knowledge of how to read financial statements is a prerequisite for this course.

Mergers & Acquisitions and Equity Valuation

Overview

Learn how to apply advanced analysis to the valuation of companies involved in the mergers and acquisitions process. You will gain an overview of the private equity industry and the practical issues involved in leveraged buyouts and buy-ins. You will also gain an understanding of the tools and techniques used in the valuation of a company, and a complete overview of key elements in successful M&A and private equity transactions.

Upon completion, you will be able to:

- o Understand what is involved in the M&A process, from beginning to end
- o Use the tools available to evaluate a business
- o Give an overview of the private equity industry
- o Assess the practical issues involved in leveraged buyouts including management of buyouts and buy-ins

Who is the module for?

This course is ideal if you wish to develop the skills needed to succeed in wholesale banking, specifically in Investment Management and Corporate Finance divisions. The course will provide you with the skills required for highly demanding deal-making and technically specialised analyst posts.

Advanced Financial Modelling

Overview

This course addresses a number of important accounting issues and key factors in financial modelling. You will be introduced to best practice financial modelling techniques, whilst focusing on both the incomings and outgoings that need to be managed in financial modelling processes. Areas such as income statements, cash calculations, balance sheets, assets and liabilities taxation, and analysing financial data in graphics and data tables are all covered.

Upon completion, you will be able to:

- o Develop robust, fully integrated financial forecasting models, which include sensitivity analysis, data tables and graphics
- o Explain the adjustments that have to be made to the accounting profit to give taxable profit
- o Understand tax coding and computation, managing tax loss and modelling of deferred tax
- o Demonstrate a knowledge of modelling income statements, cash calculations, noncurrent assets and non-current liabilities

Who is the module for?

The course is aimed at individuals with a working knowledge of Excel and an accounting background, who wish to master accounting related issues such as cash flow, sensitive analysis and taxation. A knowledge of management accounting is required for the course.

Optional Add-on Course:

Excel for Financial Modelling

This course is ideal to take before the 'Advanced Financial Modelling' module (in some cases can be taken simultaneously). It covers all of the key features in Excel that are used to build professional financial models. Students will learn how to design structured financial models in practice. By the end of the course, you will fully understand each feature and be comfortable using a variety of Excel modelling tools.

Project Finance

Overview

An intense overview of key aspects of Project Finance: participants will be covering in detail the essential topics in order to understand Project Finance from risk valuation to documentation, going through all available sources on debt financing and debt capacity.

Upon completion, you will be able to:

- o Develop your understanding of the difference between Project Finance and other corporate debt financing alternatives
- o Increase your knowledge of around the key motivations for stakeholders in a project
- o Become confident in assessing the key risks in a project and how those risks are typically mitigated
- o Learn about the structure of the financial statements within project finance and the evaluation of the key drivers of financial performance
- o Understand how debt and equity providers evaluate the financial performance of projects
- o Acquire the skills to highlight the key commercial aspects of documentation

Who is the module for?

The course is aimed at individuals who work in areas related to project finance or aim future work in this area. Although not a course for a practitioners, students should have good knowledge of financial statements, IRR, NPV and principles of Cost of Capital.

Financial Markets: Trading and Analysis

Overview

This course offers a comprehensive introduction to financial markets in a global setting. It also provides a detailed analysis of the various investment products, their practical application and pricing. The aim is to give you a thorough understanding of the current state of markets and the financial press.

Upon completion, you will be able to:

- o Outline the structure of financial markets
- o Understand the mechanics of the different segments of financial markets
- o Evaluate the current state of the financial markets and the drivers of the 'credit crunch'
- o Fully understand what is written in the financial press

Who is the module for?

This course serves as an introduction for newcomers to the world of financial markets. It's ideal for those who want to understand the mechanics of the different financial products and how they are traded.

Optional Add-on Course:

Financial Markets: Trading Terminals (Bloomberg)

The FMTT course is highly complementary to students taking the FMTA. It is intended to assist you by building upon product specific knowledge gained during the FMTA course, by trading on the Bloomberg Terminals. The course is highly practical and all the sessions are delivered at the LSBF Bloomberg Terminal room, where you will complete exercises using Visual Basic for Application (VBA). Skills gained in this training course will provide a solid foundation to progress into the job market. This course is supplementary and not part of the PG Certificate. Students who have a background in financial investments are welcome to join without taking the FMTA course.

Risk Management

Overview

It is now more important than ever to recognise critical risks, analyse risk-reward trade-offs and respond effectively based on quantitative cost-benefit analyses. This module provides an introduction to different areas of risk; market, credit and operational, and an appreciation of the financial markets and the forces that govern them.

Upon completion, you will be able to:

- o Understand the structure of financial markets and the discipline of risk management
- o Recognise the 3 distinct domains of risk management
- o Analyse the current state of the financial markets
- o Fully understand what is written in the financial press

Who is the module for?

This module is aimed at those who wish to gain solid understanding of the 3 areas of risk that correlate with each other. As a result, the skills you acquire will be extremely useful to all manner of companies, in a wide range of different areas. Advanced skills in mathematics are not necessary for entry onto the course, but any mathematics knowledge you have will be beneficial.

Alternative Investments

Overview

Learn to effectively analyse and price various investment products constituting alternative investment asset class, including: real estate, commodities, private equity and venture capital. You will explore the unique characteristics and associated levels of risk with each individual product, as well as their possible contribution to the investment portfolio.

Upon completion, you will be able to:

- o Evaluate risk and return on alternative investment products
- o Gain understanding of asset classes, markets, participants and trading strategy
- o Understand the role and purpose of alternative investments within the current investment climate

Who is the module for?

This course is ideal if you wish to develop an existing knowledge of financial investments and capital markets, either for entry onto another course, or for immediate use in the workplace.

Portfolio Management

Overview

Gain an in-depth understanding of portfolio management, whilst exploring portfolio structuring techniques designed to achieve a maximum return for a minimum level of risk. The course will ensure that you gain a solid grasp of the current state of financial markets, as well as the ability to understand the financial press.

Upon completion, you will be able to:

- o Structure portfolios to achieve specific returns
- o Evaluate the current state of the financial markets
- o Fully understand what is written in the financial press

Who is the module for?

This course was created for individuals with an existing knowledge of financial products as well as alternative investments, who wish to be able to analyse and create a portfolio of investment products.



Management modules:

Strategic Business Management

Overview

This course develops your strategic thinking and management skills. Learn how to identify threats and opportunities within organisations and across industries, and develop coherent strategies. You will also develop the mind-set to help organisations achieve growth and a sustainable competitive advantage.

Upon completion, you will be able to:

- o Recognise the importance of strategic processes applied within organisations
- o Perform analysis across a range of organisations, industries and problem areas
- o Devise and implement corporate-level business strategies

Who is the module for?

This course is valuable if you want a strong foundation in strategy. It develops your practical skills and provides the latest in business and strategic theory. It is ideal if you are taking on a new management role or want to become an effective business leader.

Management and Leadership

Overview

Learn how to drive organisations forward through effective leadership. In today's economy, management and leadership skills are essential for business success. This course teaches you how to manage organisations and empower people, as well as introduce and oversee periods of change.

Upon completion, you will be able to:

- o Better gauge the importance of effective leadership and the challenges associated with leadership in a business context
- o Understand executive processes and different change methodologies
- o Get a strategic overview of change management and implementation

Who is the module for?

This course is designed to give students the practical skills required to manage people effectively. You will benefit from developing your knowledge in the latest managerial trends. It is ideal for those already in management positions who wish to enhance their skills as well as new or aspiring managers.

International Business

Overview

Develop an advanced understanding of international business and the ways in which global organisations operate. You will study the impact of cultural differences on business and the strategies organisations can use to enter new markets. The course also explores the effects of globalisation on business, as well as the challenges and opportunities it presents.

Upon completion, you will be able to:

- o Better understand the impact of cultural differences on business operations
- o Assess markets in different countries for investment and growth opportunities
- o Understand the advantages and disadvantages of different marketing strategies and the ethical issues facing global companies
- o Gain an overview of how governments influence international business activities

Who is the module for?

This course is designed to help students build a critical analysis of the elements necessary to develop international business. It will make you aware how to work within different cultures and develop an understanding of building a business across borders.

Project Management

Overview

This course equips you with the tools you need to deliver projects within a specified time and budget. You will gain an in-depth understanding of the strategic elements, aims, objectives and budget limitations of projects. The course also examines the role of the project team and manager.

Upon completion, you will be able to:

- o Understand the key elements of a project, including planning, analysis, sequencing and scheduling
- o Gain a critical overview of change management, the project life cycle and the project team
- o Better understand how to implement the goals of a project using project tools and techniques, risk analysis and management
- o Gain the skills to better document a documentation and its closure

Who is the module for?

This course is ideal if you are looking to develop new project management skills, or top up your knowledge in order to move your career forward. It gives you a solid grounding in project management by covering the key theoretical and practical elements.

Marketing modules:

Marketing Strategies and Operations

Overview

This course provides an introduction to the purpose, processes and methodologies of marketing management at strategic and operational levels. You will explore campaign planning, as well as the strategic, operational and tactical issues that affect its on-going success. You will also learn how to put traditional and digital marketing techniques into practice.

Upon completion, you will be able to:

- Apply traditional and digital marketing techniques
- Better understand macro and micro environmental factors that affect marketing and business
- Better perform market research
- Understand the different nuances between B2B and B2C buyers
- Segment, target and position products after performing marketing audits and creating executable plans

Who is the module for?

This module is aimed for individuals who wish to develop their marketing skills. It covers the essential elements in order to market products and services effectively from both a strategic and operational angle.

Luxury and Creative Brand Management

Overview

This course develops an understanding of 'luxury' brand products; in particular how they are defined, marketed and perceived in relation to their geographical location and local culture. The course will focus on how these brands operate and how they are promoted.

Upon completion, you will be able to:

- Understand how to manage and brand luxury products
- Understand the characteristics and symbolism behind luxury goods
- Gain effective tools to communicate luxury products in advertising
- Better understand the consumer decision process
- Understand how to differentiate luxury client profiles

Who is the module for?

This course is ideal if you wish to gain a sound knowledge of the management and branding of products, either to better apply these skills in your current role or in the future.

Please note this is a 5 week long course (one day per week).

Digital Marketing and New Media

Overview

This course develops the skills needed to effectively employ new-age media and digital tools when implementing marketing strategies. With the help of practical assessments and a hands-on approach, it equips you with the skills required to market successfully in the 21st Century.

Upon completion, you will be able to:

- o Identify and appraise changes in marketing brought about by new technologies
- o Demonstrate an understanding of new-age and digital marketing tools
- o Design digital and new-age marketing campaigns using these new digital tools
- o Gain knowledge of companies that have successfully implemented e-marketing strategies

Who is the module for?

This course is ideal for those who need to develop practical skills and know-how of new media advertising, whether for their current role or a future one.

Content Marketing & SEO

Overview

Search engine optimisation [SEO] and content marketing are becoming increasingly complex; continuous innovations between rival search engines lead the evolution and can cause headaches for advertisers. In order to ensure your products or services are listed prominently on search engines, mastery of this field is imperative.

This course will teach you to understand your audience, and how to create persuasive content for your targets.

Upon completion, you will be able to:

- o Appreciate the principles of content marketing, and its place within marketing as a whole
- o Explore the links between content marketing and SEO
- o Explore the paradigm shift from interruptive advertising to branded content
- o Research and understand your audience
- o Understand the customer journey and adapt content to fit
- o Use frameworks to create your content strategy and plans
- o Explore various tools to measure the success of your content marketing plan

Who is the module for?

This course is ideal for anyone who wishes to become more effective when marketing online. You will learn how to maximise your return on each page of content, generating exposure to your products and services.

Consumer Behaviour

Overview

What, when, why and how often. These questions, asked about consumer purchasing habits, are the first that should be considered when launching a new product or service. If you have accurate answers to them, you will understand the marketplace and enjoy a significant advantage.

Throughout this course we will develop your understanding of consumer behaviour through the use of theoretical models and practical examples. You will also explore the contribution of such analysis in the marketing strategies of various companies. You will be encouraged to think of the characteristics of individual consumers, such as demographic and behavioural variables, in an attempt to understand people's needs, desires, and what instils faith in certain brands.

Upon completion, you will be able to:

- o Analyse and evaluate current developments in consumer behaviour, market environments and culture, through the use of relevant case studies
- o Critically analyse and distil the results of a consumer research project
- o Evaluate the success of current models in predicting the consumer purchase decision
- o Critically evaluate consumer and customer management practices of organisations in different sectors

Who is the module for?

This module is ideal for those who want to gain a better understanding of consumer environments and how they can be influenced. This is especially relevant when marketing or rebranding an existing product or launching a new product.

Advertising Management

Overview

This course will take you through the process of creating an ad, from the 'creation table' to the campaign pitch. You will investigate how a variety of techniques – both in print and online – can be used to persuade the consumer.

Upon completion, you will be able to:

- o Investigate developments within the advertising sector, determining their potential impact on advertising strategies of a given organisation
- o Evaluate an organisation's current advertising management practices, offering suggestions for improvement
- o Construct and critically appraise an advertising process plan
- o Create and develop a media selection plan
- o Select and apply appropriate metrics to measure advertising returns

Who is the module for?

This course is suited to individuals who wish to work in the advertising industry, and those who wish to complement their existing knowledge of the sector.



Entry Criteria

- An undergraduate degree or equivalent qualification in any field, or a relevant professional qualification
- Professionals and mature students without a degree may apply subject to LSBF's discretion or an application interview
- Non-native English speakers should be proficient in English and ideally show evidence by providing an International English language certificate (IELTS, TOEFL, Cambridge, Michigan, etc) , or evidence of prior studies and work in English speaking environments

Documents

- Complete application form
- CV/resume in English
- Copy of your passport

How to Speak to a Programme Advisor and Apply?

To speak to a programme advisor about the best course options for you please email us at executive@lsbf.org.uk or call 0207 823 2303. Application forms and timetables are downloadable from our website.

www.LSBF.org.uk/Executive

