Greenwich College

ENGLISH + CREATIVE TECHNOLOGY

The only course of its type in Australia, English + Creative Technology is a 4, 8 or 12 week course for students who want the skills to use English in the fields of technology, digital marketing or social media

WHAT WILL YOU LEARN?

Tailored for the digital age, English + Creative Technology teaches students how to engage their social media audiences in English, create value propositions for businesses, effectively and ethically use AI, and much more.

WHY STUDY THIS COURSE?

- Develop broad technological English skills and upskill at the same time
- Improve employment prospects in Australia, other English-speaking countries, or your home country
- Prove your level of English by taking an official Cambridge Linguaskill Business Test, with a discounted price offered to students who study all three modules

WHAT ARE THE ENTRY REQUIREMENTS?

- IELTS 5.0 or equivalent; or
- Greenwich College Entry Test; or
- Offshore Entry Test available through a registered representative

COURSE STRUCTURE

- The three modules to choose from are English for Tech, English for Digital Marketing & English for Social Media
- Classes commence every 4 weeks

ENGLISH FOR TECH

This course teaches you technical and computing terms, how AI works and how to use it for text/image generation and problem solving as well as how to collaborate in English on tech projects.

ENGLISH FOR DIGITAL MARKETING

This course helps you understand what digital marketing is, grammar and language for copywriting, how to create a business value proposition, and the language to assess marketing strategies.

ENGLISH FOR SOCIAL MEDIA

This course gives you the language to compare social media platforms, write engaging posts, interact with an audience, manage comments, and create a personal social media brand.