



Bayswater
College



10/11/18



Bayswater College London

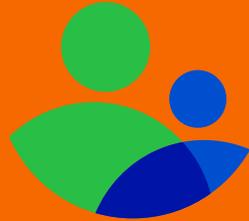
**A college with a heart in the
Centre of London**



Why Bayswater?

Because we are...

For Global Citizens



We look beyond our borders; we embrace new cultures and are richer for it. We give access to education from the heart of London to the rest of the world. You are all welcome.

Education for Good



We provide the skills to change people's lives. For every student we teach, we will teach another from a disadvantaged background. We bring education to regions where it is most needed.

English for Good

At Bayswater College we believe that education should not be limited to those who can afford it.

People before profit.

Education provides people with a key to the world. Our mission is to open doors for all and inspire the next generation.



**Education
provides people
with a key to the
world. Our mission
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the next
generation.**



What we do

For every student we teach,
we will teach another from
a disadvantaged background.
On a one-for-one basis.

How we do it

We partner with organisations
that share and support our
mission to provide education
where it is most needed.

Why we do it

The opportunity to
learn should not be
limited to those who
can afford it.

Our mission to inspire and educate begins

In our beautiful, modern classrooms in the heart of London and continues to communities and cultures across the globe.

**“Our mission is to
inspire and educate
the next generation of
explorers.**

**We look forward
to welcoming you.”**

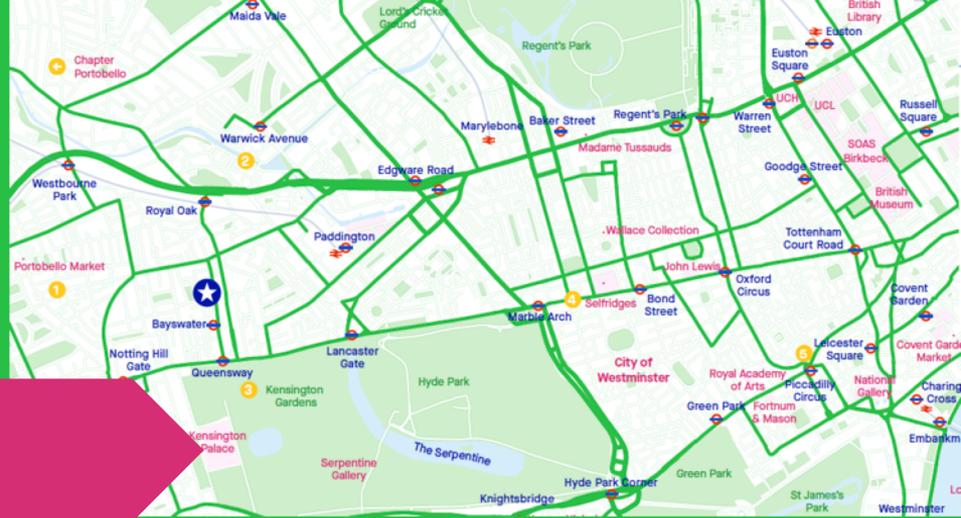
Bayswater Founders

Learning in Bayswater

Bayswater College offers excellent facilities in an environment optimised for learning.



Our location in the heart of London



Nearby

- 1 Notting Hill & Portobello Mkt. 15 mins 
- 2 Little Venice 15 mins 
- 3 Hyde Park/Kensington Gdns. 5 mins 
- 4 Oxford Street 15 mins 
- 5 Piccadilly Circus 25 mins 
- 6 Southbank 30 mins 
- ← Chapter residence 20 mins 

Our facilities

Bayswater College offers excellent facilities in an environment optimised for learning.

15 classrooms

4 student lounges

Computer lab

Library

65" Interactive TV's



Bayswater College in January 2019



Forever connected

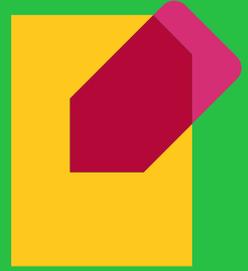


We met on the first day. We do everything together now!
Rebeca

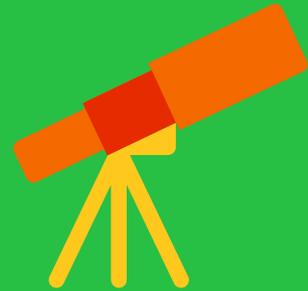
Full Bayswater days

Every week Bayswater
organises
a programme of free and
low-cost activities and
excursions, as well as
Workshops, guest
speakers and other
school activities

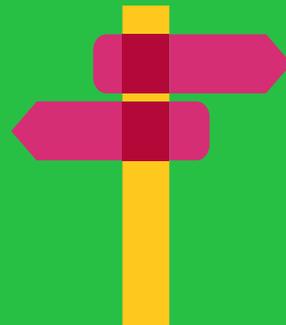
At the College



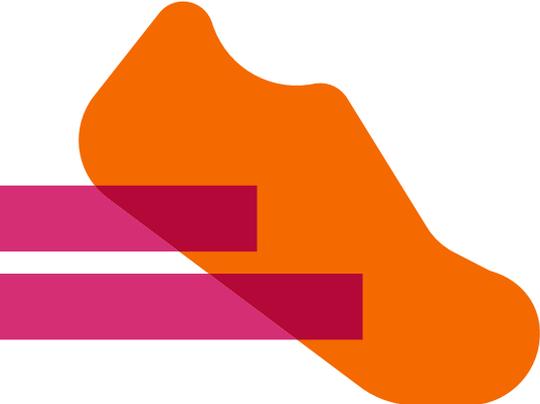
Around the
Bayswater
neighbourhood



Out with your
friends in London



Around the Bayswater neighbourhood



Bayswater tour
Picnics in Hyde Park
Punting in Little Venice
Notting Hill movie tour
Portobello Market
Shopping



Get out in London with your friends

Bayswater tour

Picnics in Hyde Park

Punting in Little Venice

Notting Hill movie tour

Portobello Market Shopping



At Bayswater College

Job Club

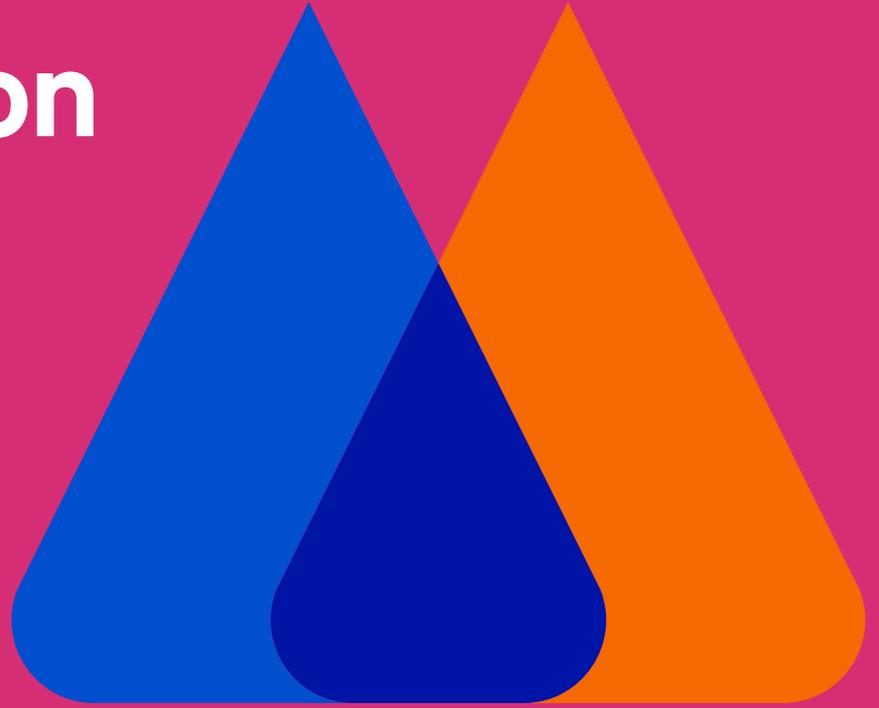
CV Clinic

Regular guest speakers

Workshops



Accommodation



A place to call home

Bayswater College will help you find accommodation that suits your lifestyle and goals for your trip. All the options available to you have been carefully selected to ensure your comfort and safety, so that you feel at home from the moment you land.



Residences

Modern, en-suite and self-catered accommodation in one of two beautiful, easily accessible locations.



Chapter Portobello

This ultra-stylish residence near Portobello has great common spaces to hang out with other students and is located within a short distance of Notting Hill and the West End.



Fulham Palace Studios

Standard Residence - en-suite studios



Homestay

In homestay accommodation you will become a member of the family, eating together and sharing a home. Your hosts will be English speakers and help you experience London life.



English Courses

Bayswater College has been teaching English since its foundation in 1973, and was accredited by the British Council in 1978.

Accredited by the



for the teaching
English in the UK



Knowledge is Power

With its high academic quality and dedicated staff, Bayswater College has been providing life-changing experiences and improving career prospects for over 45 years, benefitting thousands of students from all over the world.

Accredited by the



for the teaching
of English in the UK



digital
marketing
institute



Our Courses

English Language

Standard

Intensive

Super Intensive

IELTS Preparation

Budget PM

Explore London

One-to-one



Summer Camp
Groups, and Family

Family Programme

Young Learners

Summer Day Camp

Residential Summer
Camp

Year-round groups



English Language Timetable

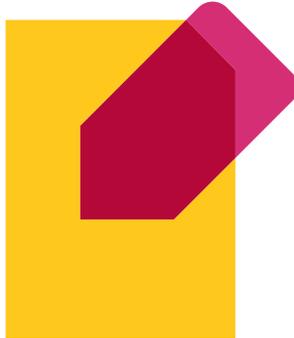
English Language courses

Standard Intensive Super Intensive

| Standard | Intensive | Super Intensive |
|---------------------|-------------------|-------------------|
| 20 Lessons | 25 Lessons | 30 Lessons |
| General English | General English | General English |
| IELTS Preparation | IELTS Preparation | IELTS Preparation |
| Budget English (PM) | | Explore London |

English Language timetable

| Time | Mon | Tues | Wed | Thurs | Fri |
|---------------|-----|------|-------------|-------|-----|
| 09.00 - 10:30 | | | Core Course | | |
| 10:30 - 10:50 | | | Break | | |
| 10:50 - 12:20 | | | Core Course | | |
| 12:20 - 13:00 | | | Lunch | | |
| 13:00 - 14:00 | | | Module 1 | | |
| 14:00 - 14:10 | | | Break | | |
| 14:10 - 15:10 | | | Module 2 | | |



Explore London

Explore London is a standard general English course combined with London activity lessons with a teacher after class.

Each week we explore a theme.

Our task-based curriculum allows you to interact with Londoners and get to know the city, along with your teacher.



Explore London

| Time | Mon | Tues | Wed | Thur | Fri |
|---------------|---------------------------------|------|-----|------|-----|
| 09.00 - 12:30 | Core Course | | | | |
| 12:30 - 13:30 | Break | | | | |
| 13:30 - 15:30 | Explore London Activity Lessons | | | | |

Explore London themes



Art & culture



Famous film locations



Visit museums and galleries



Music venues



London's villages



Food

The course:

20 Standard English lessons

+10 London Activity lessons with your teacher



Family Programme

Dates: 16 June – 30 Aug
Age 8-17

Standard English (20 lessons)

Standard English plus Summer Activities 20 Standard English + 3 activities for families

Summer Activity Programme for Families
3 afternoons of family-friendly activity lessons with a teacher that takes the learning out of the classroom



Digital Marketing

30k+
Graduates
worldwide



I had lot of fun while being in a great environment. I learned so much and gained a large amount of hands-on tools for digital marketing”
Alexandra Nenadovic
JP Morgan, Chase & Co

Bayswater Professional Diploma in Digital Marketing

Delivered by industry leading experts, this certification program will introduce you to the most relevant and transformative aspects of digital marketing.

DMI courses are validated by the Industry Advisory Council (IAC). Members include:



The Facebook logo, which is the word "facebook" in white lowercase letters inside a dark grey rounded rectangle.



The LinkedIn logo, featuring the word "Linked" in grey and "in" in white inside a dark grey rounded square.



Why take the Professional Diploma in Digital Marketing

- Become an expert in online media strategies
- Learn the latest trends and gain insight into how companies develop successful campaigns
- Gain an industry recognised qualification that will boost your career options
- Suitable for various skill levels

What is the Digital Marketing Institute (DMI)?

The Digital Marketing Institute sets the global standard in digital marketing and selling certification. It has certified more professionals to a single digital education standard than any other certification body.

A Diploma in Digital Marketing includes certification from the Digital Marketing Institute verifying you have the essential skills and knowledge needed to excel as a digital professional.

Through a series of comprehensive, structured modules you will know how to integrate key digital tactics and practices into your marketing techniques and measure and iterate the success of your digital marketing strategy.

Course features:

Course Features

- Lecture style classes taught by certified Digital Marketing trainers
- Workshops, company visits and guest lecturers from the digital industry
- Group work culminating in an end-of-course presentation

Course Benefits

- 1-year membership to the Digital Marketing Institute
- NQE Level 5 Qualification (EU Equivalent EQF 5)
- Become a certified digital marketing professional
- Learn the latest trends and insights
- Suitable for various skill levels
- Up-to-date course content that reflects today's trends

Course facts:

Course facts

- 4 week, 60-hour course
- Digital Marketing modules (10 hours per week)
- Group project, workshops and company visits (5 hours per week)
- Monthly start dates
- Upper-intermediate English level
- Diagnostic test to determine level at start
- 3-hour exam at Pearson Vue test centre
- End of course presentation

Start dates

- 7 January
- 4 February
- 4 March
- 1 April
- 6 May
- 3 June
- 1 July (no course 29 July – 2 August)
- 2 September (no course 30 September – 4 October)
- 7 October
- 4 November

Who is it for:

Anyone looking to pursue a career in digital marketing
Anyone responsible for developing and/or implementing a digital marketing strategy for their organization

This certification benefits various levels of skill and experience, and will empower you to maximize the impact of your marketing through powerful digital tools.

What you will learn:

The Content

- Digital Marketing Foundations – essential digital industry insight
- Build and Publish Websites – high performing and optimised for business
- Content Marketing – compelling and innovative content creation to drive ROI
- Social Media Marketing – create and manage campaigns across social platforms
- Search Engine Optimisation (SEO) – boost your site ranking
- Paid Search – create and manage campaigns with Adwords and analytics
- Display & Video Advertising – maximise impact
- Email Marketing – generate leads, retain customers, inspire evangelists
- Analytics – set goals and deepen understanding of analytic tools
- Digital Strategy – set objectives, conduct research and build effective digital strategy for your industry.

DMI Programme Modules

40 hours per course – 10 hours per week

1. Digital Marketing Foundations
2. Website Optimization
3. Content Marketing
4. Social Media Marketing
5. SEO
6. Paid Search
7. Display & Video Advertising
8. Email Marketing
9. Analytics
10. Digital Strategy

Group work, company visits and workshops

Group work, company visits, guest lectures and workshops– 20 hours

Develop the team-work and presentation skills that will enhance your performance in the digital work environment as you create and launch a real digital marketing strategy with your group. At the end of your programme you will present your campaign to the class, your tutor and industry experts, receiving feedback.

Learn from business case studies and situations from industry professionals
Apply strategic solutions to achieve the right result with your group
Develop effective presentation and team-working skills

End of course presentation

At the end of your programme you will present your strategy to your class and industry experts, receiving feedback from your tutor and industry advisors.

Summer Camps, Groups

Juniors and Groups



Summer Camps

Bayswater Summer offers interactive lessons and exciting activities so that learning English is fun.



Kensington Park Academy, London

A Day Camp and Homestay Summer Programme in the centre of London 2 minutes from Hyde Park



Year-Round Groups

Bayswater College offers bespoke programmes including groups and academic programmes for young learners in London.

Based in London Zone 1, a short walk from Hyde Park, Bayswater College it is the perfect location for your group's trip to the world's greatest city.



Summer Camps

Residential Age 11-17



University of
Essex,
Colchester



University of
Herfordshire



University of
Nottingham

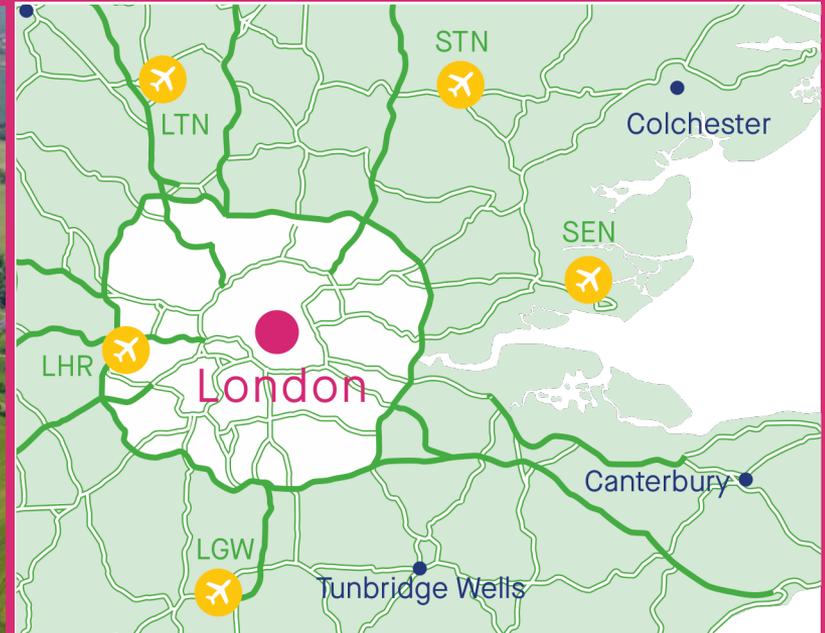
University of Essex, Colchester

Dates:

Turn 1: 1–15 July

Turn 2: 19 July–2 August

Other arrival dates
subject to availability



University of Essex, Colchester

- Spacious green campus ideal for activities
- Choice of different catering outlets daily
- Multi-purpose sports centre and high-standard facilities
- En-suite standard rooms



University of Essex, Colchester



University of Hertfordshire

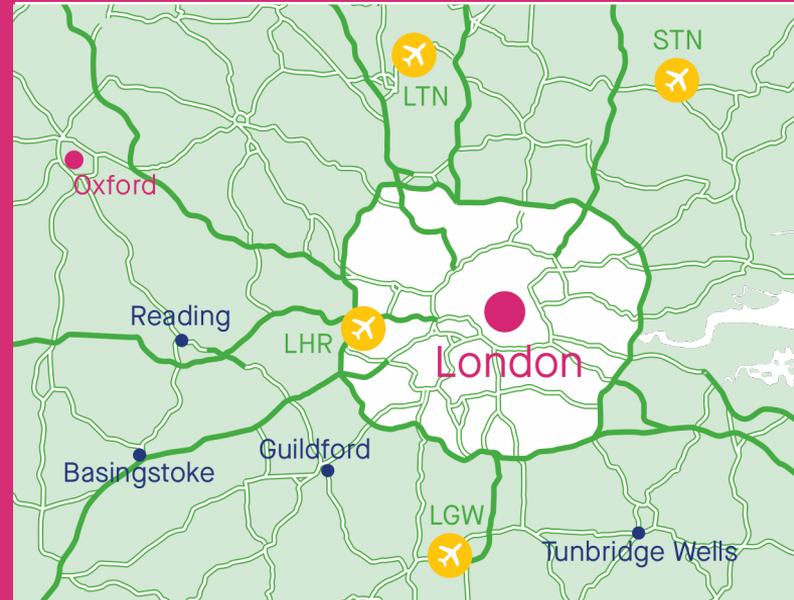
Dates:

Turn 1: 1–15 July

Turn 2: 15–29 July

Turn 3: 29 July–12 August

Other arrival dates subject to availability



University of Hertfordshire

- Compact campus
- Modern classrooms and accommodation
- London-focused excursion programme



University of Hertfordshire Accommodation



University of Nottingham

Dates:

Turn 1: 1–15 July

Turn 2: 15–29 July

Turn 3: 29 July–12 August

Other arrival dates
subject to availability



University of Nottingham

- Prestigious university setting
- Green, spacious campus
- State-of-the-art sporting facilities



University of Nottingham

Campus and accommodation





**Bayswater
College
For the next
generation**

