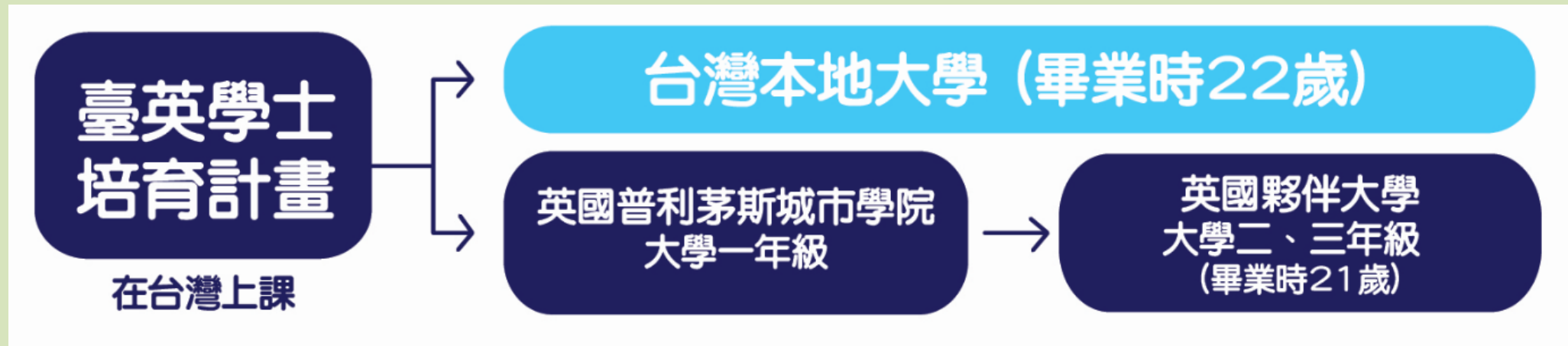




臺英學士 培育計畫

臺英學士培育計畫 - 課程特色



1. 配合臺北市網路學校(酷課雲)
2. 以選修課程、視訊互動方式進行
在臺灣全英語教學的授課環境
3. 超低費用修讀英國預科課程
4. 省去一年修讀英國預科的時間

臺英學士培育計畫 - 課程內容與費用

高一上	學術英語	高一下	行銷學
高二上	商業經濟環境	高二下	組織行為
高三上	商業金融	高三下	管理知識與資訊

每門科目課程費用 **100英鎊** (低於4,000台幣)

每門科目的測驗及證書費用 **270英鎊** (選擇性報考)

每門科目開課人數須達**15人**以上, 上限25人



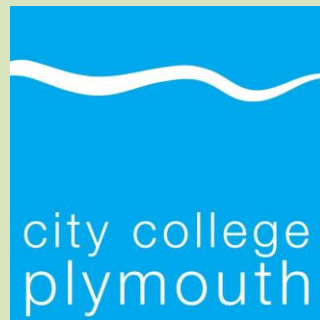
所有授課的師資都將經過普利茅斯城市學院的教師培訓，
並在經過學院的培訓與認證後派任合作高中進行授課。

臺英學士培育計畫 - 課程測驗



- 每一所開設普利茅斯城市學院多元選修課程的高中，將全台統一於每年學期末校內舉行測驗。
- 所有的試卷將在收齊彙整後送交英國普利茅斯城市學院進行批改，並在閱卷完成後公布成績。
- 成績評分依據英國當地標準，及格成績為 40 分，通過測驗者學院才會予以頒發課程證書給學生。
- 若學生測驗成績不及格，可以參加下次舉辦的測驗（7月或是元月），但須繳交重考的費用 270英鎊。

臺英學士培育計畫 - 證書等級



CERTIFICATE OF COMPLETION

2 個科目

Award 修業證明

3 個科目

Certificate 教育證書

4 個科目

Advanced Certificate 進階教育證書

5 個科目

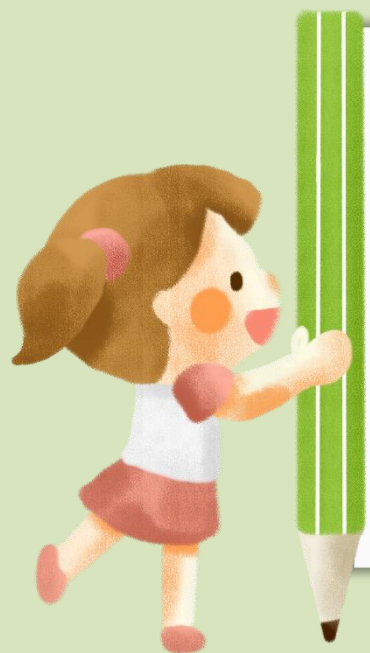
Diploma 結業教育證書

6 個科目

Extended Diploma 高級教育證書

學生只要獲得Certificate 教育證書，皆可以豁免普利茅斯城市學院入學成績60分的要求，意即學生的高中成績單任五科，每科最低只須達到50 分（包含英語及數學）即可持著雅思成績直接向學院申請就讀大學一年級之課程，並省去一年預科的時間。

普利茅斯城市學院-大一課程介紹



課程介紹

課程時長：36週

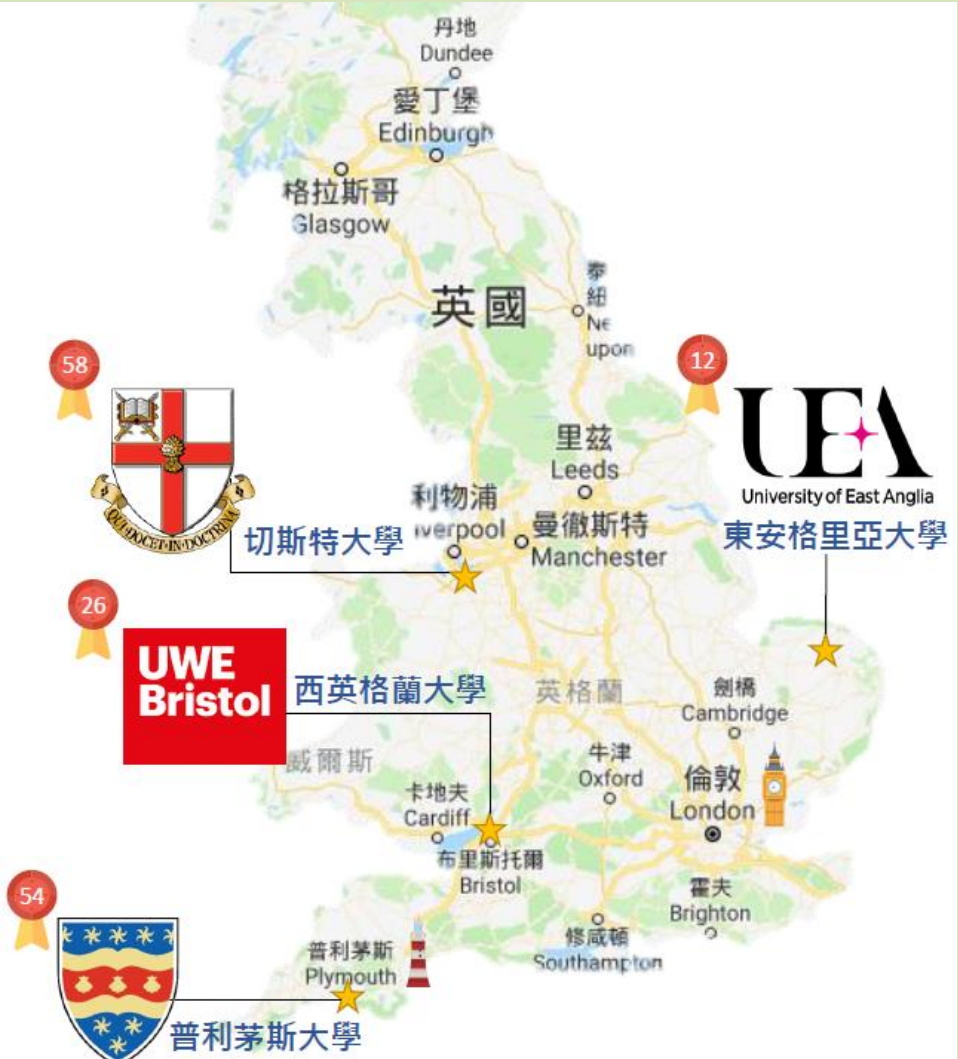
課程起訖09月至隔年05月

課程資格：Level 3 + 4

※學前英語課為期3週日期(約08月)。

科目名稱	每週時數	科目名稱	每週時數
1. 探索商學	4	6. 商業經濟環境	4
2. 商業資源	4	7. 管理學知識概論	4
3. 商業團隊合作	4	8. 行銷學	2
4. 組織行為	4	9. 學術英語 (雅思訓練)	4
5. 商業金融	4	10. 銜接課程 (大學二年級)	2
每週總時數：36小時			

申請進入大學二年級



Distinction	 University of East Anglia	
Merit	 University of the West of England	
Merit	 UNIVERSITY OF PLYMOUTH	
Merit	 University of Chester	
Pass	 city college plymouth	

臺北市共10所夥伴學校



臺英學士培育計畫 - 修課方式

網路B班

Tr. Jonathan

中崙高中



大理
高中

麗山
高中



臺英學士培育計畫 - 修課方式

網路A班



Tr. Peter



復興高中



大安高工



永春高中

臺英學士培育計畫 - 修課方式

實體班(南湖)



實體A班
Tr. Chris



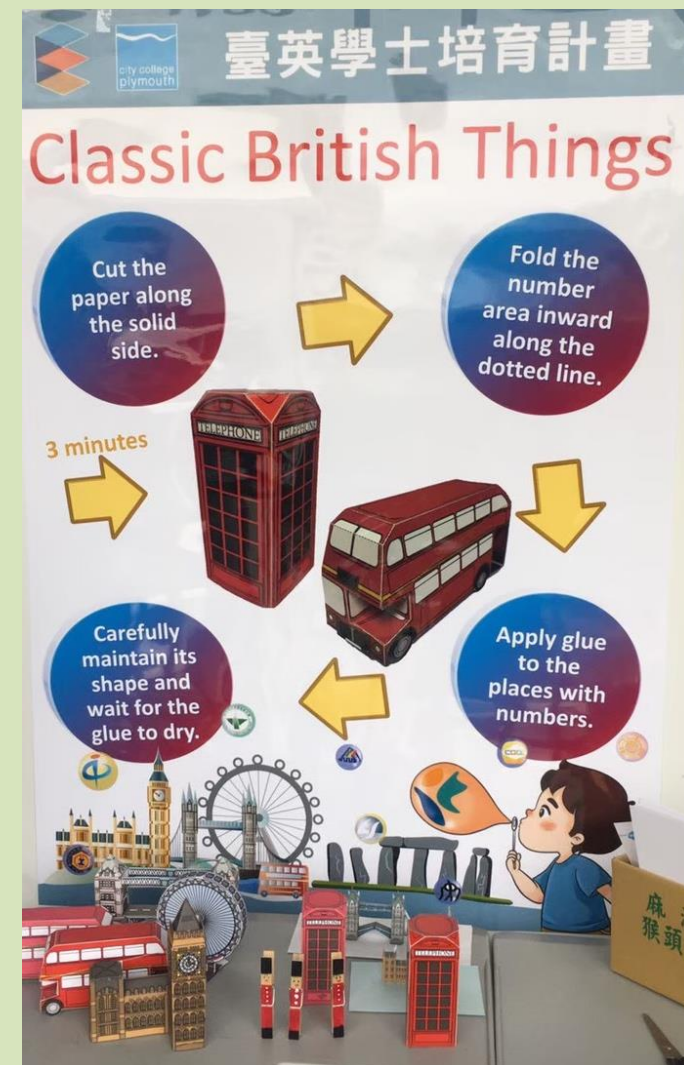
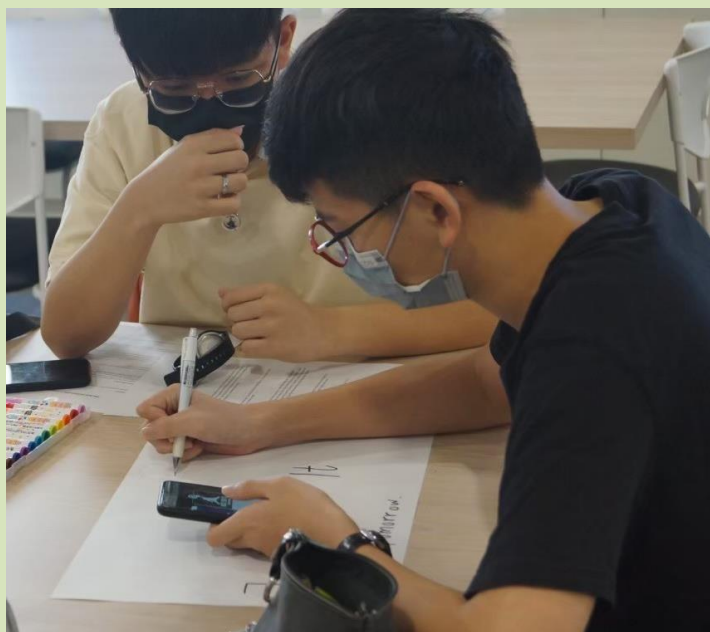
實體B班
Tr. Jan



臺英培育課程網友相見歡



體驗課程 & 教育論壇



網路學習概況

錄製中 CCP Teacher正在分享螢幕畫面

PowerPoint File Edit View Insert Format Arrange Tools Slide Show Window Help

Jonathan-marketing online-05.21.2021-Slide show

The Marketing Mix

The Marketing Mix provides a framework for developing marketing plans. It is made up of the 4 Ps:

- Product
- Price
- Place
- Promotion



What do you think these mean?

Paris Tseng

Marcus

CCP Teacher

112-12許家瑜

大安地理科藍...

Bella

陳鴻瑩

Paris Tseng

綜高112愛08...

11027陳奕帆

錄製中 CCP Teacher正在分享螢幕畫面

107-04邱子增 還有另外5人

10:20 上午

Background Marketing Mix Jamboard Time Quiz Review

Chinemas in the UK generate revenues of over £2bn a year, a figure that grew by 2.7% between 2013 and 2016.

Revenues are increasing, but the number of customers is declining due to competition from streaming services such as Netflix. Traditional cinema chains increase their revenue through the promotion of value added services such as 3D or IMAX screenings. However, a number of smaller businesses have taken a different approach to adding value to the cinema experience.

Open-air cinema screenings during the summer months have steadily grown in popularity in the UK. Events such as the Channel 4 sponsored summer screenings at Somerset House in London are relatively well known, and other more specialised events also exist. For example, screenings in unusual locations such as a former prison in Shrewsbury. Other events have themes based on the films with staff and audience dressed as characters from 'tall classics' such as 'Back to the Future'.

Over 60 000 people a year visit the outdoor screenings at London's Royal Brompton Cinema. Now, this venue charges around £10 to sit on the grass at the screenings. Customers pay extra for the use of seats and blankets. Premium packages, which can include drinks served by waiting staff and a gourmet picnic, cost hundreds of pounds. The exact cost depends on what the customer orders.

One of the largest organisers of pop-up cinema events in the UK, Luna Cinema, began trading in 2012. Since then it has regularly held screenings in a range of venues such as swimming pools, caravans and on rooftops. It has experienced a growth in customer numbers of around 20% each year.

The main customers for pop-up cinema events tend to be:

- Film enthusiasts aged 16 to 45
- families with children
- businesses that want to reward staff or entertain clients.

Move Time

Movie Time runs pop-up cinema events throughout the UK. The business has organised screenings of out-dated films in venues including sports grounds, city parks and old industrial sites.

The business promotes its screenings as events that offer customers a unique experience. The customer experience may involve staff and audience dressing as characters from the film. There may also be games and competitions for the audience while they wait for screenings to start. Food and drink enjoyed by the film being shown can be purchased.

Customers are offered a range of pricing options.

- Entrance tickets cost £10 per person.
- The hire of a blanket for use on the ground costs an extra £5 per person.
- Food and drinks are not included in the ticket price but are available at an extra cost.
- Premium packages cost between £150 and £300 per person.

Marketing revenue

Customers purchase tickets for Move Time events online. This allows the business to build a customer database. Move Time also operates a Facebook group where it asks for ideas about future screenings.

The owners of Move Time want to maximise their revenues over their main trading period of August and early September. The business currently has three venues booked, with each venue able to hold up to 150 customers. The owners plan to hire 45 screenings at each venue using their current resources and staff.

The marketing budget for the campaign is £45 000. The campaign should run for 26 weeks.

What is a pop-up cinema?

This is when a film is screened in a temporary cinema set up in a space such as the courtyard of a building, the garden of a village hall, an old factory or other suitable venue. Events are often based on the theme of the film being shown. There is no humidity in the UK and people like to spend free time and evenings outside doing activities with friends and family.

CCP Teacher

102-11陳建輝

102-15褚恩綺

王博玄

黃世隆黃世隆

10635王庭豪

10608張瑞玲

107-28黃子修

10604阮郁婷

u10832089

10519曾紫綾

102-20吳紹豪

10

Kahoot!

13 Answers

Product Price

Packaging Promotion

2/17

kahoot.it Game PIN: 9952336

學生 駱亦威

學生 鄭仔淇

PDVL

CCP

柏安

佳穎

學生 廖晨希

學生 韋如

學生 史晴滢

其祐

其祐

聯絡資訊

臺北市立中崙高級中學 國教中心

呂虹毅主任 02-2753-5316 #108

t1089@zlsh.tp.edu.tw



QA:對學生的實質助益是什麼？

1. 增進英文聽說讀寫能力
2. 提前認識與了解國外大學商業課程
3. 有機會進入英國合作的大學就讀，縮短就讀年限
4. 參與全英文大學商業預修課程可作為學習歷程
5. 本培育計畫不會占用學生課後的時間，除了減少學生課業壓力外，又能讓學生有機會接觸國際課程
6. 仍可參加學測或指考進入國內大學就讀，不會影響正常課程

QA:美英加課程規劃及大學費用

1. 英國留學總費用一般低於美國或加拿大留學
2. 申請英國普利茅斯城市學院就讀商業管理的大學一年級，該課程費用一年為20,000英鎊，其包含學費、學雜費（含課程講義、每日早餐、圖書館與健身房的使用）、住宿費（含住宿期間的水電瓦斯網路費）、市中心到學院來回的校車與倫敦機場到普利茅斯的接駁車等
3. 大學二、三年級則依據學生錄取大學科系的不同，而有不一樣的學費，一般來說學費為12,750英鎊至17,100英鎊左右，未包含其他住宿等費用

QA:與雙語、國際學校之區隔與差異

1. 本課程非雙語課程，也不同于國際學校課程
2. 本課程將英國大學的先修商業課程帶入臺灣課程中，鼓勵臺灣學生藉由「多元選修」課程在進入大學前具備大學商業課程的知識與英文能力，並提升自我的競爭力，全程是全英文授課
3. 目前沒有理工AP
4. 無法折抵碩士課程