Skills-based short courses, taught online, are in big demand in 2013

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Skills-based courses which are taught online have seen a huge surge in demand in 2013. “Our enrolments are up by 100% on January 2012” said Ellen Gunning, director of the British Academy of Media. The biggest increase this year is in students studying public relations, closely followed by students enrolling for journalism, event management and lastly grammar courses.

The Academy’s research indicates that there are numerous reasons for the growth of their short, online courses.

The key reasons are:

- Skills based courses are practical and enhance your employability.

- Public Relations, Journalism and Event Management skills are used worldwide. They are not ‘location specific’ skills.

- People feel more pressurised for time. Studying online offers a flexible option.

- In a recession, people are reluctant to commit to one-or-two year courses of study.

- Online study suits people who have demanding lives and cannot commit to a specific evening or day each week, but know that they can devote time to studying late at night, early in the morning, or at weekends.

- If you re-locate during a course of online study, your course continues uninterrupted.

“People want to acquire skills that will enhance their employability, or enhance their value to their current employer. You can acquire public relations, journalism or event management skills in ten weeks, online. This allows you to bring management, publicity, information and communications skills to a job and gives you the edge over another applicant. In today’s highly competitive environment, it is all about making yourself more marketable and employable” added Ellen Gunning, director of the British Academy of Media.

She also pointed out that these communications skills can be used for charities, sports bodies and community groups. “There is no reason in the world why you cannot start using your skills immediately to benefit voluntary organisations. They will be delighted with the help, you will be giving something back to society and you will have practical experience to add to your CV” she said.

Academy students are nominated their own personal tutor – an industry professional – who works with them throughout their course of study. Graduates of the Academy are currently based in: America, Austria, Belarus, Belgium, Brazil, Bulgaria, Canada, England, France, Germany, Italy, Lesotho, Netherlands, Northern Ireland, Scotland, Switzerland & the United Arab Emirates.

The Academy’s online courses begin on January 24th. More information about the content of each course and online enrolment is on http://www.britishmediaacademy.co.uk/uk

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