

Business Education Examinations Council in Public Relations	No of Subjects	Durations	Entry Requirement
BEEC Foundation – 6 subjects	GFC 1001 -Principles of Management & Business Administration GFC 1002 - Business Law GFC 1003 - Business Economics GFC 1004 - Principles of Communication GFC 1005 - Principles of Advertising GFC 1006 - Principles of Marketing GFC 1007 - Business English GFC 1008 - Public Relations	4 Months	The BEEC Foundation Examinations are open to all candidates who are eighteen years (18) years and above. Such candidate should have attempted Senior Secondary School Certificate Examination (SSCE), GCE O’level and must have passed at least four (4) subjects in not more than one sitting.
BEEC Professional Certificate 1 – 5 subjects	PCE 2001 - Theory of Public Relations PCE 2002 - Business Administration PCE 2003 - Industrial Psychology & Sociology PCE 2004 - Media- Methods of Public Relations PCE 2005 - Communications Theories and Practice	4 Months	This stage is open to candidates who have completed the Foundation stage or holders of OND, or recognized equivalent qualifications. Grade 11 Teachers’ Certificate with at least five merits including English Language or its equivalent. Mature candidate with at least ten years of Public Relations Experience
BEEC Professional Certificate 2 – 5 subjects	PCE 3001 -Online Public Relations and Social Media PCE 3002 -Public Relations Law & Ethics PCE 3003 -Business Economics PCE 3004 -Public Relations in Commerce, Industry & Non-Commercial Organisations PCE 3005 - Public Relations in Government PCE 3006 -Research & Evaluation in Public Relations	4 Months	A recognized university degree in social sciences, arts, and humanities or any other qualification from a recognized institution. BEEC will grant exemption on a subject to subject basis in relevant papers which degree holders may have written for their degree examinations at the discretion of BEEC Council Members.
BEEC Professional Diploma – 5 subjects	PDE 4001 -Public Relations Policy, Planning and Strategy PDE 4002 -Organisational Development and Change Communication	4 Months	To register for the Diploma examinations, an applicant must have completed professional certificate examinations or granted full exemption. BEEC diploma

	PDE 4003 - Issues and Crisis Management PDE 4004 - Stakeholders Management and Engagement in Public Relations PDE 4005 - Public Relations in Practice		is of a Post HND standard or post graduate qualification.
--	--	--	---

Curriculum:

The curriculum for Marketing is designed to deliver a breadth of proficiency in the industry as well as a depth of specialized knowledge. That's why the program features a core curriculum along with opportunities to tailor your learning path to your goals.

Marketing Management Qualification	No of Subjects	Durations	Entry Requirement
BEEC Foundation – 6 subjects	GFC 1001 -Principles of Management & Business Administration GFC 1002 - Business Law GFC 1003 - Business Economics GFC 1004 - Principles of Communication GFC 1005 - Principles of Advertising GFC 1006 - Principles of Marketing GFC 1007 - Business English GFC 1008 - Public Relations	4 Months	The BEEC Foundation Examinations are open to all candidates who are eighteen years (18) years and above. Such candidate should have attempted Senior Secondary School Certificate Examination (SSCE), GCE O'level and must have passed at least four (4) subjects in not more than one sitting.
BEEC Professional Certificate 1 – 5 subjects	<ul style="list-style-type: none"> • Marketing Management • Consumer and Buyer Behavior • Marketing Strategy • Marketing Research or Advertising Research and Strategy • Data-Driven Marketing 	4 Months	This stage is open to candidates who have completed the Foundation stage or holders of OND, or recognized equivalent qualifications. Grade 11 Teachers' Certificate with at least five merits including English Language or its equivalent. Mature candidate with at least ten years Cognate Experience
BEEC Professional Certificate 2 – 5 subjects	<ul style="list-style-type: none"> • Media Planning and Analytics • Persuasion and the Marketplace • Visual Communications and Branding • User Experience Design and Strategy • Visualization: The Art of Numbers 	4 Months	A recognized university degree in social sciences, arts, and humanities or any other qualification from a recognized institution. BEEC will grant exemption on a subject to subject basis in relevant papers which degree holders may have written for their degree examinations at the discretion of BEEC Council Members.
BEEC Professional Diploma	Diploma qualification three-hour examination on each of the following courses:- <ul style="list-style-type: none"> • Business Analytics • Advanced Business Analytics 	4 Months	To register for the Diploma examinations, an applicant must have completed professional certificate examinations or granted full exemption. BEEC diploma

- 5 subjects	<ul style="list-style-type: none"> • Customer Data Analytics • Advertising Research and Strategy • Issues and Crisis Management 		is of a Post HND standard or post graduate qualification.
--------------	--	--	---

Business Management Qualification	No of Subjects	Durations	Entry Requirement
BEEC Foundation – 6 subjects	GFC 1001 -Principles of Management & Business Administration GFC 1002 - Business Law GFC 1003 - Business Economics GFC 1004 - Principles of Communication GFC 1005 - Principles of Advertising GFC 1006 - Principles of Marketing GFC 1007 - Business English GFC 1008 - Public Relations	4 Months	The BEEC Foundation Examinations are open to all candidates who are eighteen years (18) years and above. Such candidate should have attempted Senior Secondary School Certificate Examination (SSCE), GCE O’level and must have passed at least four (4) subjects in not more than one sitting.
BEEC Professional Certificate 1 – 5 subjects	BM 301 - A Principle of Management BM 203 - Business Accounting BM 207 - Business Economics Banking and Corporate Finance BM 208 - Business Communication and Public Relations	4 Months	This stage is open to candidates who have completed the Foundation stage or holders of OND, or recognized equivalent qualifications. Grade 11 Teachers’ Certificate with at least five merits including English Language or its equivalent. Mature candidate with at least ten years Cognate Experience
BEEC Professional Certificate 2 – 5 subjects	BM 302 – Principle of Marketing BM 303 – Business Statistics BM 304 – Banking and Corporate Finance BM 208 - Business Law	4 Months	A recognized university degree in social sciences, arts, and humanities or any other qualification from a recognized institution. BEEC will grant exemption on a subject to subject basis in relevant papers which degree holders may have written for their degree examinations at the discretion of BEEC Council Members.
BEEC Professional Diploma – 5 subjects	M 305 - Management Information Systems BM 306 - Production Management BM 210 - Personnel Management and Industrial Relations BM 211 – Strategic Management	4 Months	To register for the Diploma examinations, an applicant must have completed professional certificate examinations or granted full exemption. BEEC diploma is of a Post HND standard or post graduate qualification.

The **Curriculum** for Advertising is designed to provide students with knowledge of all aspects of the process of advertising. A comprehensive curriculum exposes students to research based strategic planning, development of creative materials for multiple platforms, and media planning and placement in a shifting media environment.

Advertising Qualification	No of Subjects	Durations	Entry Requirement
BEEC Foundation – 6 subjects	GFC 1001 -Principles of Management & Business Administration GFC 1002 - Business Law GFC 1003 - Business Economics GFC 1004 - Principles of Communication GFC 1005 - Principles of Advertising GFC 1006 - Principles of Marketing GFC 1007 - Business English GFC 1008 - Public Relations	4 Months	The BEEC Foundation Examinations are open to all candidates who are eighteen years (18) years and above. Such candidate should have attempted Senior Secondary School Certificate Examination (SSCE), GCE O’level and must have passed at least four (4) subjects in not more than one sitting.
BEEC Professional Certificate 1 – 5 subjects	ADCE 2001 Essentials of Advertising ADCE 2003 Creative Advertising Concepts ADCE 2005 Advertising Research & Strategy ADCE 2010 Introduction to Advertising Design and Graphics ADCE 2015 Advertising Profiles & Trends	4 Months	This stage is open to candidates who have completed the Foundation stage or holders of OND, or recognized equivalent qualifications. Grade 11 Teachers’ Certificate with at least five merits including English Language or its equivalent. Mature candidate with at least ten years Cognate Experience
BEEC Professional Certificate 2 – 5 subjects	ADCE 3018 Client Relations ADCE 3020 Internet Advertising ADCE 3023 Copywriting ADCE 3025 Branding Theory ADCE 3028 Advertising Design for Alternative Media ADCE 3030 International Advertising ADCE 3035 Advertising Sales	4 Months	A recognized university degree in social sciences, arts, and humanities or any other qualification from a recognized institution. BEEC will grant exemption on a subject to subject basis in relevant papers which degree holders may have written for their degree examinations at the discretion of BEEC Council Members.
BEEC Professional Diploma – 5 subjects	ADDE 4001 -Advertising, Policy, Planning and Strategy ADDE 4002 -Organisational Development and Change Communication ADDE 4003	4 Months	To register for the Diploma examinations, an applicant must have completed professional certificate examinations or granted full exemption. BEEC

	-Issues and Crisis Management ADDE 4004 -Stakeholders Management and Engagement in Advertising ADDE 4005 -Advertising in Practice		diploma is of a Post HND standard or post graduate qualification.
--	---	--	---

Personnel Management Qualification	No of Subjects	Durations	Entry Requirement
BEEC Foundation – 6 subjects	GFC 1001 -Principles of Management & Business Administration GFC 1002 - Business Law GFC 1003 - Business Economics GFC 1004 - Principles of Communication GFC 1005 - Principles of Advertising GFC 1006 - Principles of Marketing GFC 1007 - Business English GFC 1008 - Public Relations	4 Months	The BEEC Foundation Examinations are open to all candidates who are eighteen years (18) years and above. Such candidate should have attempted Senior Secondary School Certificate Examination (SSCE), GCE O’level and must have passed at least four (4) subjects in not more than one sitting.
BEEC Professional Certificate 1 – 5 subjects	PM 301 -Business Administration PM 207 -Business Economics PM 202 -Industrial Psychology and Sociology PM 501 -Fundamentals of personnel Management	4 Months	This stage is open to candidates who have completed the Foundation stage or holders of OND, or recognized equivalent qualifications. Grade 11 Teachers’ Certificate with at least five merits including English Language or its equivalent. Mature candidate with at least ten years Cognate Experience
BEEC Professional Certificate 2 – 5 subjects	PM 502 -Manpower Planning, Selection and Induction PM 205 -Business Communication and Public Relations PM 503 -Industrial Relations	4 Months	A recognized university degree in social sciences, arts, and humanities or any other qualification from a recognized institution. BEEC will grant exemption on a subject to subject basis in relevant papers which degree holders may have written for their degree examinations at the discretion of BEEC Council Members.

	PM 504 -Remuneration and Personnel Management		
BEEC Professional Diploma – 5 subjects	PM 505 -Training and Development PM 506 -Legal Aspects of Personnel Management PM 507 -Financial Management Accounting PM 508 -Personnel Management Case Study	4 Months	To register for the Diploma examinations, an applicant must have completed professional certificate examinations or granted full exemption. BEEC diploma is of a Post HND standard or post graduate qualification.

Aim:

The certificate in Administrative Management is an 8 (eight) paper examination in the principle and practice of personnel Management. The of the Certificate exam is to ensure that candidates have sufficient knowledge in business Administration, sociology and a sound grasp of the principles and practice of personnel Management. Candidates are expected to pass all eight (8) papers in part I and part II of the certificate Stage before proceeding to take the Diploma exam.

Administrative Management Qualification	No of Subjects	Durations	Entry Requirement
BEEC Foundation – 6 subjects	GFC 1001 -Principles of Management & Business Administration GFC 1002 - Business Law GFC 1003 - Business Economics GFC 1004 - Principles of Communication GFC 1005 - Principles of Advertising GFC 1006 - Principles of Marketing GFC 1007 - Business English GFC 1008 - Public Relations	4 Months	The BEEC Foundation Examinations are open to all candidates who are eighteen years (18) years and above. Such candidate should have attempted Senior Secondary School Certificate Examination (SSCE), GCE O’level and must have passed at least four (4) subjects in not more than one sitting.
BEEC Professional Certificate 1 – 5 subjects	AM 2001 -Principle of Administrative Management AM 2002 -Industrial Psychology and Sociology AM 2003 -Business Accounting AM 2004 -Data Processing and System Analysis	4 Months	This stage is open to candidates who have completed the Foundation stage or holders of OND, or recognized equivalent qualifications. Grade 11 Teachers’ Certificate with at least five merits including English Language or its equivalent. Mature candidate with at least ten years Cognate Experience

<p>BEEC Professional Certificate 2 – 5 subjects</p>	<p>AM 2005 Business Communication and Public Relations AM 2006 Record Management, Performance Standard and Control AM 2007 - Business Economics AM 2008 - Business Law</p>	<p>4 Months</p>	<p>A recognized university degree in social sciences, arts, and humanities or any other qualification from a recognized institution. BEEC will grant exemption on a subject to subject basis in relevant papers which degree holders may have written for their degree examinations at the discretion of BEEC Council Members.</p>
<p>BEEC Professional Diploma – 5 subjects</p>	<p>AM 2009 -The Practice of Administrative Management AM 2010 -Personnel Management and Industrial Relations AM 2011- Strategic Management AM 2012 -Administrative Management Case Study</p>	<p>4 Months</p>	<p>To register for the Diploma examinations, an applicant must have completed professional certificate examinations or granted full exemption. BEEC diploma is of a Post HND standard or post graduate qualification.</p>