

i-to-i

TEFL PLUS

**300H ONLINE TEFL DIPLOMA +
INTRODUCTION TO DIGITAL MARKETING**



A woman with long, dark, curly braided hair is shown in profile, focused on her work. She is wearing a light blue long-sleeved top and is seated at a desk, typing on a laptop. The background is a softly blurred home office with a framed picture on the wall and another computer monitor visible. The overall lighting is bright and natural, creating a professional yet comfortable atmosphere.

Get qualified.

TEACH ENGLISH &
LEARN MARKETING.

KICK-START YOUR AMAZING CAREER!

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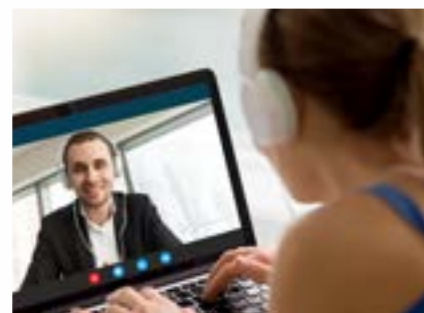
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TEACH ONLINE OR ABROAD WITH i-to-i TEFL

Get your very own passport to the world with our Level 5 300 Hour Diploma in TEFL. If you're interested in earning BIG as a TEFL teacher, want to start your own English teaching business, or want to freelance as a TEFL tutor, our TEFL Diploma PLUS Digital Marketing is the one for you! Our Diploma includes a total of 300 hours Level 5 TEFL training to prepare you on the essential areas of TEFL, such as, learning how to manage a classroom and structuring an effective lesson plan. Plus, we'll take you even further with our specialist



courses in teaching young learners, teaching English online and teaching business English. What's more, you'll learn the basics of digital marketing and how to use digital marketing to enhance your TEFL career!

Still not convinced? Well, here at i-to-i, we're the longest-standing TEFL Course provider in the world, so you'll only get the best support and guidance from our expert team. Not to mention the fact that all of our TEFL Courses are regulated by the UK Government department, Ofqual and accredited by the Open and Distance Learning Quality Council (ODLQC)!

BACK TO BASICS! WHAT IS TEFL?

TEFL just means Teaching English as a Foreign Language! If you've been dreaming of earning money while you travel, or from the comfort of your own home TEFL is a great option for you!



Our qualifications, accreditations and friends:





IT'S PREDICTED THAT
1,000,000 +
TEFL TEACHERS WILL BE NEEDED
WORLDWIDE BY 2022!

OUR ACCREDITATIONS

Our 300 hr TEFL Diploma is Ofqual regulated!

Ofqual is basically the UK Government department in charge of regulating teaching standards. Not only are we fully regulated, but we were the first TEFL provider to be regulated this way. We provide both Level 5 and Level 3 Ofqual-regulated TEFL qualifications - the former being an equivalent to a foundation degree, or CELTA, and the latter is an A Level equivalent!

If you needed any more convincing, we're also accredited by the ODLQC (Open & Distance Learning Quality Council), an independent body who quality checks open and distance learning.

To put it simply, with an i-to-i TEFL certificate in hand, your CV will rise to the top of the teaching pile!



Our qualifications, accreditations and friends:



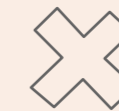
WHAT DO I NEED?



- To be a fluent English speaker
- Access to the internet
- Dedication and determination



WHAT YOU DON'T NEED:



- A degree
- Any prior qualifications
- Previous teaching experience
- A second language
- Digital marketing experience
- To be in a specific age group

LEVEL 5
300 Hour Diploma
IN TEFL - IN A NUTSHELL

PRO TIP: You can start applying for work before you've finished your Course – so that once you're done, you could have a ready-made dream job waiting for you!



Ofqual-regulated,
Level 5 qualification



Globally recognised and
respected by employers



Flexible online studying
24/7 from anywhere
in the world



Study from your laptop,
phone, tablet or computer



Access to our TEFL Jobs
Support team and Jobs Board
with 1000s of
roles available!



Developed with leading
language schools



Unrivalled support and
feedback from our
dedicated tutors



2x 60-hour Level 5
Specialist TEFL
Courses

TEFL DIPLOMA

in a bit more detail...

So, you've got a basic idea of what the Level 5 300 Hour Diploma in TEFL involves – want to know more? Once you've booked, you'll receive a confirmation email with links to activate each section of the course. You can activate these one at a time, whenever you're ready – there's no time limit. This way, you won't be overloaded with information and you can work through each module at your own pace. Our online portal is accessible 24 hours a day, 7

days a week and from anywhere in the world so that you can fit your learning in around your lifestyle. Our DELTA-qualified tutors are available to answer all of your academic queries via email, phone or our live web chat service and you'll always get expert insider knowledge with every question you ask. Plus, you can track all of your progress via the tracking bar which shows one every page of your Course so that you know exactly where you're up to every time you log in and out. Simple.

HOW CAN A TEFL DIPLOMA BENEFIT YOU?

- 1.** Travel and see the world in a completely immersive way
- 2.** Teach English online from the comfort of your own home
- 3.** Boost your CV/resume and your future employment potential
- 4.** Opportunity to earn a great salary
- 5.** Meet likeminded people and make lifelong friends
- 6.** Create unforgettable memories!



TEFL DIPLOMA *Breakdown*

The Level 5 300 Hour Diploma in TEFL is broken down into multiple units to make the content easier to digest. You'll have an interactive quiz at the end of each unit to check your understanding and (don't worry!) you can attempt these as many times as you need.

If you're curious, here's a brief summary of the modules you'll complete in each section:

INTRODUCTION TO TEFL

Unit 1

In this section, you'll learn all about TEFL along with historical approaches to English teaching to give you a good foundation to base the rest of your studying on. The topics you'll cover include:

- Introduction to TEFL
- Why Teach TEFL?
- An Introduction to Teaching Methodologies
- The History of ESL(English as a Second Language) Methods and Approaches Timeline

INITIAL LESSON PLANNING

Unit 2

In this section, you'll learn all about TEFL along with historical approaches to English teaching to give you a good foundation to base the rest of your studying on. The topics you'll cover include:

- Introduction to TEFL
- Why Teach EFL?
- An Introduction to Teaching Methodologies
- The History of ESL Methods and Approaches Timeline

STRUCTURING YOUR LESSON

Unit 3

Following on from that, you'll find out how best to construct a lesson through these topics:

- Structuring a lesson
- Warmers and coolers
- The PPP (presentation, practice, and production) method

MAKING IT WORK IN THE CLASSROOM

Unit 4

Next, it's time to learn how to use your environment to your advantage. In this unit, you'll cover:

- Creating a good teaching environment
- Classroom management
- Helping students learn



TEACHING VOCABULARY

Unit 5

In this unit, you'll study effective methods of teaching vocabulary as well as what to teach. Topics include:

- Meaning of words
- Presenting vocabulary
- Checking understanding
- Producing vocabulary

TEACHING PRONUNCIATION

Unit 6

Pronunciation is an important aspect of English teaching and you'll get to grips with the following:

- Single words
- Word stress/families/patterns
- Sentences
- Use of intonation
- The phonemic chart

TEACHING GRAMMAR

Unit 7

Unit 7 goes over the nuts and bolts of English. You'll study these:

- Different types of verbs
- What are determiners?
- Building phrases
- Tenses
- Further grammar



TEACHING YOUNG LEARNERS

Unit 8

If you're teaching a class of youngsters, you'll face different challenges. To combat these, you'll learn about:

- Adapting lesson plans
- Classroom dynamics

TEACHING THE FOUR SKILLS

Unit 9

The four skills are an integral part of learning English. In this unit, you'll study the below:

- Teaching students to speak/read/listen/write English
- Structuring lessons
- Choosing material
- Different approaches

EXTERNAL RESOURCES AND NEXT STEPS

Unit 10

Once you've covered all of the main content, we'll provide you with some downloadable resources to keep and refer back to. Plus, you'll get some advice and guidance on finding that all-important first TEFL job.

- Course books
- Ideas for activities
- Adapting materials
- Next steps



SPECIALIST TEFL COURSES

(included in the 300 hours)

Teaching Online & One-to-One: *60 hours*

In the final part of your Course, you'll get an in-depth look into one-to-one and online TEFL teaching. You'll cover the differences between face-to-face and online teaching, how to create a syllabus and potential problems and how to combat them. Online teaching is a fast-growing field of TEFL so it's great to have some specialist knowledge that will stand you in good stead if you choose to TEFL online or even to make some extra cash in your spare time.

Teaching Business English: *60 Hours*

In this Specialist TEFL Course, you'll get to grips with teaching business English to adult students – a lucrative area of English teaching. You'll start with an introduction and move on to learn about business grammar and vocabulary, business English lesson planning and a final section on meetings, negotiation and networking. By the end, you'll be fully equipped to deliver an engaging and informative business English lesson to adults, plus you'll have added another string to your TEFL bow!

INTRODUCTION TO *Digital Marketing* IN A NUTSHELL



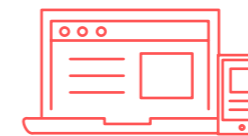
Introduction to Digital Marketing qualification



Flexible online studying
24/7 from anywhere
in the world



Dedicated tutor support
throughout



Study from your laptop,
phone, tablet or computer



10 in-depth digital
marketing units

Why Digital Marketing?

Having digital marketing skills will be invaluable to your TEFL career. From setting up your own business as a freelancer to marketing yourself to employers and students - this qualification will open up so many doors for you!

INTRODUCTION TO DIGITAL MARKETING

in a bit more detail...

If you're just starting out, you might be thinking 'why do I need to know about digital marketing to start a TEFL career?'. Well, depending on what your dreams and goals are once you complete your TEFL course, digital marketing skills could be invaluable to the success of your career.

So, if you're thinking about teaching English online, teaching as a freelancer, want to set up your

own English company, or want to find your own English students - this course could be perfect for you!

From learning about the basics of digital marketing and how digital marketing can enhance your TEFL career, to deep diving into setting up social media accounts, understanding your audience, and creating a website - this course will give your career the headstart it needs!

WHY GET A DIGITAL MARKETING QUALIFICATION?

- 1.** Understand social media and why it is important for your career
- 2.** Learn how to set up and run multiple social media accounts
- 3.** Discover how to make social media work for you
- 4.** Learn how to develop and build your own website
- 5.** Get an understanding of paid advertising
- 6.** Understand email marketing



INTRODUCTION TO DIGITAL MARKETING *Breakdown*

Much like the TEFL Diploma, our Introduction to Digital Marketing is broken down into multiple units to make the content easier for you to digest. At the end of each unit you'll have an end of unit assignment that will recap everything you have covered during that unit. Each assignment will be marked by your tutor - don't worry, your tutor will be there to help you every step of the way and will also provide detailed feedback on all of your assignments.

INTRODUCTION TO DIGITAL MARKETING

Unit 1

In this section, you'll learn all about what digital marketing is, how it differs from traditional marketing, and how you can use it to enhance your TEFL career

- Introduction to Digital Marketing
- Digital vs. Traditional Marketing
- Marketing content digitally
- Introduction to inbound and outbound digital marketing strategies

UNDERSTANDING YOUR AUDIENCE

Unit 2

Now you know the basics of digital marketing it's time to learn more about understanding your audience

- Understand your audience's journey, and how it can impact digital marketing activities
- Understand why competitive research is important
- Learn what tools you can use to identify your target audience

DIGITAL MARKETING STRATEGY

Unit 3

Once you've learn about your audience, you'll then learn about how to create an effective digital marketing strategy

- Understand what a digital marketing strategy is
- Learn how digital marketing trends evolve
- Understand the costs associates with digital marketing
- Learn about budgets and how to set appropriate budgets

SETTING YOUR OBJECTIVES

Unit 4

Next, it's time to learn about setting your objects. Including:

- How to set achievable objectives
- Understanding SMART (Specific, Measurable, Achievable, Realistic, and Timely) objectives and why they are important
- Discovering the impact ineffective digital marketing objectives can have
- Learn how to set SMART objectives for digital marketing campaigns



USING SOCIAL MEDIA

Unit 5

In this unit, you'll learn all about social media. You'll learn:

- Introduction to social media platforms
- Understand what social media platforms are available
- Learn the features and benefits of different social media platforms
- Learn how to set up and configure business accounts on social media
- Understand how to use social media analysis tools

CREATING A WEBSITE

Unit 6

Creating a website is super important if you're looking to start your own business or become a freelance English teacher. You'll cover:

- Key components of a well-planned website
- Importance of choosing correct website hosting service
- Importance of user experience when designing a website
- Understand the importance of website maintenance and testing

REVIEWING YOUR WEBSITE

Unit 7

Unit 7 goes deeper into websites and how to review the effectiveness of your website, including:

- Understanding the customer journey, and how this impacts the success of your website
- Digital marketing tools that can be used to measure the success of a website
- Learn how to interpret analytical data to improve your website



SEARCH ENGINE OPTIMISATION

Unit 8

If you have a website, it's important that you learn how to optimise it to show up in search engine results pages. On completion of this unit you will:

- Understand the different methods of internet search
- Understand what SEO (search engine optimization) is and the types of information search engines look for
- Understand a range of SEO techniques and best practices
- Understand how to measure the

PAID ADVERTISING

Unit 9

Looking to boost your online presence? You'll need to learn more about paid advertising. In this unit you'll cover:

- What paid advertising is, what it's used, and the types of information required to create a successful campaign
- Learn a range of paid advertising techniques and best practices
- Understanding how to measure the success of paid advertising campaigns

EMAIL MARKETING

Unit 10

It's now time for your last unit! In your final unit you'll be looking at email marketing. On completion of this unit you will:

- Understand what email marketing is and why it's used
- Understand how to plan an email marketing campaign
- Know how to design and create effective email marketing campaigns
- Understand how to review and improve email marketing campaigns





WHY CHOOSE i-to-i?

1. WE'RE THE OLDEST AND THE BEST!

Here at i-to-i, we were the first to provide weekend Classroom TEFL Courses back in 1994 and the first to provide Online TEFL Courses back in 2001! In short, we're the longest-standing and most experienced TEFL Course provider in the world and the quality of our courses reflects that.

2. WE'RE OFQUAL-REGULATED

All of our top TEFL Courses are regulated by Ofqual and accredited by the ODLQC which means that you can be certain that you'll get the best training to prepare you for teaching English AND your certificate will be recognised and respected by employers the world over.

3. OUR TUTORS KNOW THEIR STUFF

Throughout your course, you'll have access to support and guidance from our DELTA-qualified tutors. They all have the equivalent of a master's degree in TEFL, so you know you're in safe hands.

4. WE'VE TRAINED HUNDREDS OF THOUSANDS OF TEACHERS!

Our happy graduates number over 210,000 so wherever you go in the world, you're bound to bump into a fellow i-to-i TEFLer!

5. OUR STUDENTS LOVE US

On the unbiased review site www.reviews.co.uk, our students have rated us over 4.5 stars - we'll let the numbers speak for themselves.

FREQUENTLY ASKED Questions

TEFL DIPLOMA

Q: DO I NEED TO SPEAK ANOTHER LANGUAGE TO TEACH ENGLISH?

Nope! You won't be expected to learn the language of the country where you decide to teach, and your students will be expected to speak English at all times. If you're teaching abroad, feel free to brush up on the basics before you go though, it'll help you get by!

Q: DO I NEED A DEGREE TO TEACH ABROAD?

This really depends on where you want to teach. For most countries, you aren't required to hold a bachelor's degree to teach English but some countries such as Vietnam, China and Japan will ask for a degree for visa purposes.

Q: WHAT IF I'M NOT A NATIVE ENGLISH SPEAKER?

No worries! For plenty of TEFLers, English is their second language so you can most definitely find a job teaching English abroad if you're not a native speaker.

Q: HOW MUCH GRAMMAR WILL I NEED TO KNOW?

Everyone's favourite! We'll teach you all the grammar you need. It won't be too in-depth because you'll probably be teaching conversational English so don't worry if you're not a grammar fan!

Q: HOW MUCH WILL I EARN?

The amount you earn varies depending on where you teach, your experience, what type of school you work in, etc. You can expect to earn higher salaries in the Middle East and Japan and lower salaries in South America. But bear in mind, the cost of living also varies country-to-country.

Q: I'VE NEVER TAUGHT BEFORE. WILL THAT BE A PROBLEM?

Not at all! Most of our students have never stepped foot in front of a class so you won't be expected to have prior knowledge of teaching – that's exactly what this Course is for.

DIGITAL MARKETING

Q: WHAT IS DIGITAL MARKETING?

Digital marketing is one of the fastest growing and fastest changing industries in the world. Digital Marketing provides businesses across all industries the ability to promote their brand and connect with potential customers using the internet and other forms of digital communication

Q: ARE THERE ANY TECHNICAL REQUIREMENTS?

To complete the course you will need access to the internet via WiFi or any 3G or 4G network, and a PC/laptop, or any Android or iOS compatible mobile/tablet device.

Q: HOW LONG WILL THE COURSE TAKE TO COMPLETE?

Generally speaking, you should be able to complete this course in 3 months or less. The course includes 200 guided learning hours (guided learning hours are the awarding bodies estimate or how long a learner will need to complete their qualification).

Q: DO I NEED ANY DIGITAL MARKETING EXPERIENCE?

Not at all! As this course is an Introduction to Digital Marketing, no previous digital marketing experience is required - you'll learn everything you need to know as part of the course!

Q: HOW MANY MODULES ARE IN THE COURSE?

The course consists of 10 individual modules, at the end of each module you'll need to complete an end of module assignment.

Q: WILL I GET SUPPORT THROUGHOUT MY COURSE?

Yes! You'll be assigned a tutor to help you through your course and mark your assignments. They'll be there to offer you support and guidance throughout your course, so if you get stuck on anything or need some help, reach out to them!



WHERE CAN I GO TO TEACH?

Where do we begin?! Once you're TEFL qualified with 300 hours under your belt, the world really is your oyster! If you're struggling to visualise your options, here are just a few of the many epic TEFL destinations you can take your pick from...



THAILAND

The Land of Smiles! We've yet to find a TEFLer who doesn't have Thailand on their bucket list – and for good reason. This Southeast Asian gem has it all: tropical rainforests, endless white sandy beaches, crystal clear waters and world-famous delicious cuisine. Plus, Thailand has a consistent demand for English teachers and plenty of great opportunities, too – win!



CHINA

FACT: China has the highest demand for English teachers of anywhere in the world, so you'll never struggle to find work there! A popular TEFL destination due to its amazing blend of thousand-year-old architecture and ultra-modern cityscapes, China certainly has plenty for an off-duty TEFLer to discover along with super-friendly communities to help make you feel at home.



CAMBODIA

Often overlooked due to its popular neighbours, Cambodia has just as much to offer with its jaw-dropping ancient temples, dreamy beaches and diverse culture. This country, steeped in history, can offer TEFLers heaps of teaching jobs, exciting indigenous wildlife and mouth-watering food plus you can use your savings to travel around Southeast Asia – hurray!



VIETNAM

Fancy sailing around tropical islands surrounded by green seas? How about wondering around a city lit with thousands of colourful lanterns? Vietnam's beauty is world-renowned and it's a small wonder why so many TEFLers flock here every year. With tons of TEFL opportunities, an abundance of welcoming locals and amazing cuisine, Vietnam's a TEFLers paradise.



JAPAN

Konichiwa! If you choose to TEFL in Japan, you're in for a real treat. Known for its higher-than-average teaching salaries, excellent quality of living and exquisite food, Japan offers TEFLers an adventure like no other. From the uber-modern metropolis of Tokyo to the serene beauty of Kyoto, you'll have plenty to explore whether you're a culture vulture, tech-head or fashionista!



MEXICO

If Mexico's culinary delights aren't enough to tempt you (think quesadillas, enchiladas, tacos, nachos, burritos...), consider all of the cultural attractions you'd get to explore, too! With plenty of Mayan ruins, historic landmarks and more beaches than you can shake a stick at, plus a huge demand for English teachers - what more could you want!



ARGENTINA

From the imposing Andean peaks, to the huge glaciers, and cosmopolitan cities; it's easy to see why many people think that Argentina is the perfect place to teach English. The cost of living is low and demand for teachers is high. Plus, they really value first-time TEFLers so you've already got a good chance of securing a job there – win!



ITALY

Ciao, bella! Brace yourself for a feast for the senses if you decide to take your TEFL skills and hop on a plane to Italy. Not only will you get to chow-down on all the pizza and pasta you could possibly imagine, you'll also have a unique chance to experience this magnificent country and get to know its hospitable people while taking your pick of the plentiful TEFL positions.



SPAIN

Get ready for some Mediterranean magic if you choose to TEFL in Spain. You'll soon settle in to the laid-back lifestyle while you enjoy the year-round sun, amazing art-inspired architecture and world-famous food. What's more, there are plenty of country-wide TEFL roles to choose from and plenty to discover on your days off in this European haven.

PRO TIP: Don't forget to do your research before you hop on the plane! You'll need to know where you can travel with your passport and whether or not you need a degree to teach in certain countries.



WHAT DO OUR STUDENTS HAVE TO SAY?



"I was extremely pleased with the user-friendliness of the course, the tone in which the information was presented, as well as the structure and rhythm. Very enjoyable and helpful, thank you!"

Eugene ★★★★★

"i-to-i TEFL created a course that is easy to learn from and very engaging to the learner. I felt like a teacher already the minute I clicked the first link. I recommend the i-to-i TEFL course to any person who wishes to teach abroad."

Dillan K ★★★★★

"I enjoyed every moment of learning and found the example videos and websites very useful. I'm very glad I chose i-to-i TEFL and have gained so much knowledge!"

Rola ★★★★★

"I would 100% recommend this course to anyone with ANY desire to teach abroad. It was clear, well explained and gave me a great and honest insight into what teaching English is all about. I feel ready to begin my TEFL teaching career - thank you for helping me at the start of my journey!"

Charlotte ★★★★★



CHECK OUT MORE REVIEWS AT WWW.REVIEWS.CO.UK

Get in touch



If you've got any questions about the information in this handbook, feel free to contact our friendly TEFL Team on the number below and they'll be happy to help!



WE'RE HERE TO HELP

Call us between 07.00-20.00 Mon-Thurs
and 09.00-17.00 Fri (UK time)



ONLINE SUPPORT

[FAQs page](#) or
customersupport@i-to-i.com

CALL OUR TEAM AT YOUR LOCAL RATE

UK: +44(0) 113 205 4602
Ireland: 01 5269 506

USA: 877 526 3959
Canada: 866 404 5781

Australia: 1300 88 42 70
South Africa: 021 300 2852

