

# DIGITAL ENGLISH COURSES FROM M2R EDUCATION

---

**m2r**  
education

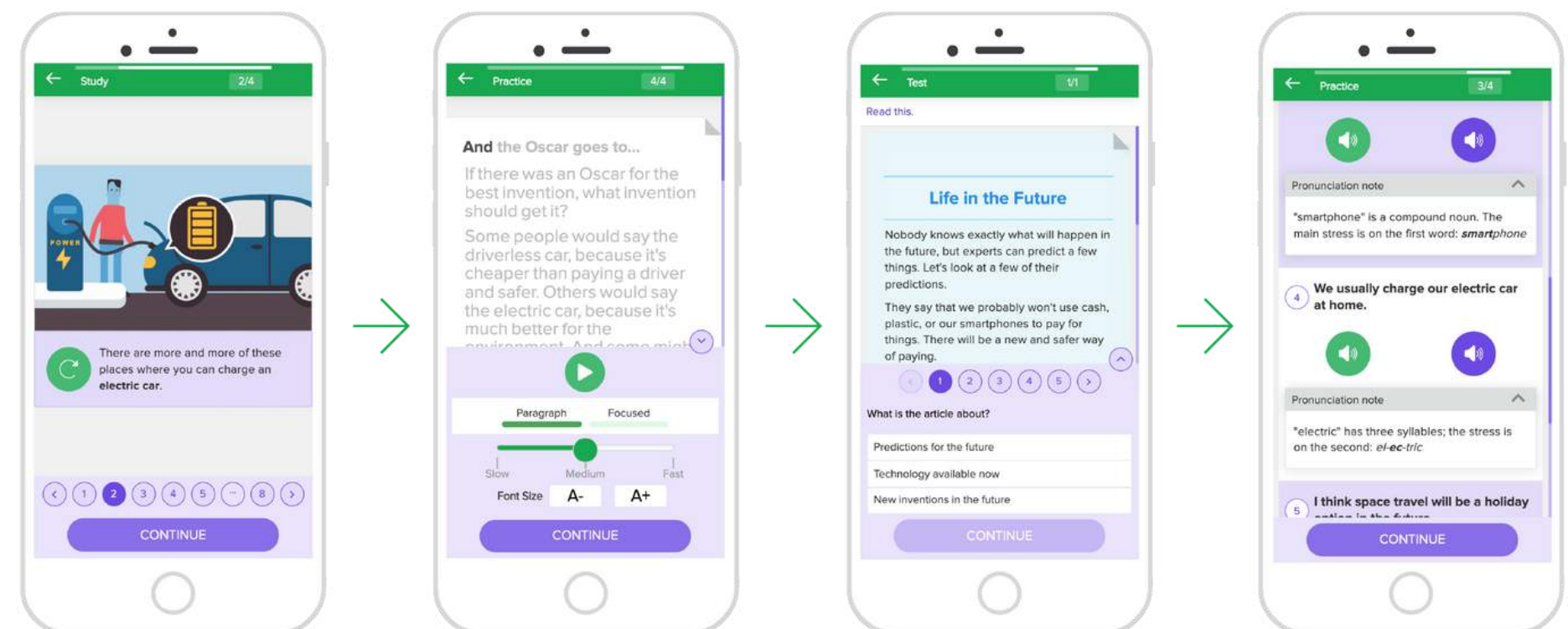
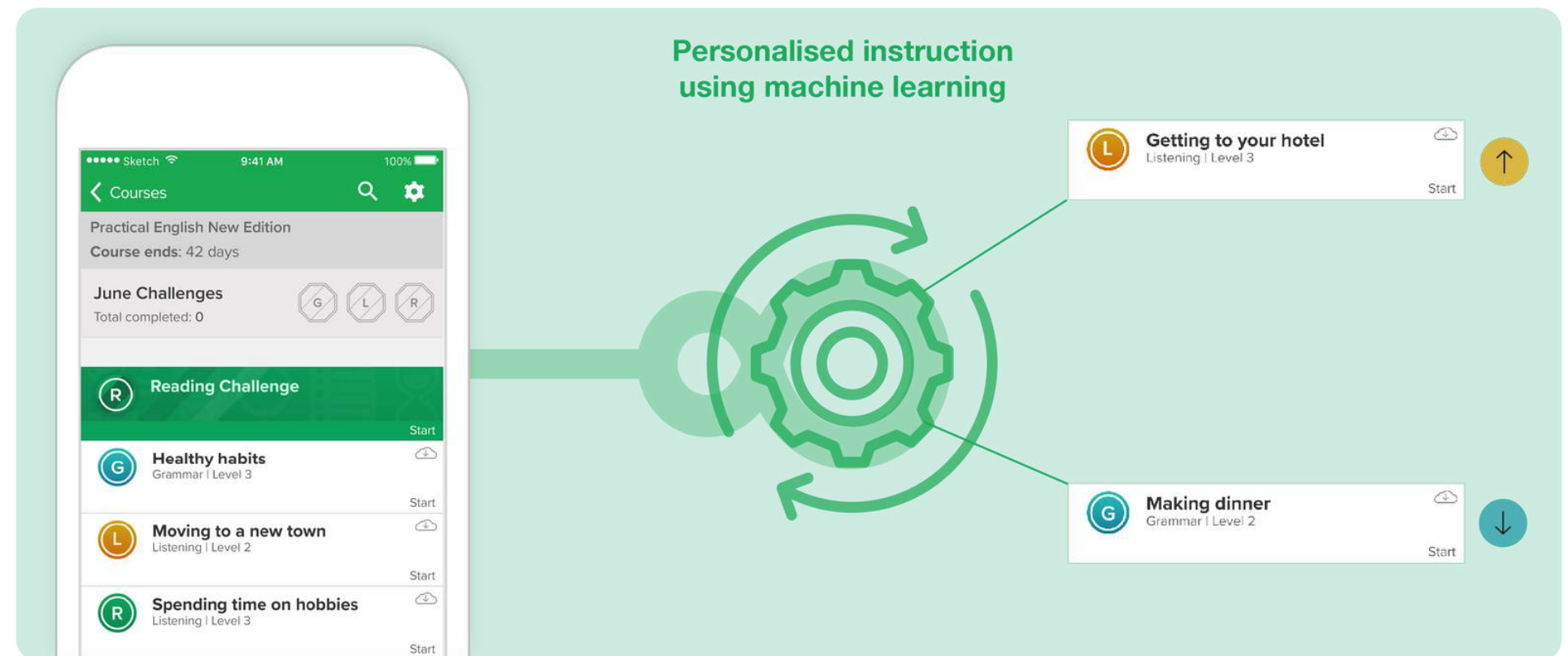
# DIGITAL ENGLISH COURSES

m2r Education are a UK based, multi award winning company offering bespoke services to the education sector.

Established in 2001, we have won 6 international business awards and have been recognised by the Department for International Trade in the UK for our international business.

Created by experienced English language teachers, 1.8m paid users have accessed these English courses with 75% having completed more than 30 hours of study.

We offer professionally written and designed General English, Academic English and Specialist English courses which all come coupled with a specialist vocabulary course, free of charge. We also offer bolt on Pronunciation Courses, Coaching and Blended Learning for a totally flexible digital EAL solution.



# 1.8M PAID USERS. 40 COUNTRIES.

## Convenient & Comfortable

- Learners use their mobile phone for virtually all activities so why not use for study?
- Learners are using an innovative product which they will want to show their friends!
- Learners tend to have their devices with them all the time, thereby encouraging frequent study which is essential for language acquisition.
- Learners do not have to schedule a time to study, they can do this when and where they want at a time to suit them.

## Stable & Cost Effective

- Our courses make life easier for the learner as wifi is not required to study.
- Learners will not become irritated by network disruptions. If their wifi goes down, they can still study!
- Learners do not have to worry about running up huge mobile bills or using their data plans to study.

## Digital Platform Solution

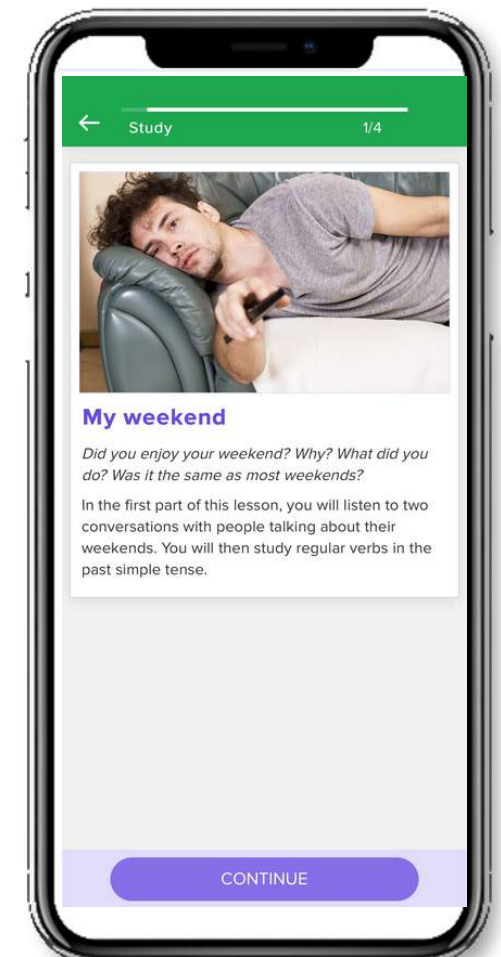
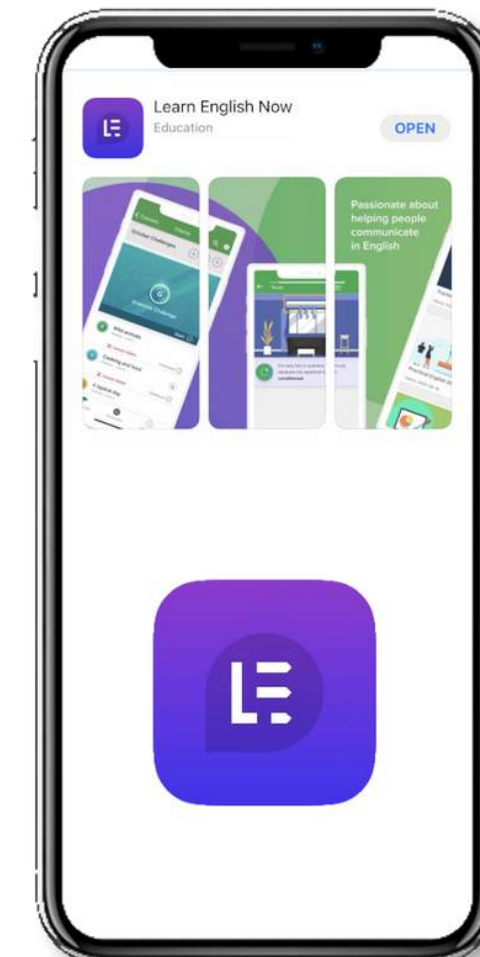
- Learners will only see the modules you assign as all courses are fully customisable.
- You can manage student enrolment, and track results and engagement using a very intuitive and simple online platform.

## Commercial Benefits

- We offer attractive and simple pricing with monthly invoicing.
- This is a no-risk solution. You only pay when you sell a course.
- We will provide full access to all courses and your own secure Learner Management Platform.
- White label branding allowing you to market all courses under your own name.
- Full training provided.



*'I can't think of any initiative that is potentially more important to the success of our students and, as such, I will be forever grateful to m2r for introducing this to us' Head of School*



# OUR COURSES = YOUR COURSES.

## Branded App

- Marketing made easy with your logo on the app loading page! Your learners will download your app on the Apple App Store and Google Play Store.
- Have learners who prefer to access using a web browser? Your logo will be clearly visible to all learners here too!

## Branded End of Course Certificate

- Showcase your learner's achievements and also your branding on an end-of-course pass certificate, fully branded with your logo.

## Branded Learner Management System

- Our intuitive and comprehensive LMS will proudly show your logo every time you log in!



iOS



Android



# COURSES

## General English

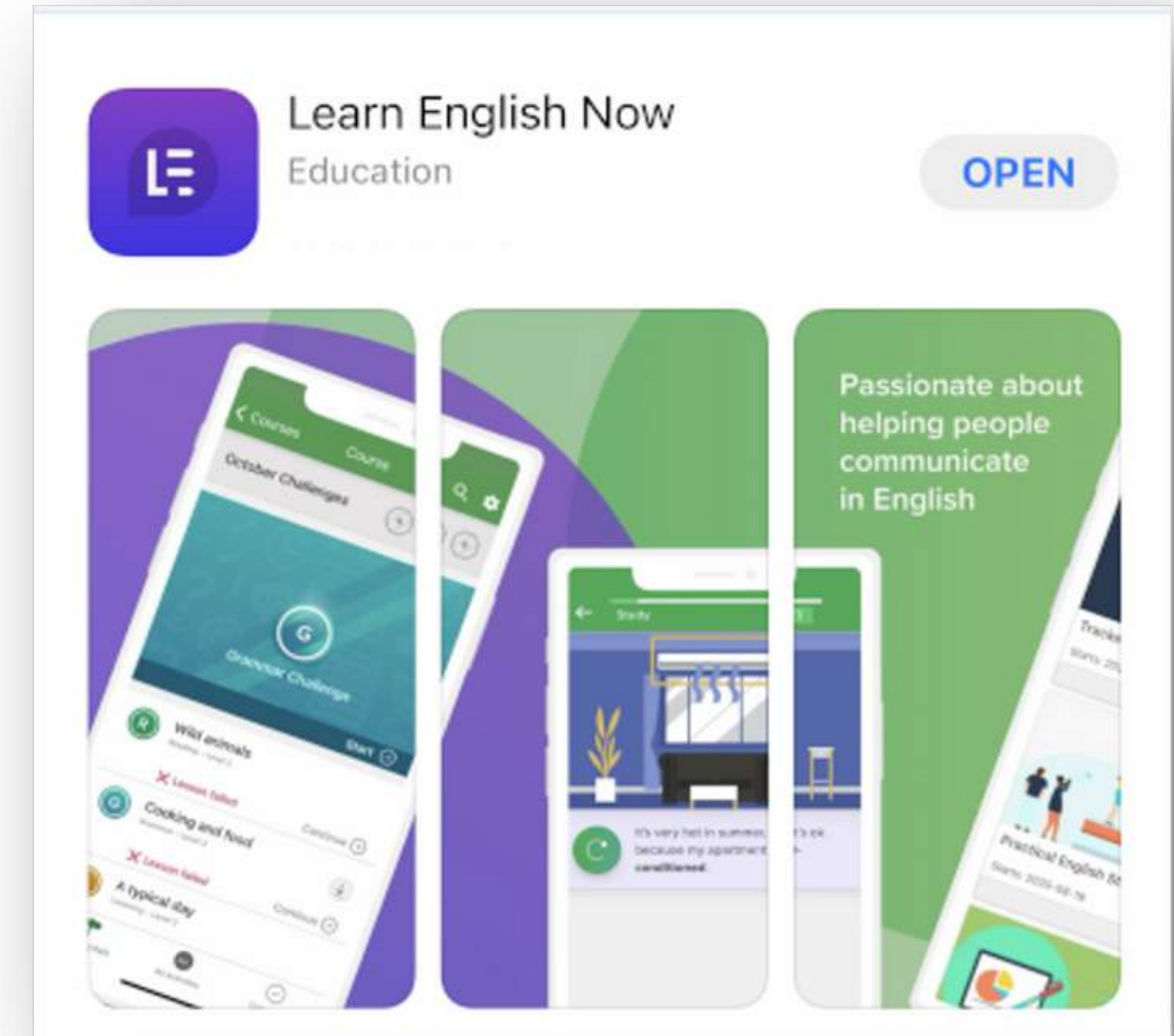
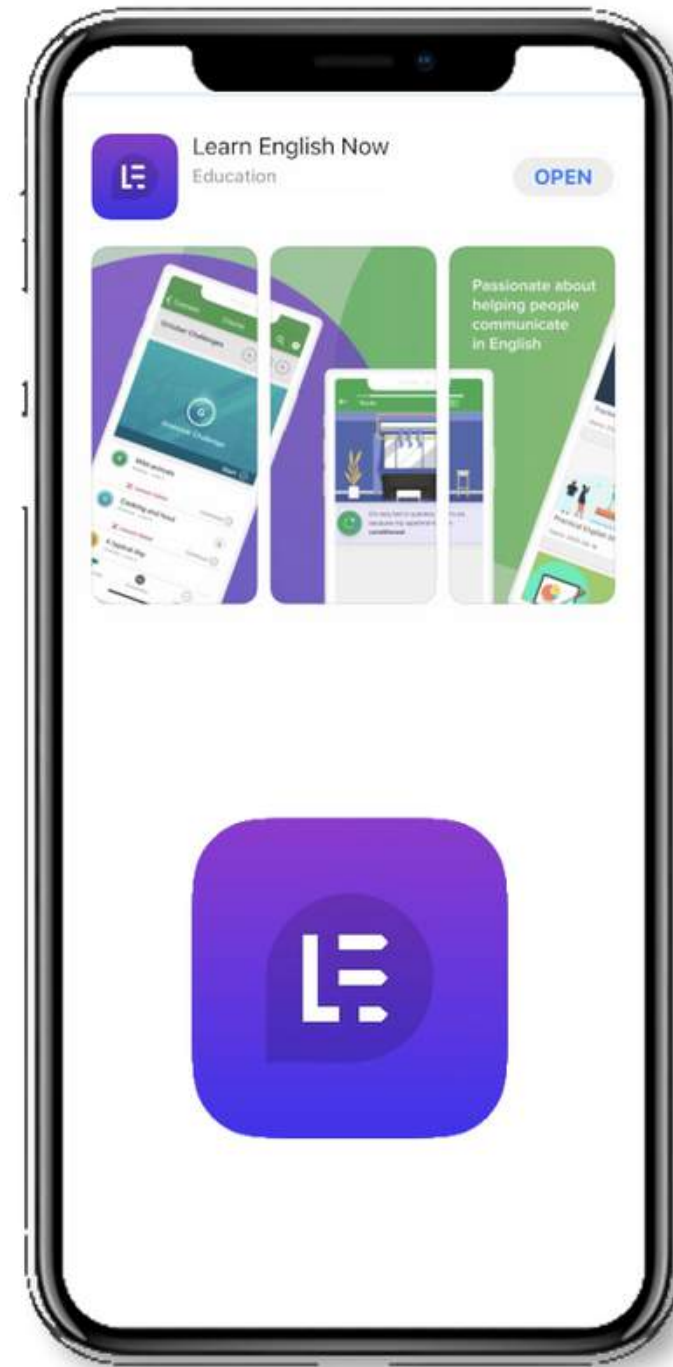
- Improve My General English (A1)
- Improve My General English (A2 - C1)
- Improve My English Vocabulary (A1 - C1)
- Improve My Pronunciation (A1 - C1)

## Academic English

- Improve My IELTS Score (B1)
- Improve My IELTS Score (B2)
- Improve My Academic English (B1)
- Improve My Academic Vocabulary (B1 - B2)

## Vocational English

- Improve My Business English (B1 - B2)
- Improve My Business Vocabulary (B1 - B2)
- Improve My English for Hospitality (A2 - B1)
- Improve My Hospitality Vocabulary (A2 - B1)
- Improve My English for Nursing (B1)
- Improve My Nursing Vocabulary (B1)



*'This is one of the best digital learning packages we've seen for English language teaching. It was easy to implement, and our students really enjoy using it. A wonderful resource.'*

*Language Learning Coordinator, University of Sussex*

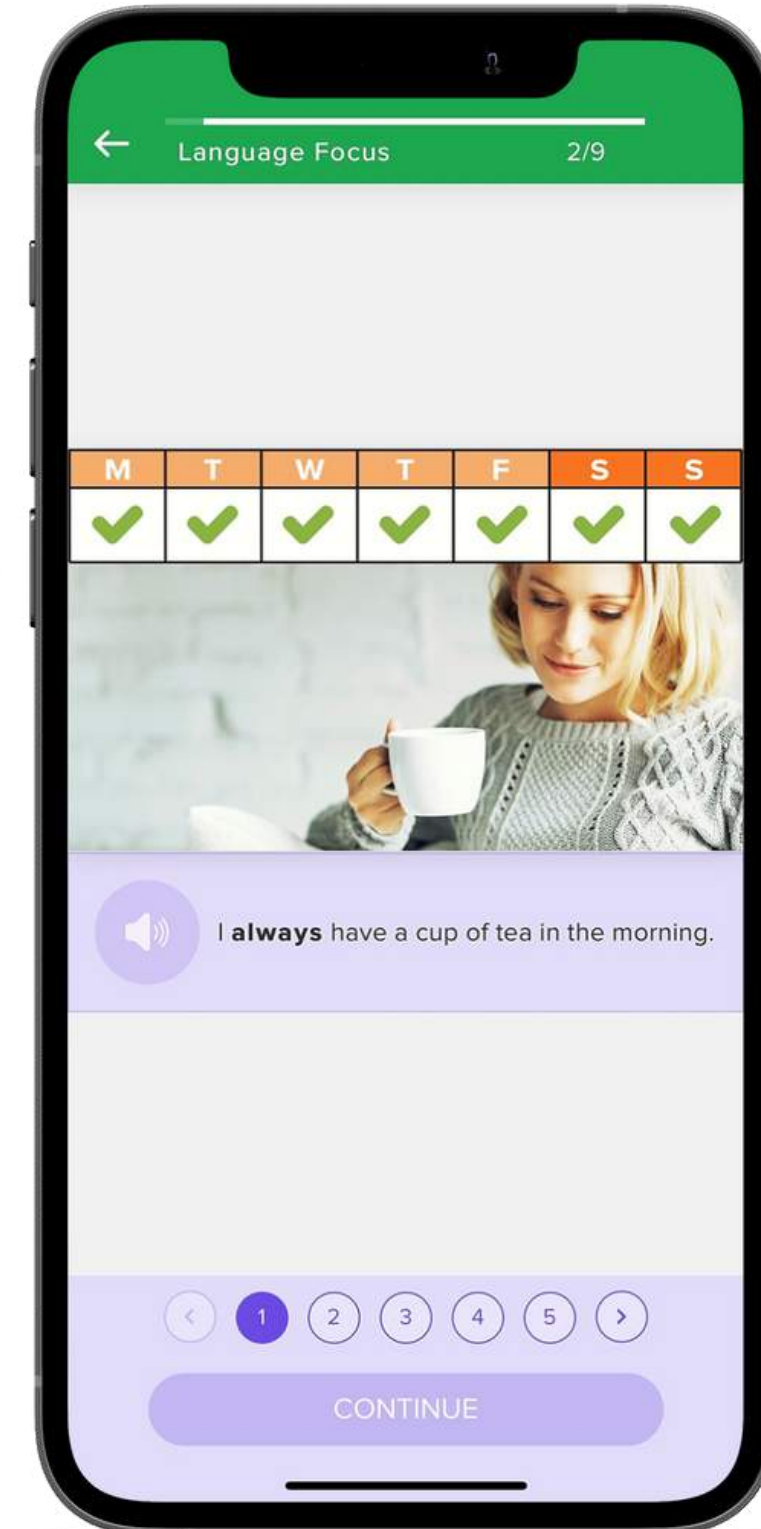
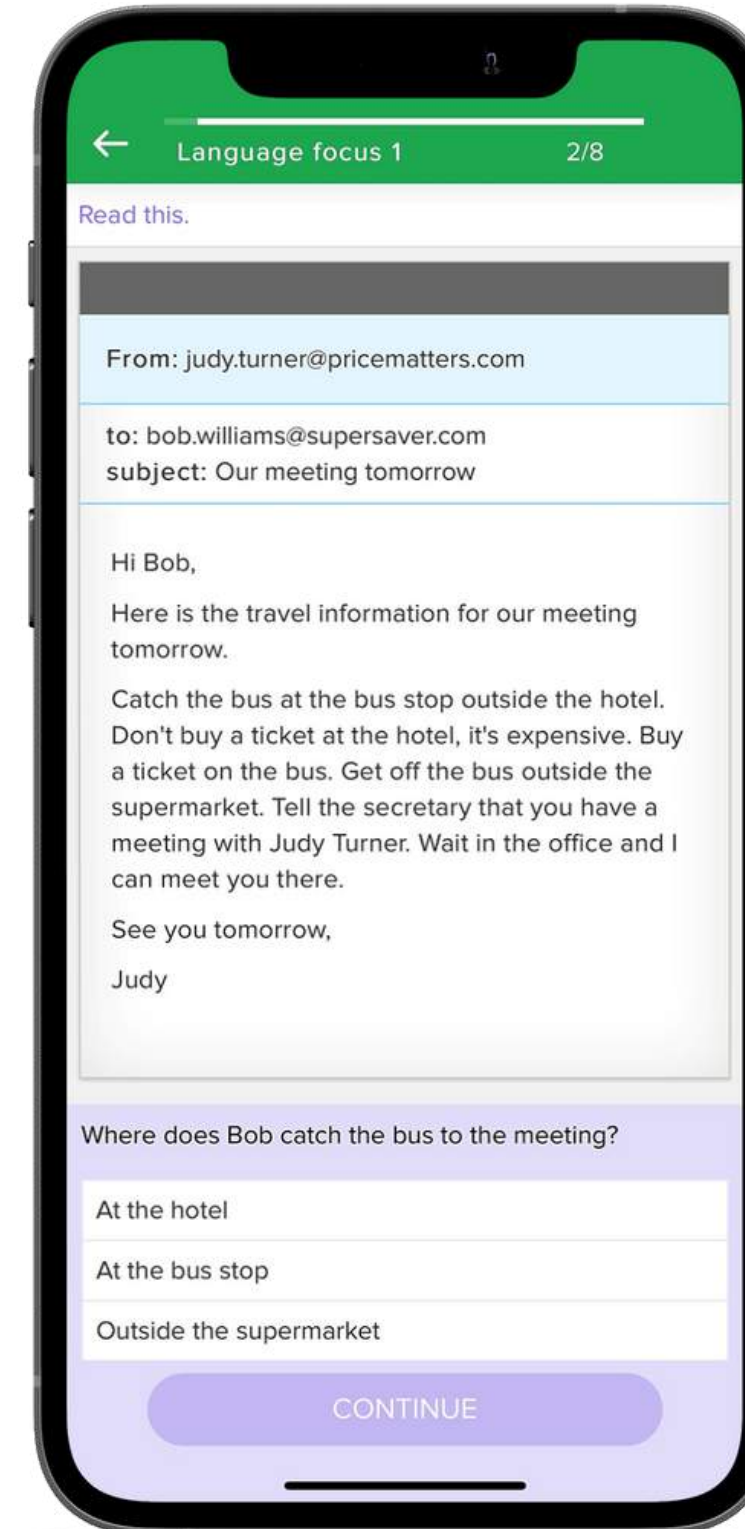
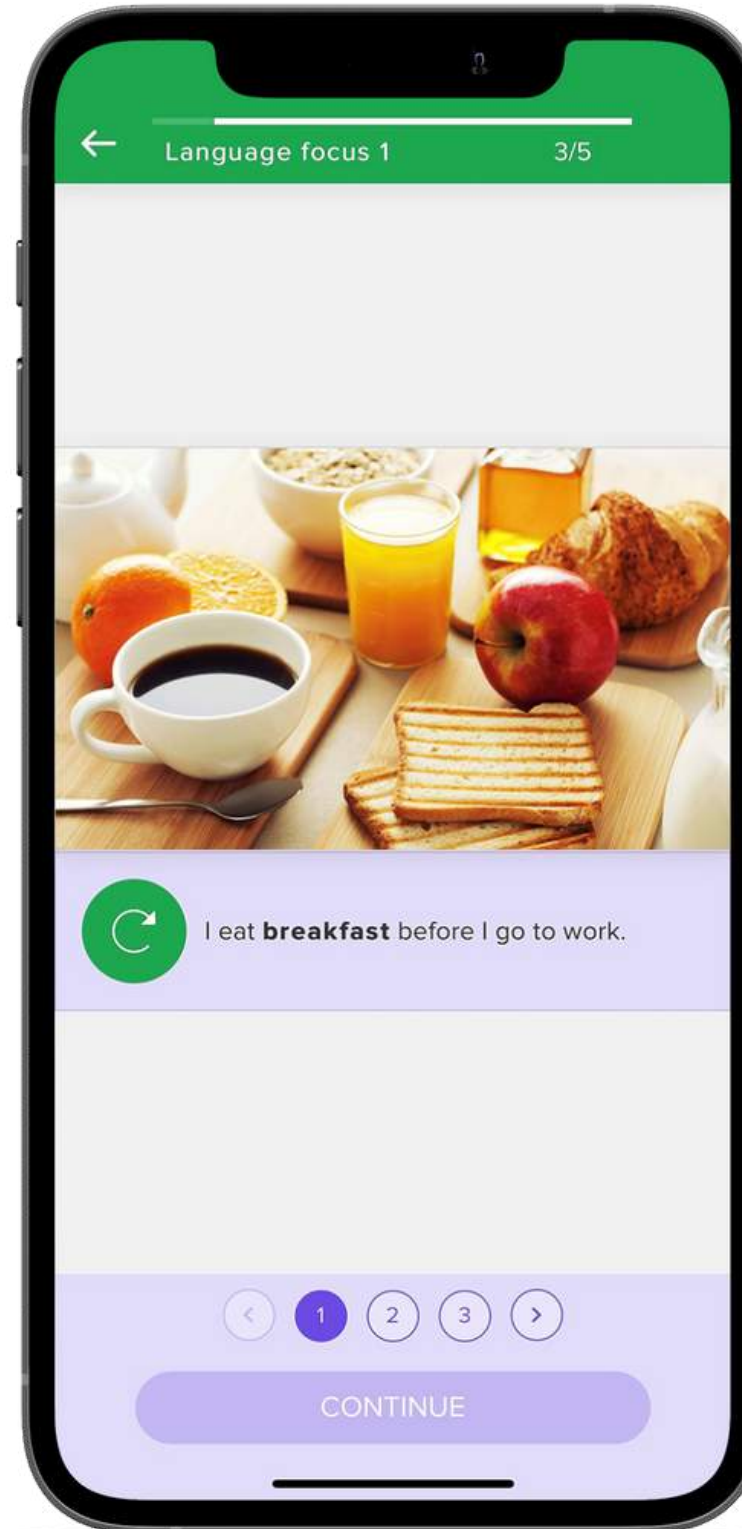
# GENERAL ENGLISH (BEGINNER)

## At a Glance

- Level: CEFR A1
- Number of Lessons: 56
- Lesson Duration: Approx. 40 mins
- Key Content: Business; Everyday life; Leisure and entertainment; People and relationships; Nature and the environment; Society; Travel and transportation

## Features

- Content rich-lessons at A1 level covering a range of topics presenting language in day-to-day situations.
- A suggested learning path that helps beginner-level learners focus on a specific topic, and practice grammar, speaking, listening and reading.
- A wide range of exercise types, with illustrations and photographs, to provide interest and aid comprehension.
- Material that includes a variety of accents from both English and non-English speaking countries.
- Detailed feedback on each activity plus a full grammar reference to support learning and review.
- End-of-lesson tests to measure progress.



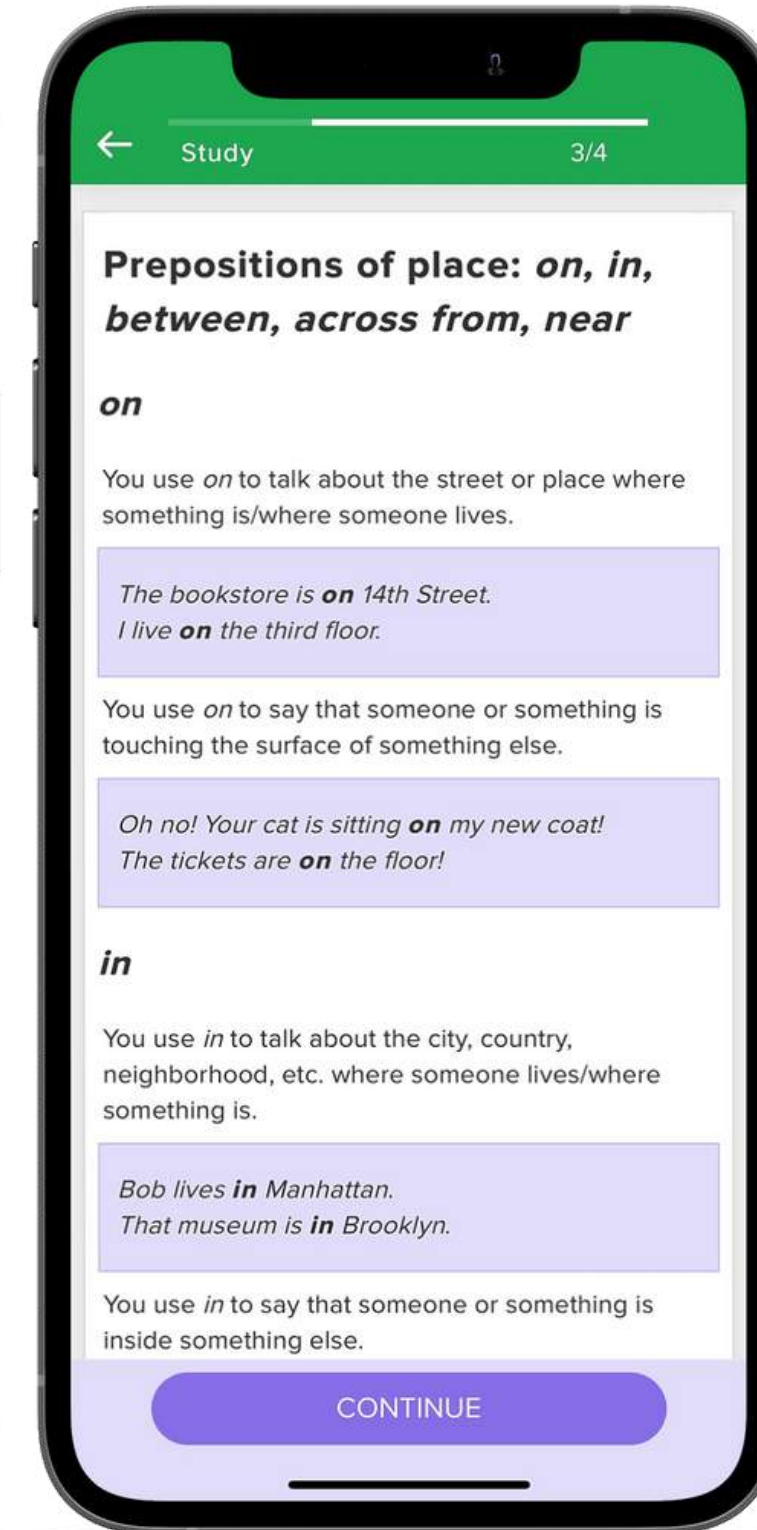
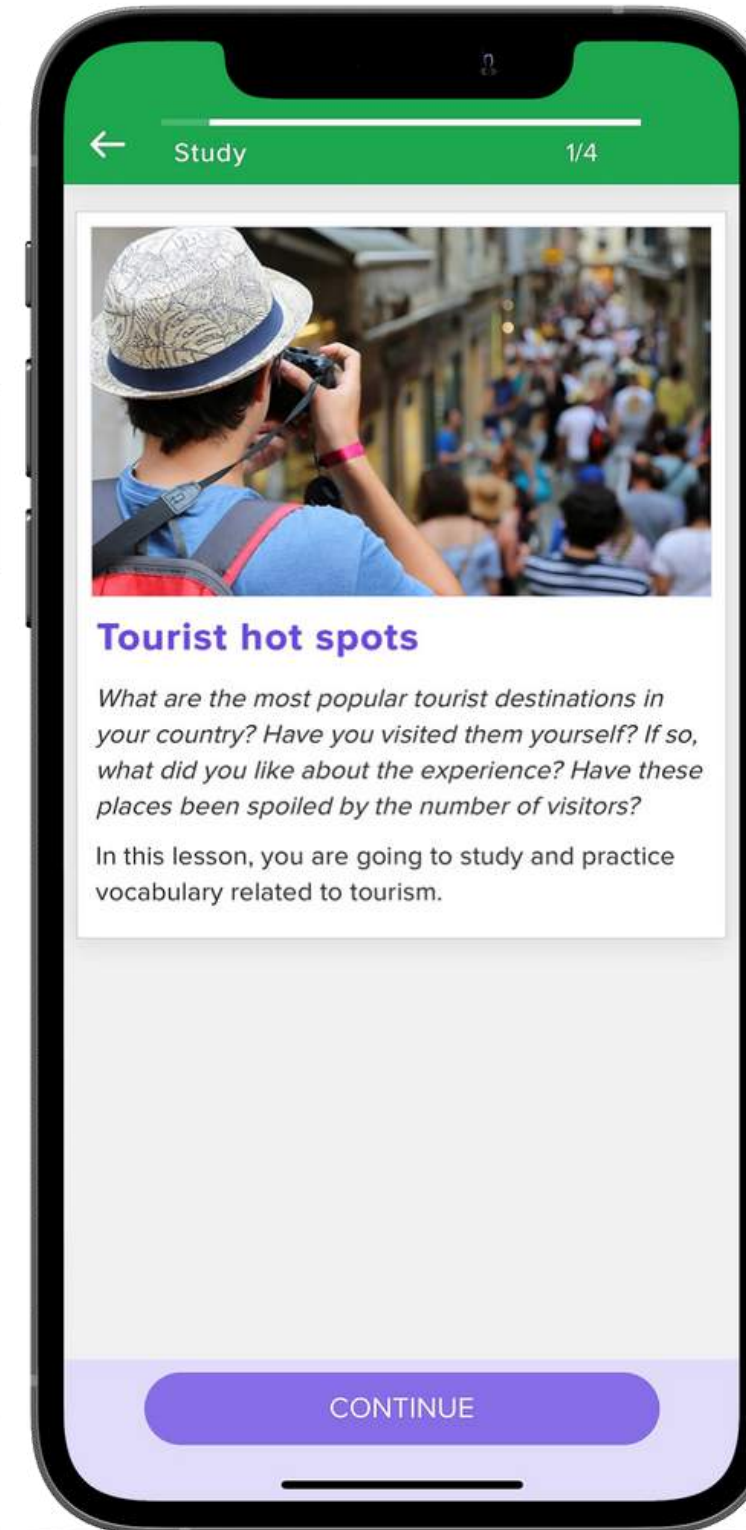
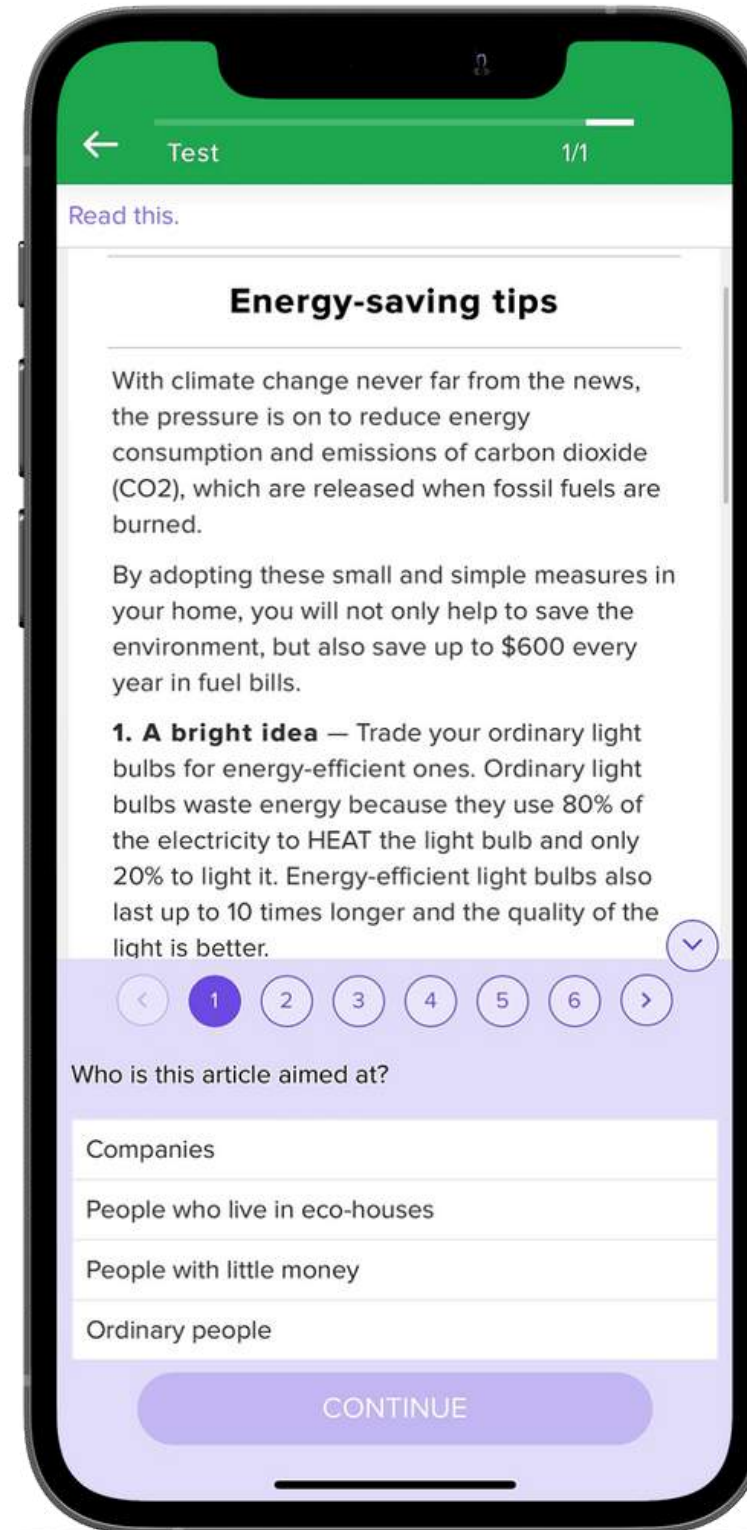
# GENERAL ENGLISH

## At a Glance

- Level: CEFR A2 - C1
- Number of Lessons: 420
- Lesson Duration: Approx. 30 mins
- Key Content: Business; Everyday life; Leisure and entertainment; People and relationships; Nature and the environment; Society; Travel and transportation

## Features

- Content rich-lessons from A2 - C1 level.
- A wide range of exercise types, including animated dialogues, to provide interest and aid comprehension.
- Detailed feedback on each activity, plus a full grammar reference to support learning and review.
- A learning formula that begins with a diagnostic test and consistently provides material to help learners focus on their weak areas.
- Material that includes a variety of accents from both English and non-English speaking countries.
- End-of-lesson tests to measure progress.



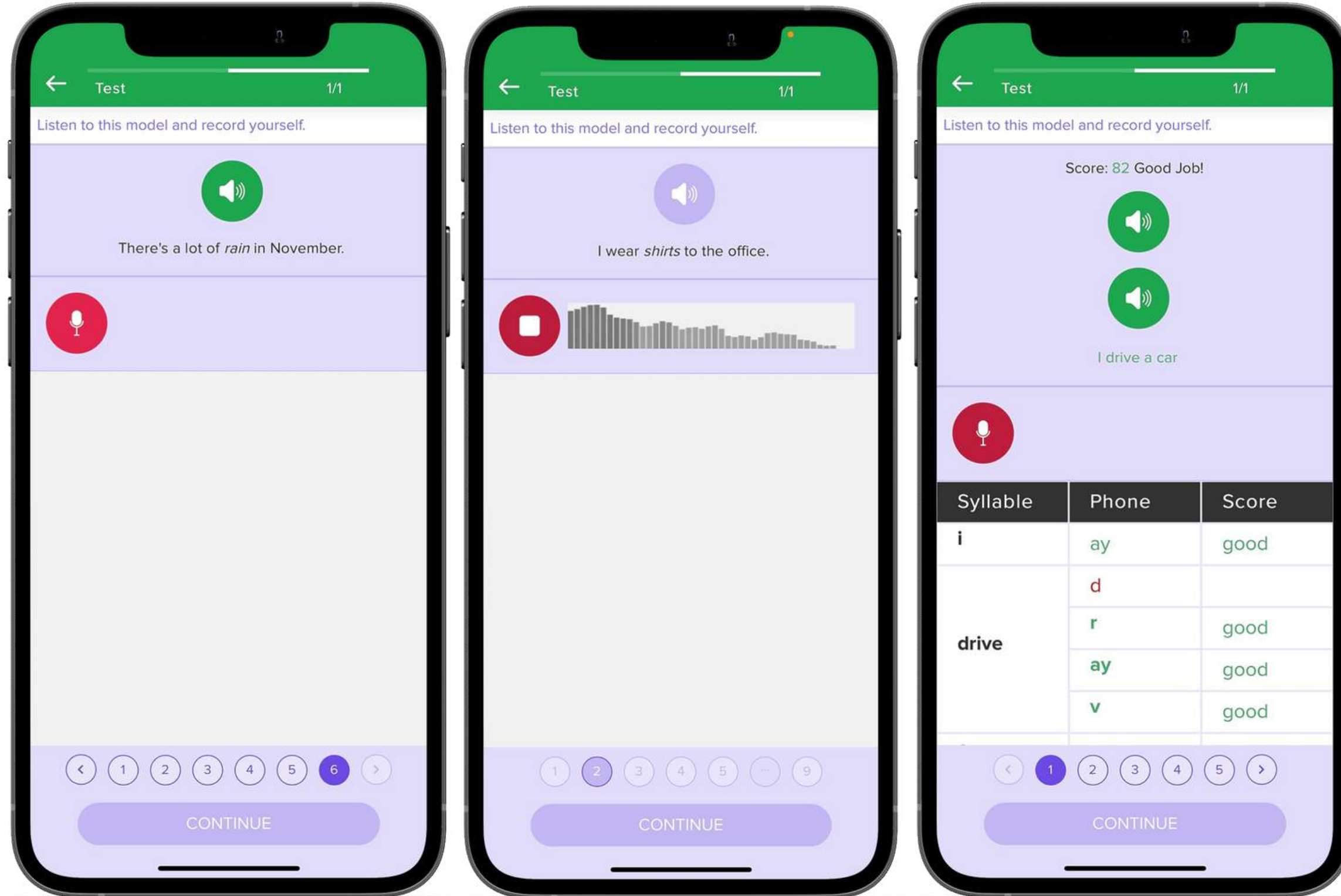
# PRONUNCIATION

## At A Glance

- Level: CEFR A1 - C1
- Number of Lessons: 180
- Lesson Duration: Approx. 5 mins
- Key Content: Business; Everyday life; Leisure and entertainment; People and relationships; Nature and the environment; Society; Travel and transportation
- Additional Features: Lesson content that links to the syllabus of Practical English

## Key Features:

- 180 short pronunciation lessons from A1 - C1 covering a wide range of everyday topics. Language that is clearly linked to the lesson aims of our Improve My General English courses.
- Study sections that present everyday words and sentences for focused listening practice.
- A record and playback function for students to compare their pronunciation with language models.
- Speech recognition technology that identifies problem areas, and allows students to check their accuracy.





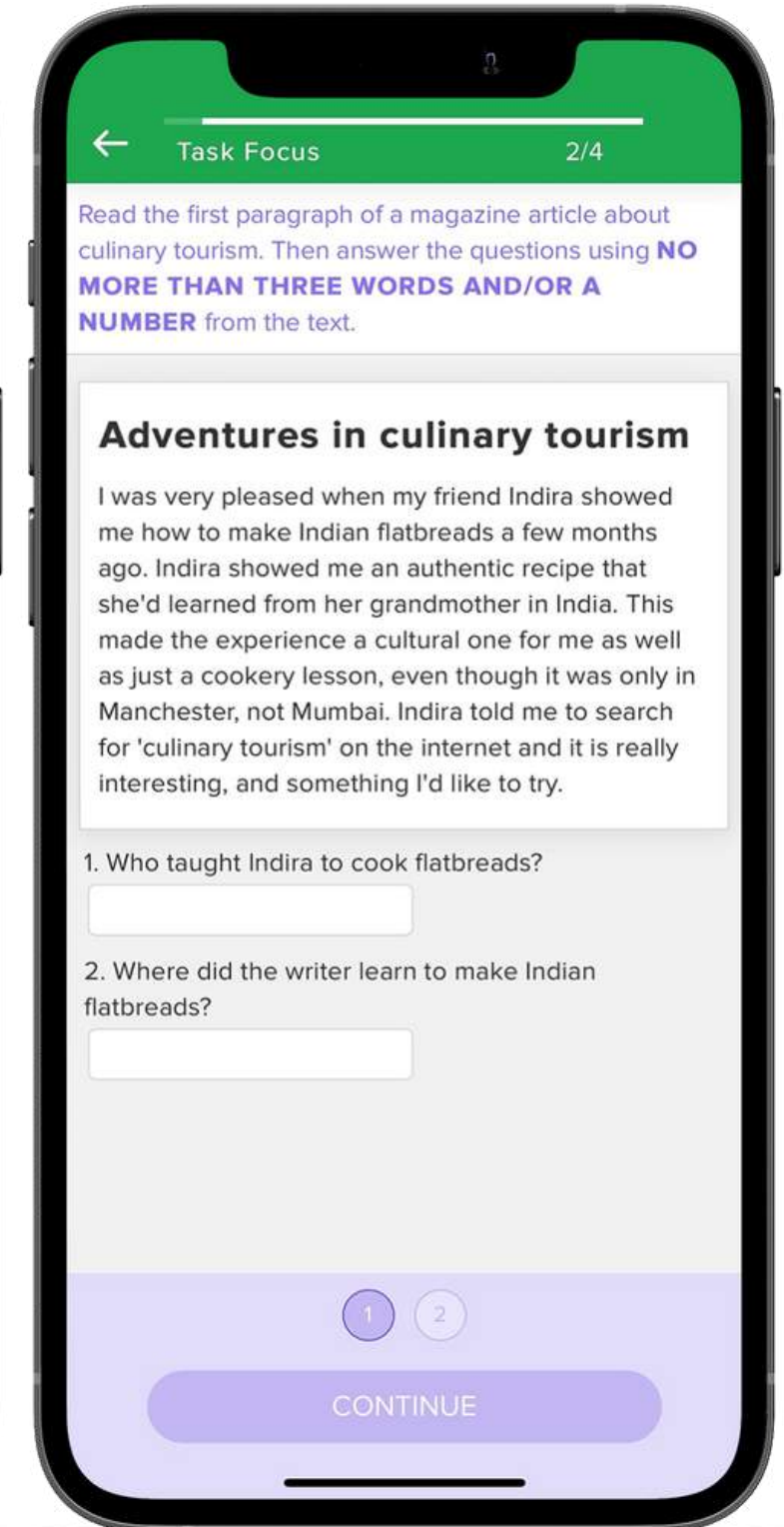
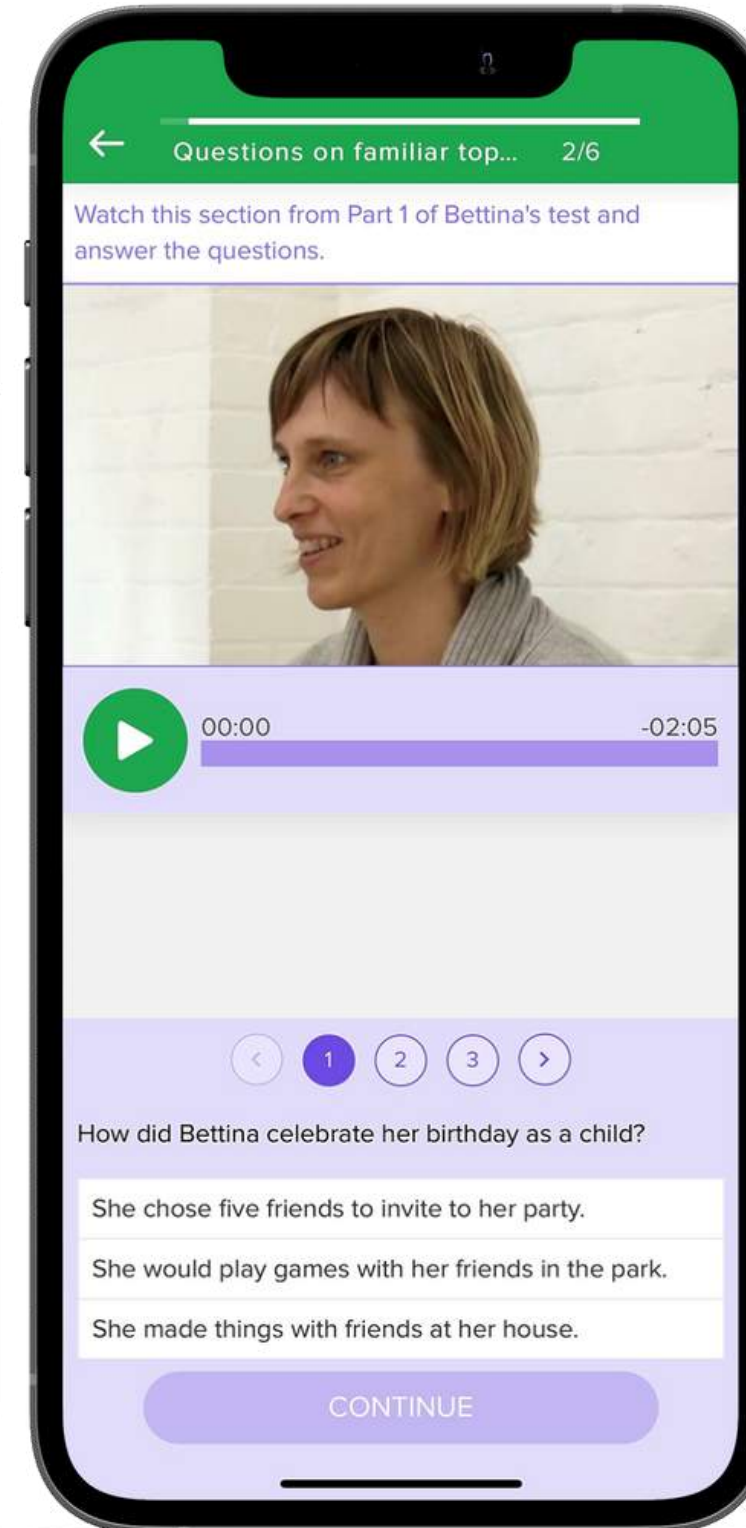
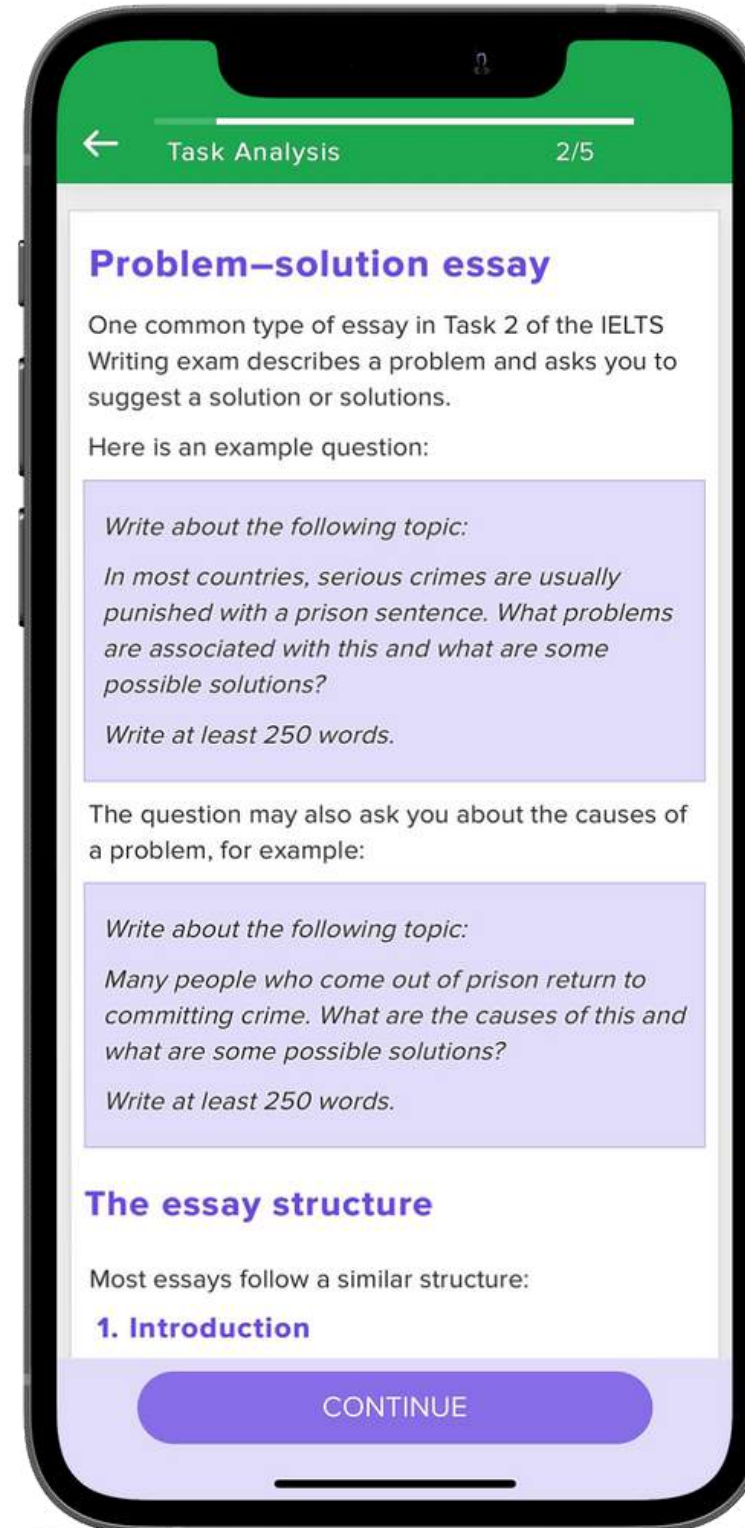
# IELTS EXAM PREPARATION

## At a Glance

- Level: CEFR B1 - B2 | IELTS 4 - 6+
- Number of Lessons: 60 per level
- Lesson Duration: Approx. 45 mins
- Key Content: IELTS Skill Areas - Working with tables and flow charts; Scanning and skimming; Identifying main ideas; Understanding opinion; Interpreting numbers and data; Following an argument; Prediction; Identifying feelings and attitudes

## Features

- 60 lessons covering Academic IELTS Listening and Reading.
- Language focus sections to increase knowledge of IELTS-related vocabulary.
- Structured listening and reading practice with all IELTS-related question types.
- Animated tutorials and skill summaries to help learners understand the exam format and develop their test-taking strategies.
- Built-in review of test-taking strategies to maximise practice and build confidence.



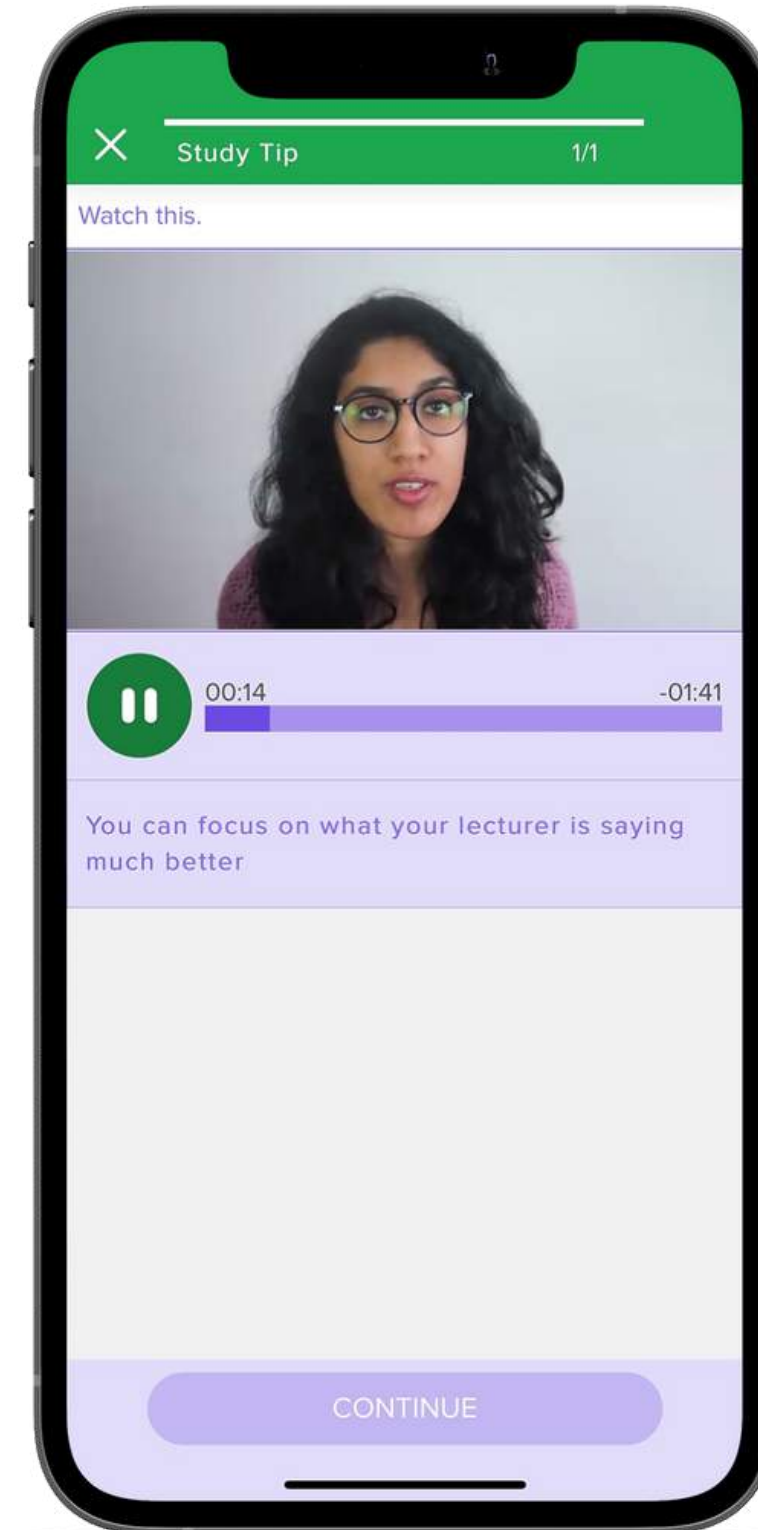
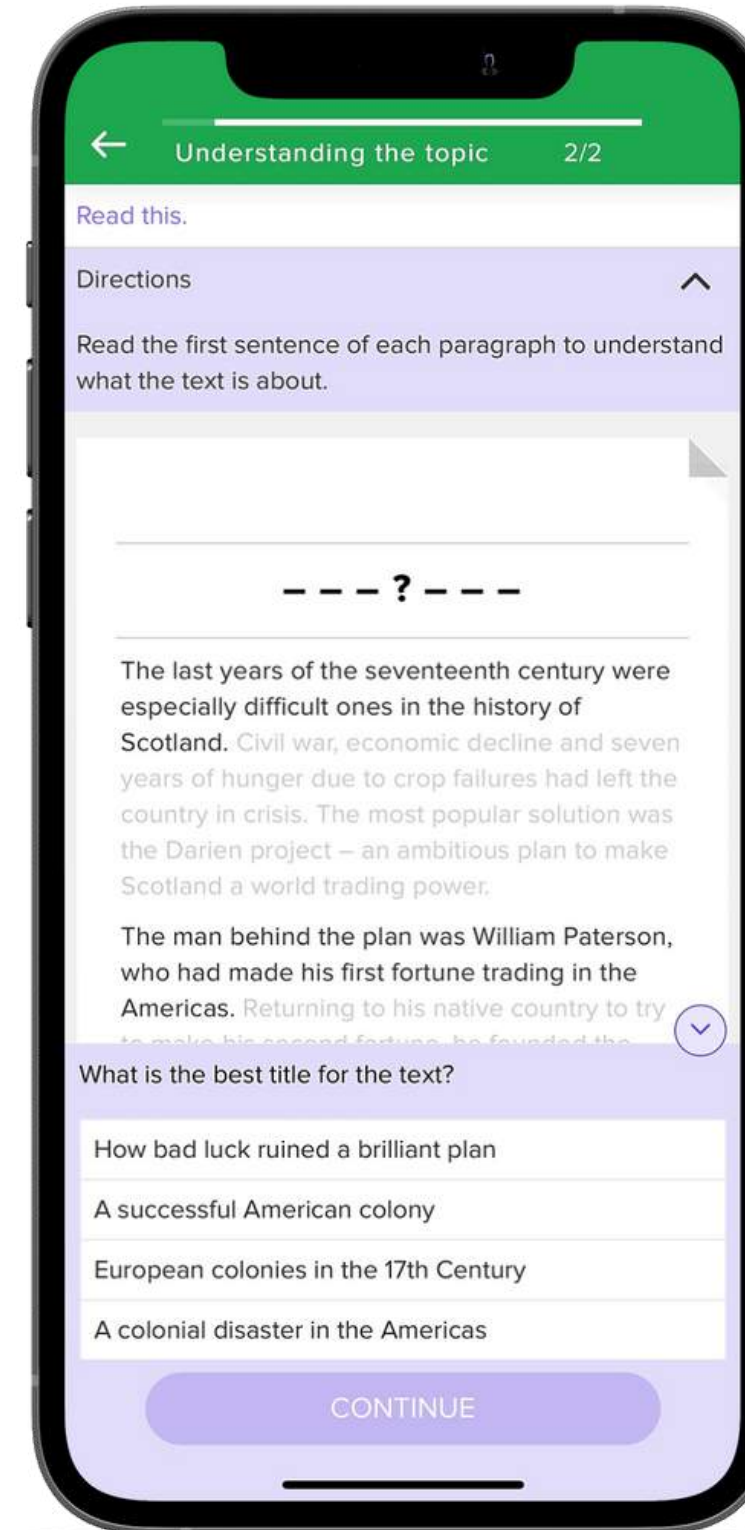
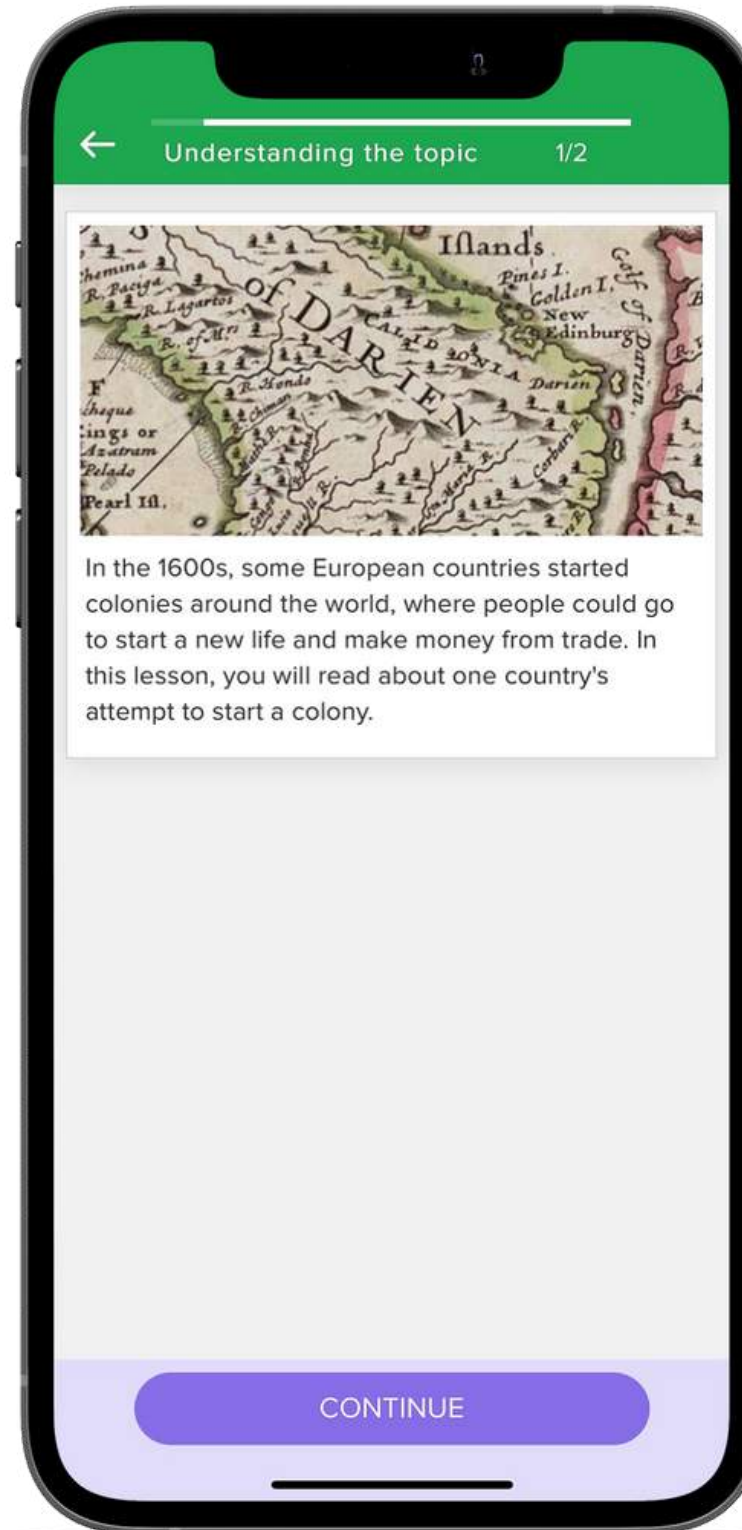
# ACADEMIC ENGLISH

## At a Glance

- Level: CEFR B1 | IELTS 4 – 5
- Number of Lessons: 30 digital lessons + 15 study skills videos
- Lesson Duration: Approx. 45 mins
- Key Content: – Identifying arguments and purpose; Paraphrasing; Using contextual clues; Understanding inference and implication; Recognising sign-posts.

## Features

- 30 lessons at B1 level for academic listening and reading skill practice.
- 15 short videos on developing study skills to utilise in a university setting.
- Structured practice with semi-authentic scripts that mirror university lectures and reading content.
- Topics and vocabulary that cover a range of disciplines and study areas including Humanities, Science, Commerce and Law.
- Built in review of new vocabulary and skills to maximise practice and build confidence.



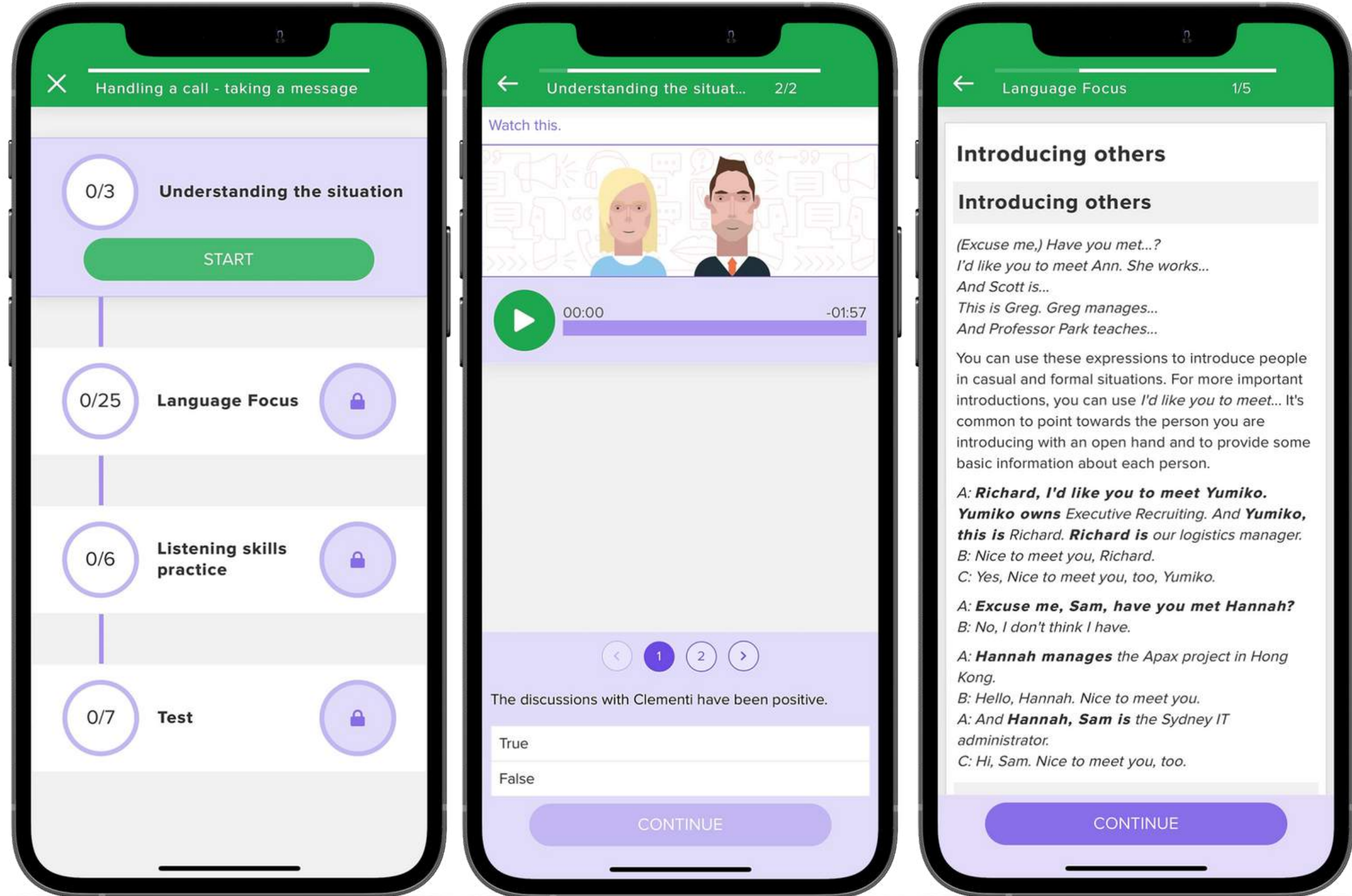
# BUSINESS ENGLISH

## At a Glance

- Level: CEFR B1 – B2
- Number of Lessons: 60
- Lesson Duration: Approx. 45 mins
- Key Content: Meetings and discussions; Negotiations and sales; Presentations and Q/A; Problems and complaints; Projects and plans; Small talk and networking; Telephoning and conference calls

## Features

- Content-rich lessons from B1 – B2 level presenting language in 30 of the most common business situations.
- Coverage of over 600 key expressions that are transferable across different industries and work settings.
- A wide range of exercise types including comprehension and practice activities that develop skills in listening and pronunciation.
- Interactive role-plays that offer realistic conversation practice in everyday business situations.
- A useful Language Study cycle that summarises key phrases, and explains how and when they should be used.
- Material that includes a variety of accents to help prepare learners for interactions with native and non-native speakers of English in the work-place.



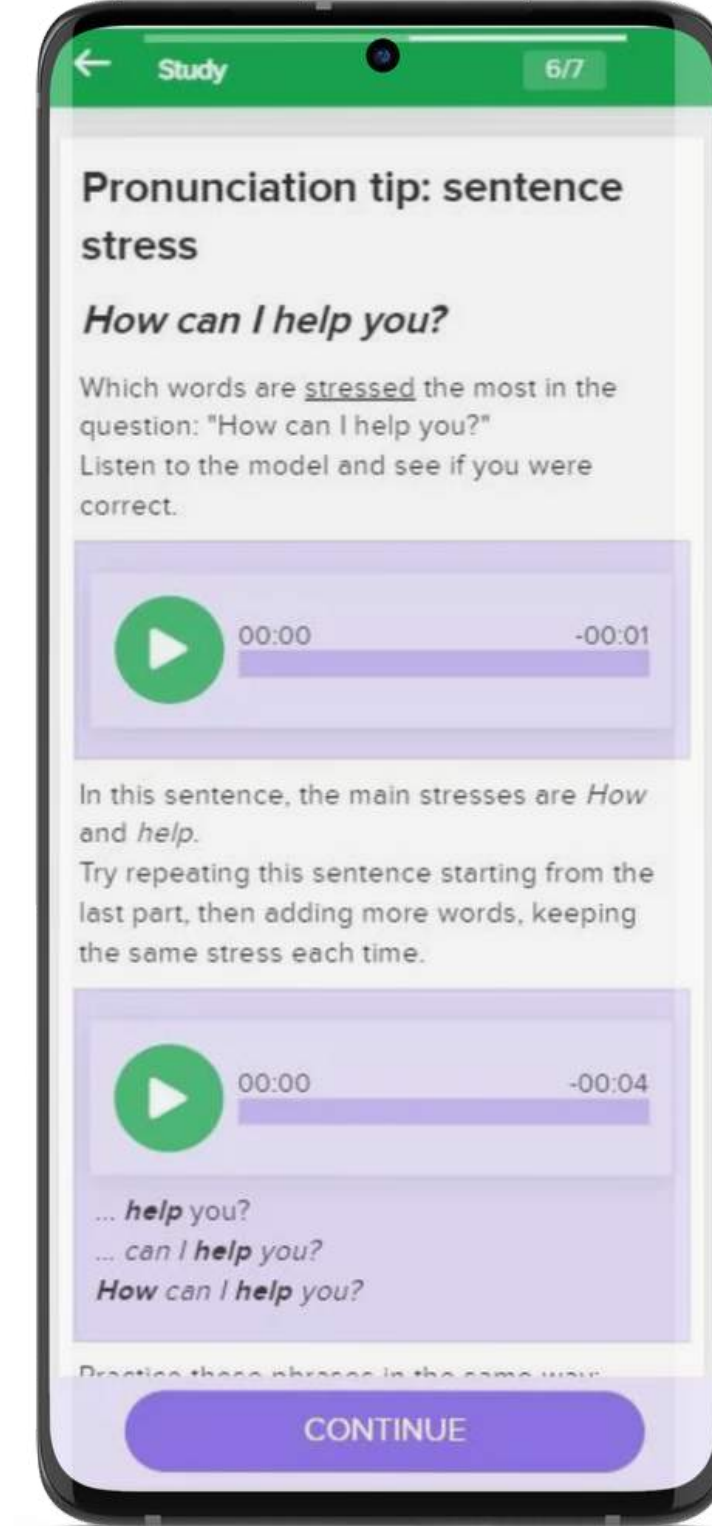
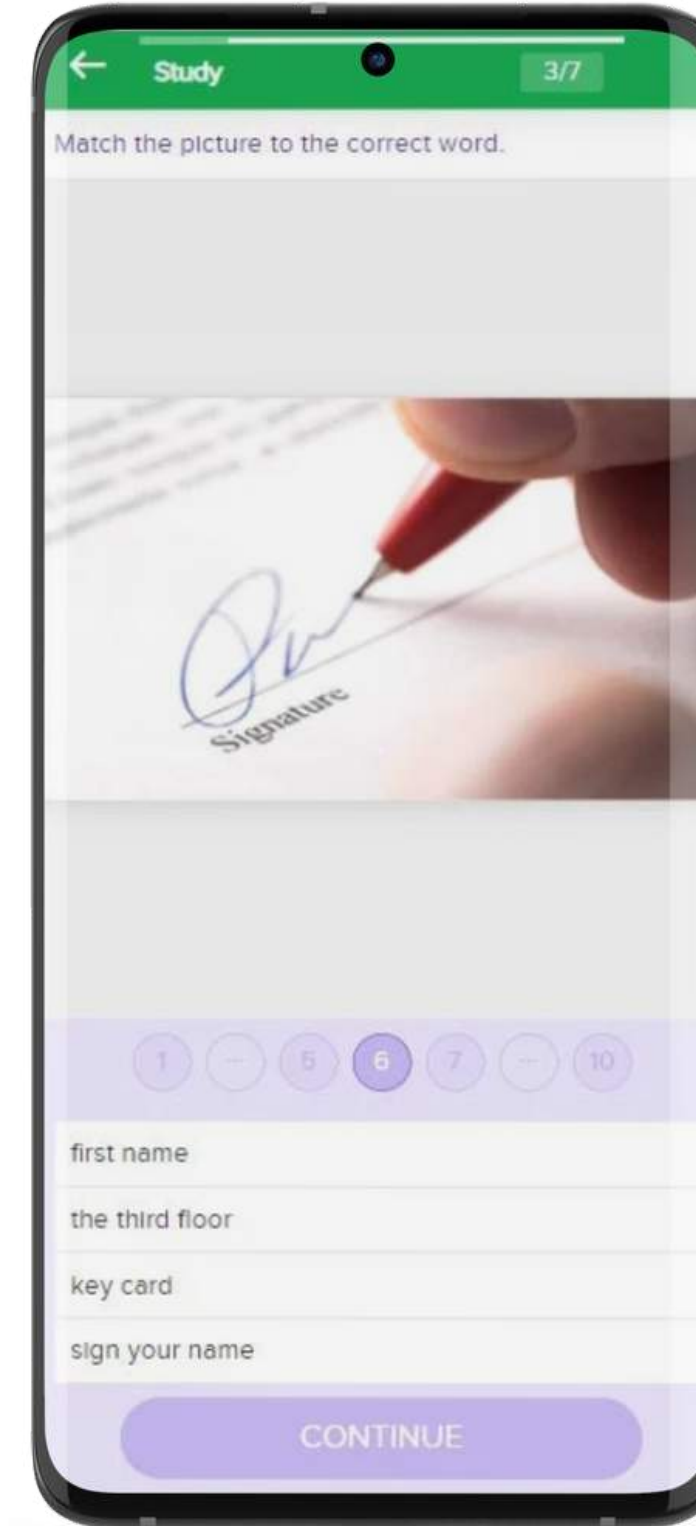
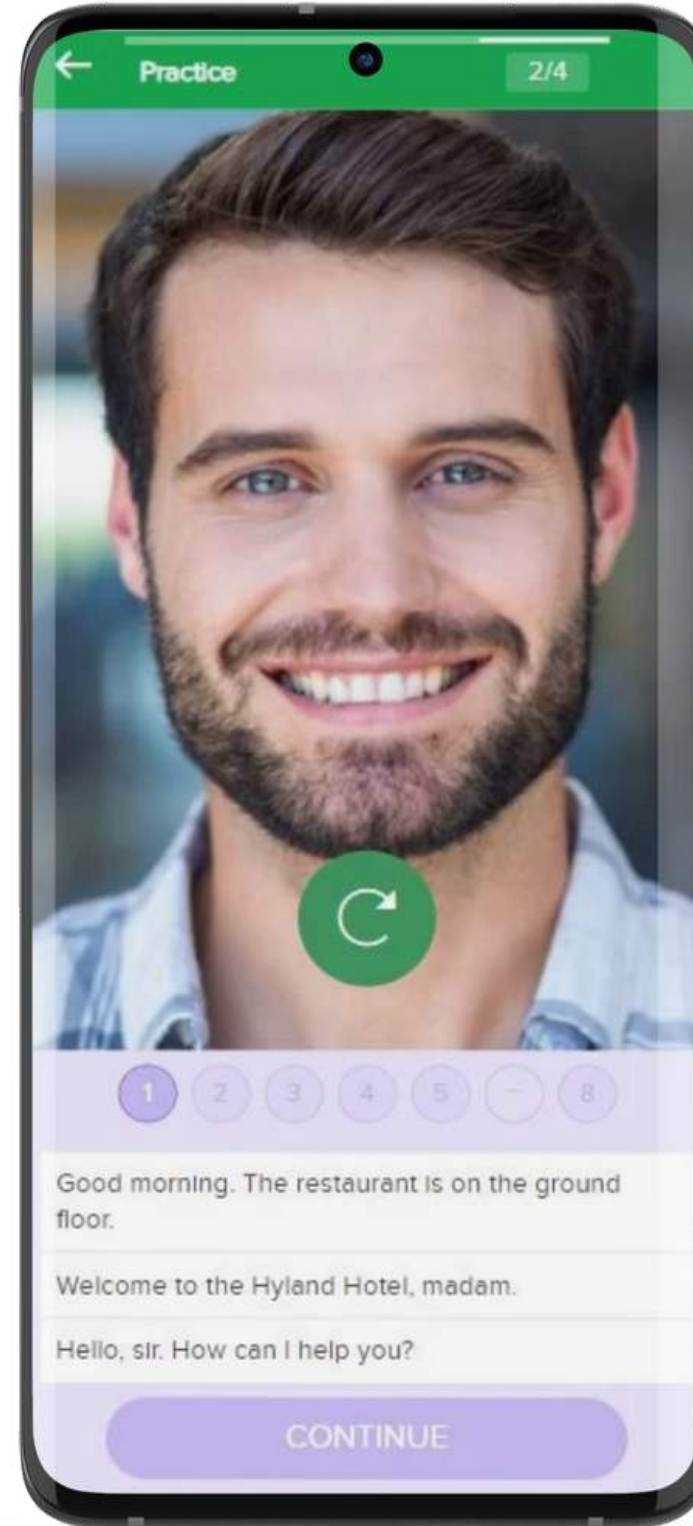
# ENGLISH FOR HOSPITALITY

## At a Glance

- Level: CEFR A2 – B1
- Number of Lessons: 30 (Digital)
- Lesson Duration: Approx. 45 mins
- Key Content: Checking in and out (procedures, services, directions); Phone calls – front office (reservations, enquiries, explaining facilities); Managing guests' needs (dealing with complaints and special requests); Work life (duties and responsibilities, procedures and systems)

## Features

- A functional syllabus aligned to the most common interactions in hotel and tourist office settings.
- Language that has been checked and validated by hospitality professionals.
- Detailed feedback on each activity, plus a full grammar reference to support learning and review.
- Skills practice in speaking, listening and pronunciation.
- Extensive use of listening material that features guests and visitors speaking in different accents.
- Record and playback activities for learners to practise communicating in a variety of different situations that are typical of hospitality work.
- Vocabulary building exercises to increase range and control of both common phrases and technical words related to hospitality and tourist information services.



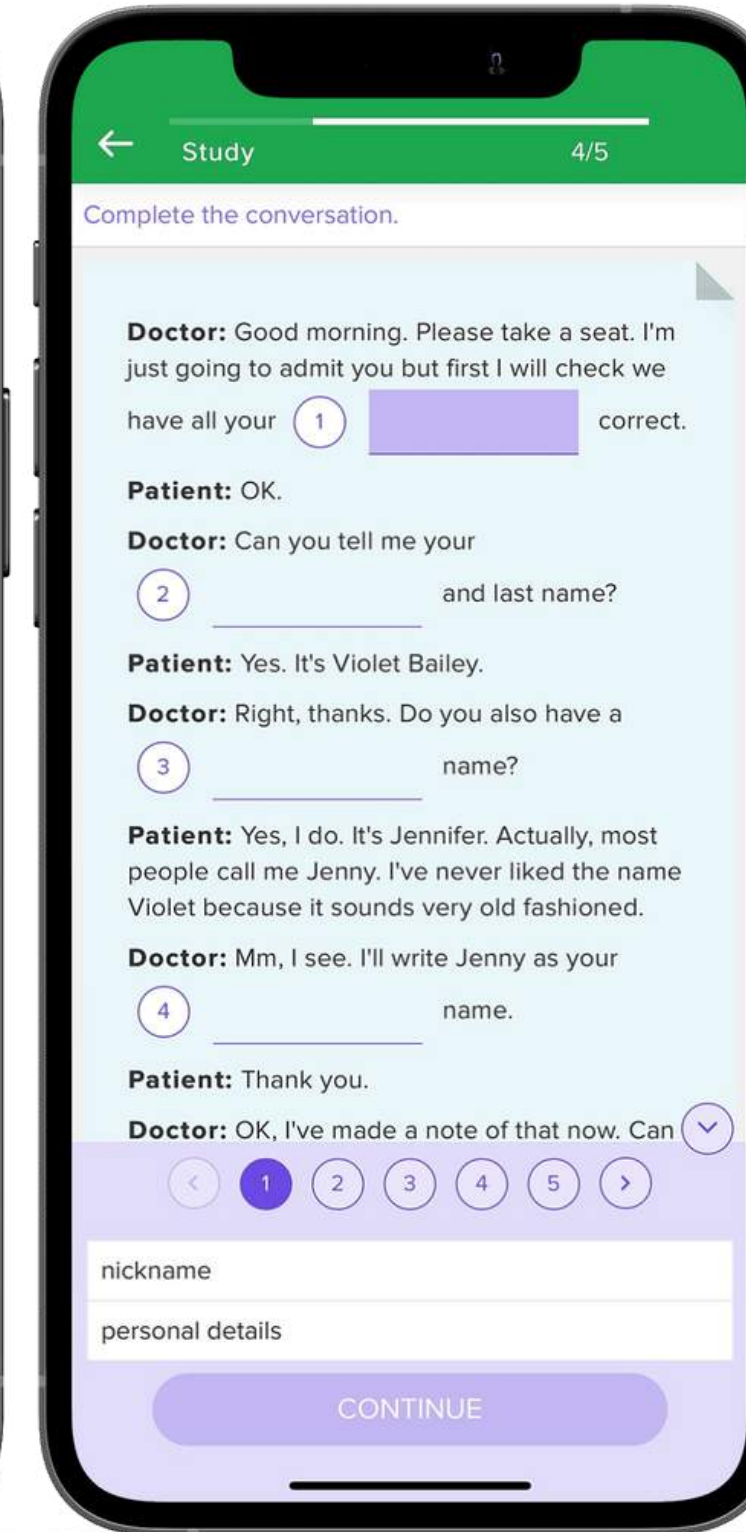
# ENGLISH FOR NURSING

## At a Glance

- Level: CEFR B1 | IELTS 4 – 5
- Number of Lessons: 30 digital lessons (Focus on listening & speaking)
- Lesson Duration: Approx. 45 mins
- Key Content: - A topic-based syllabus which equips nurses and related healthcare professionals with the key vocabulary required to operate effectively in everyday healthcare contexts.

## Features

- Lessons based on a typical situation that nurses will encounter when interacting with patients or colleagues.
- Industry-specific words and phrases that have been checked and validated by nurse educators.
- Extensive use of listening material that features a range of accents.
- Record and playback activities for learners to practise communicating with appropriate responses in a variety of typical nursing situations.
- End of lesson suggestions to review, personalise and explore the language further.



# VOCABULARY COURSES

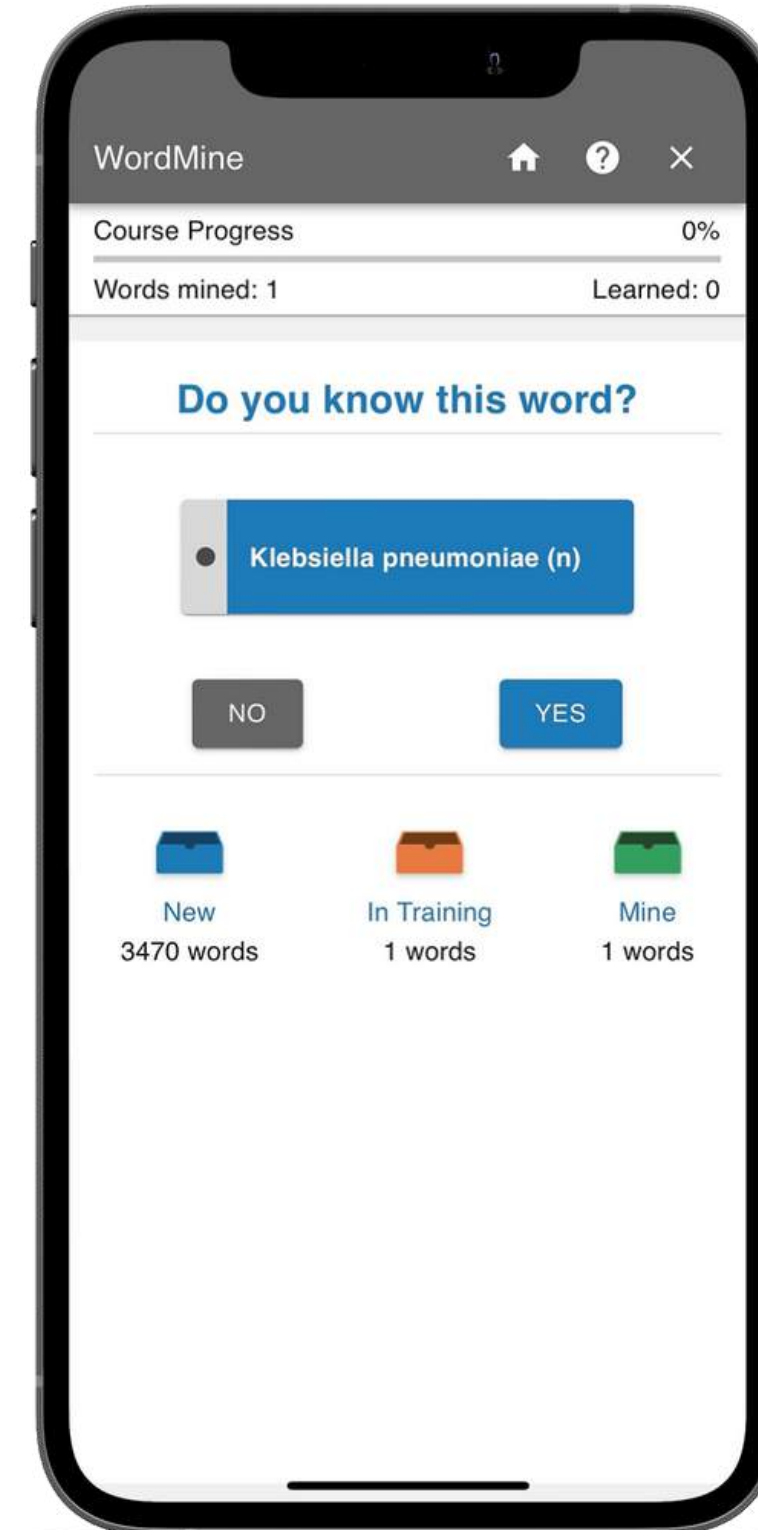
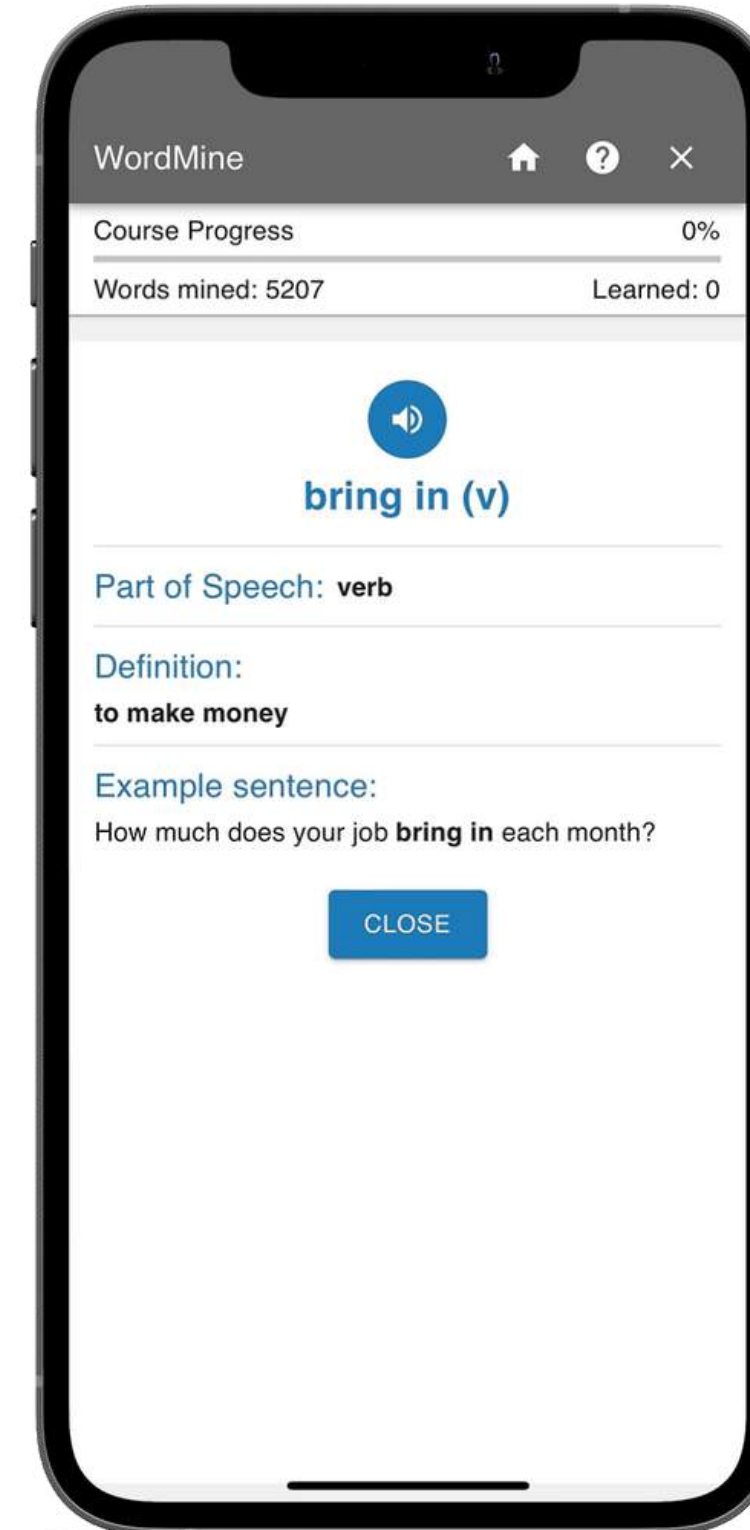
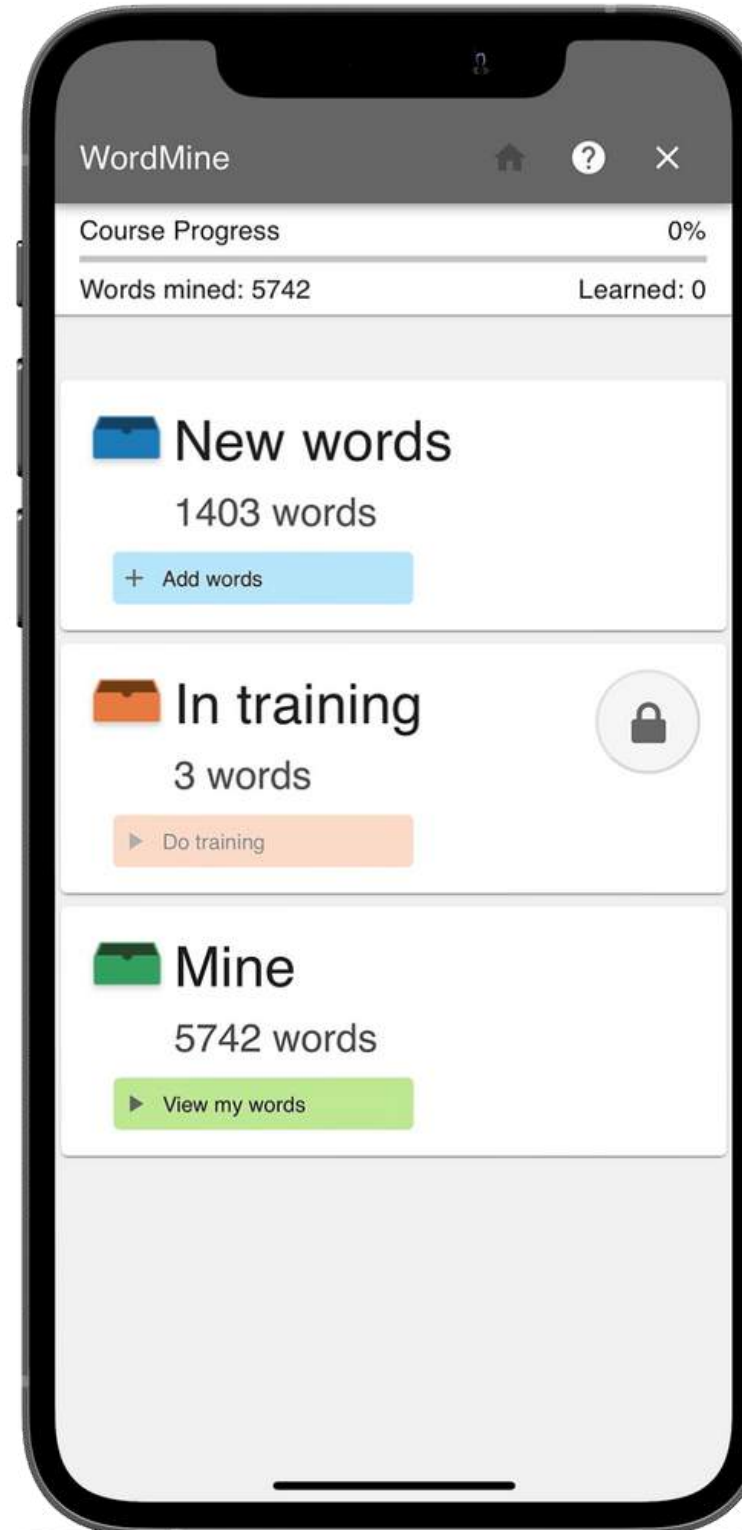
## At A Glance

- Level: CEFR A1 - C1
- Hours of Content: 330 Hours - 6500 Words (Vocabulary for General English); 25 Hours - 500 Words (Vocabulary for ESP Areas); 150 Hours - 3500 Words (Medical & Hospitality Vocabulary).

## Key Content:

- Subject Areas: General English, TOEIC Specialist: Medical, Legal, Accounting.
- Business: General Business (3 levels), Meetings, Negotiations, Presenting, Telephoning, Management
- Industries: Retail, Hotel/Hospitality, Financial, Engineering, Insurance, Pharmaceutical, Medical.

**These courses are added free of charge to all main orders.**



# LEARN WITH A COACH

Email coaching is a support service that helps keep your learners engaged with their digital content.

## At a Glance

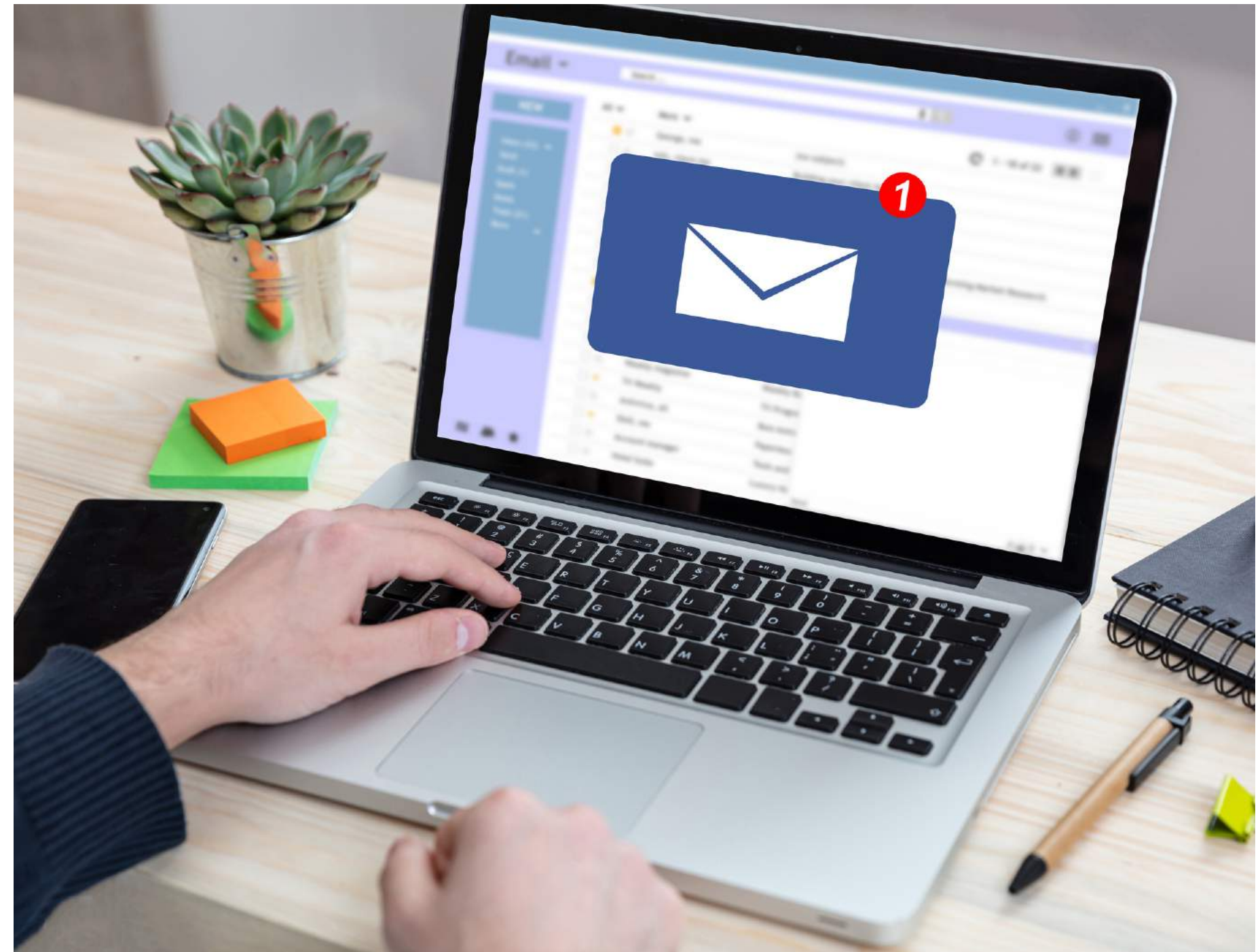
The coaching service has three main goals:

- Ensures the learner completes their course within the course period.
- Helps the learner study effectively and get the most from their course.
- Leaves the learner feeling positive about their English study.

## Features

- The coach is there to help the learner decide on their goals, and help them study efficiently and effectively, keeping motivation high and helping the learner reach their goals in whichever course they are taking.
- Coaches also answer any questions the learner has about courses, about English, or about English study.
- Coaches send one short email per week with an update, some advice, or just a reminder until they pass their course.
- Coaches also welcome emails with questions or even when the learner just wants to practice writing in English.

**This is a bolt on product and can be used for all of our 4 month and 12 month online English courses.**



# BLENDABLE ENGLISH COURSES

## At a Glance

- Lessons delivered using your own local teachers, or online, using our premium tutoring service.
- Lessons designed to cover a 50-60 minute class period and clearly linked to its digital counterpart.
- Specific focus on output and speaking skills.
- Available for General English, Business and IELTS speaking courses.

## Features

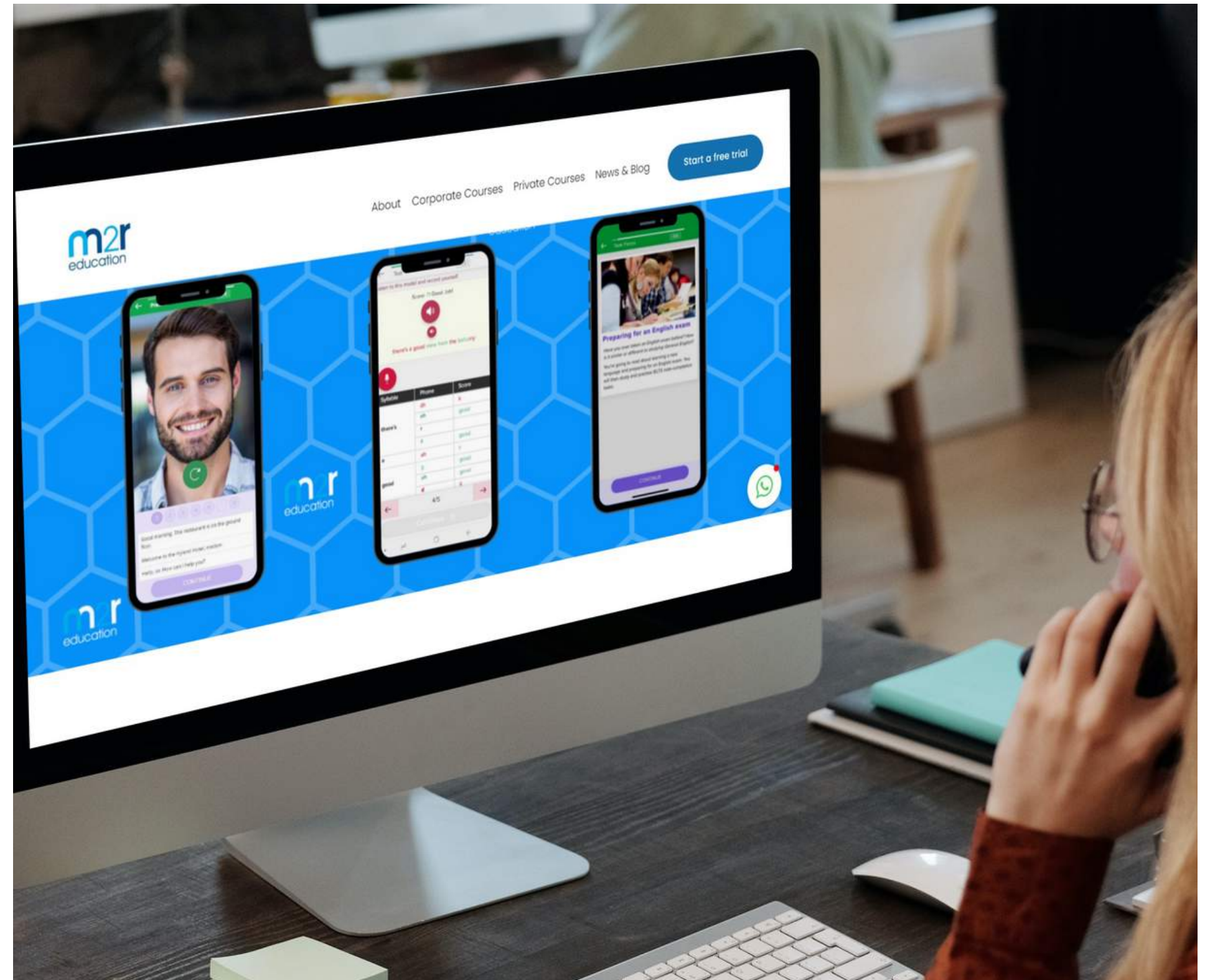
- An alternative to a traditional coursebook, and a substantial saving on resources.
- Teacher support with clear lesson aims and how-to notes that will help save on preparation time.
- Blended lessons can be delivered as stand alone PDFs, in Word format, and with audio files where applicable.
- General English courses are also supported with lessons in PPT format with embedded audio for front-of-class use, or delivery in a virtual classroom.
- A logical flow and link to materials that are completed in self-study mode, and at the learner's own pace.

Course	Level	#of Digital Lessons	# of Blended Lessons	Components
Improve my English (Beginner)	A1	56	48	Student Lesson, Teacher's Notes, Key Language Summary, Audio Files, PPT w/ embedded audio, Offline (Print) Placement and Progress Tests
Improve my English	A2 - C1	350	192	Student Lesson, Teacher's Notes, Key Language Summary, Audio Files, PPT w/ embedded audio, Offline (Print) Placement and Progress Tests
Improve my Business English	B1-B2	60	30	Student Lesson, Teacher's Notes, Key Language Summary, Audio Files, PPT w/ embedded audio
Improve my IELTS Score	B1-B2	45	45	Teacher's Notes with tasks and activities



## FOR MORE INFORMATION

- [digitalcourses@m2rglobal.com](mailto:digitalcourses@m2rglobal.com)
- [www.improvemyenglishskills.com](http://www.improvemyenglishskills.com)
- +441924 201973 (Office)
- +4477770 865741 (WhatsApp)



*'In terms of user experience, the platform is easy to use and follow. It has a user-friendly interface and the mobile app is smooth and fast. It is very useful that the General English module starts with a placement test and designates a development plan/path for the learner.'*

Head of IT, Sterling Education