



trademarktours

Skill Development Workshops Curriculum Overview

College Courses

How to Apply to Top Universities: Having good grades is only one of several critical pieces to being accepted to a top-tier American school. We'll give you the tools for creating the very best college application, such as how to craft the perfect college essay, the importance of SATs, and tips on exactly what admissions officers are looking for in the big interview. *Available for Middle & High School Students; "How to Apply to Graduate Schools" Available for Undergraduate Students*

College Essay Writing Workshop: One of the most important parts of the college application is the essay. You can learn to craft the very best admissions essay from current Harvard students. We'll also working on what a resume is, and how to make your very best self shine through. *Available for High School Students*

ESL -- Daily Conversation & College Life: Focus on fundamentals with our English as a Second Language course. Our undergraduate lecturers will lead students through group and individual participation activities designed to practice and perfect the language skills necessary for entering American academic life. *Available for Middle & High School Students*

ESL - SAT Prep: The SAT is America's most commonly used college entrance exam. Our preparation course focuses on the Reading and Writing & Language sections, specifically designed for ESL students coming to study in the US. We'll review top tips for taking the exam, types of questions you'll encounters, and even a real practice exam. *Available for High School Students*

Model UN: This popular academic event simulates the activities of the United Nation General Assembly and Security Council, introducing students to the world of diplomacy, negotiation, and decision making. Our program will teach students how to research relevant details about a country, draft a position paper, and understand the necessary points and motions used. Your students will have all the tools they need to participate in a Model UN program. *Available for Middle & High School Students*

STEM Lecture, STEM Careers: Science, Technology, Engineering, and Math make up some of the fastest growing programs at American colleges, and lead to numerous lucrative career options. In this highly interactive program we start by discussing what exactly what kinds of courses and careers are offered by differing branches of STEM. Then we use hands-on experiments to highlight the scientific method and engage students minds. *Available for Middle & High School Students*

STEM Lecture, How technology changes the world!: Our undergraduate lecturers will take you on a journey of scientific invention through the years, from the creation of the wheel through today's modern discoveries. We'll also review how innovation continues to affect the future every day. *Available for Middle & High School Students*

Creative Development: In a diverse and highly accessible global market, creativity is an essential element for success. we can help your group "think outside the box", encouraging and directing their natural creativity. We show groups a path of invention, imagination, problem-solving and communication that will make them feel like "artists"! *Available for Middle School Students*

Critical Thinking: The ability to think clearly and rationally is becoming more crucial than ever today. Our undergraduate lectures will review what exactly how it can affect or improve your career. We provide important tips on how to hone your critical thinking skills and we'll participate in some group practice activities. *Available for High School & Undergraduate Students*

Welcome to Harvard or Welcome to MIT: Harvard and MIT are consistently known as premiere universities. It's no wonder so many thousands apply for admission every year. But what is it, exactly, that makes theses schools stand out amongst so many others? Choose your choose and current undergrads will give you the inside story with history, details about its current status, and their own personal experiences. *Available for Middle & High School Students*



Curriculum Overview



Career Courses

Time Management: In an increasingly fast paced world, it's more important than ever to use your time wisely. We will offer concrete suggestions for maximizing your productivity. First we'll focus on studying and managing time in an academic environment, and then we'll turn towards career goals and managing time in the corporate world. Available for High School & Undergraduate Students

Career Guidance: Before you begin down a long career path, discover where the most potential for growth is. Learn how your talents fit into unique, lucrative career options. We'll talk through how to pick the best internship and how to land the gig. Our program will help you customize a plan and discover your interests and ambitions. Available for High School & Undergraduate Students

International Business Culture: This participation-driven lecture is designed to help students use the best management tools and techniques in the corporate world beyond borders. Businesses are consistently operating more across cultural and political boundaries. We'll expand the skills necessary to deal to business on the international scene. *Available for High School & Undergraduate Students*

Leadership Development: Expand and develop new ideas of what it is to be a leader in today's world. The program includes a seminar-style discussion about major leadership theories and styles. We make sure that our programs engage people's hearts and minds and prepare them to be more excellent and informed leaders! Available for High School & Undergraduate Students

Leadership in Business & Executive Skill Development: This participation-driven lecture series teaches students how to use the best tools and techniques in the corporate world to define leadership roles in management, analyze corporate culture, and master every stage of a company's growth. Available for High School & Undergraduate Students

Networking Skills Development: The ability to create and nurture formal and informal connections with associates is one of the most important skills for getting ahead. We discuss the value of embracing this practice, and we'll review tips for getting the most out of both face-to-face and digital networking. Available for High School & Undergraduate Students

Public Speaking: Practice and perfect your performance skills, with tips from the best tour guides around! We review the benefits of skillful public speaking, including tips on how to improve. Participants will have the opportunity to make short presentations to practice these new skills. Available for Middle, High School, & Undergraduate Students

Principles of Marketing: This dialogue-based lecture will focus on more than just selling a product. We focus on 4 core principles - Product, Price, Promotion, and Place - to break down one of the most important elements of any new business. Available for High School & Undergraduate Students



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Curriculum Overview

Cultural Courses

Cultural Differences: Our two cultures are literally oceans apart, and both countries have proud and rich heritages. With the goal of creating global citizens, in this lecture we aim to understand why we do what we do, in both hemispheres. *Available for Middle, High School, & Undergraduate Students*

Don't Give Into Peer Pressure: Peers influence you in ways you may not realize - you learn from them, and they from you. We'll discuss ways to avoid negative influences and how to be a true friend! *Available for Middle School Students*

The American Dream: In this discussion-based, university style lecture, we will review the the history of the American Dream expression, explore our culture to see where we can find it, describe traditions influenced by the American Dream and finally discover the Spirit of the Dream around the world. *Available for Middle, & High School Students*

The American Educational System: Spinning out of our highly popular lecture on cultural differences, this program focuses on the ins and outs of the United States academic system. We'll review classroom style, teachers expectations, as well as after school activities and prep for college life. *Available for High School & Undergraduate Students*

Importance of Studying Another Language: In an increasingly international world bilingualism is becoming more important than ever. In this program we'll talk about the benefits of learning a new language from different perspectives, both academic and personal. Finally we'll finish with live practice. *Available for High School Students*

American System of Government: Since the nation's founding in the 1700s, American style democracy has been unique. In this lecture you'll learn about the "three-legged stool" of government with checks and balances, and how each branch interacts with each other. *Available for High School Students*

Social Media Today: Social media is a relatively new phenomenon, In this lecture we discuss how the emergence of social media influences society, its main characteristics, and what has made it so popular so quickly. *Available for High School Students & Undergraduate Students*

