

Marketing (2nd year entry)

City of Glasgow College

Venues

City Campus

Content

The course helps you develop the skills you'll need to work in marketing and business. It covers marketing theory and buyer behaviour, as well as the main operational areas of marketing research, promotion and selling.

Coursework includes projects and assignments that relate to current industry practice and market environments. You'll be assessed continuously throughout the course.

Start Date

August

Qualification

HND

Study Method

Full time

Course Length

2 years

Department

Marketing and Retail

Entry Requirements

Relevant HNC. Entry subject to interview.

SCQF Level

8

SCQF Points

«SCQFPoints»

Progression Routes

2nd or 3rd Year entry to university degree courses; employment in marketing, promotion or export departments of industrial or commercial companies.

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

City Campus
190 Cathedral Street
Glasgow
G4 0RF

Website

www.cityofglasgowcollege.ac.uk