

## 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

### Progression Routes

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

### Address

City Campus  
190 Cathedral Street  
Glasgow  
G4 0RF

## Website

[www.cityofglasgowcollege.ac.uk](http://www.cityofglasgowcollege.ac.uk)