

Business: Marketing and Public Relations

Dundee and Angus College

Venues

Gardyne Campus

Content

This course develops learners' skills within various business functions but will have a Marketing and Public Relations focus. Learners will gain skills in key business areas that are valued by employers.

Learners will study core units in the areas of management of people, marketing, economics, accounting, IT and business communication. Learners will also study the Marketing & PR option set which will focus on marketing theories and creating a digital portfolio, which learners can use to showcase their skills to employers and universities.

This course will give the skills, knowledge and confidence needed to start an academic journey to university, the workplace or HND Business.

Start Date

September

Qualification

HNC

Study Method

Full time

Course Length

1 year

Department

Business and Administration

Entry Requirements

2 relevant Highers, preferably including English; or relevant Advanced Certificate; or other relevant national qualification at SCQF Level 6. Entry subject to interview and pre-entry test.

SCQF Level

7

SCQF Points

«SCQFPoints»

Progression Routes

HND Business

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

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Website

www.dundeeandangus.ac.uk