

Marketing Communications

Dundee and Angus College

Venues

Kingsway Campus

Content

This new award reflects the changing face of marketing in the digital era, and provides the knowledge and skills for employment or further study in the Marketing, Advertising and PR industry.

Subjects studied include Advertising Media Sales and Planning, PR Principles and Practices, Contemporary Marketing Issues, Brand Management, Digital Marketing Communication Website Tools and Techniques.

You will develop a portfolio of work and campaigns to demonstrate your skills and abilities, and have the opportunity to meet and learn from industry experts.

Start Date

August

Qualification

HNC

Study Method

Full time

Course Length

1 year

Department

Retail, Events and Marketing

Entry Requirements

2 Highers, or relevant national qualifications at SCQF Level 6. Entry is subject to interview and a written test.

SCQF Level

6

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