

Administration and IT with Digital Marketing and Social Media

New College Lanarkshire

Venues

Coatbridge Campus

Content

This course provides all the core units of an HNC Administration and IT course, plus key marketing and social media units. Students will be provided with an introductory understanding of the role of digital media in contemporary marketing communications.

The Unit explores current techniques and provides the candidate with the opportunity to develop practical skills through the use of a social networking tool. In addition students will explore aspects of social media, and its success as a marketing tool. Students will develop these skills further by creating their own social media marketing campaign and evaluating its success.

Core units include; Office Administration, Digital Technologies, Digital Marketing, Social Media; IT in Business: Word Processing, Spreadsheets and Databases.

Start Date

August

Qualification

HNC

Study Method

Full time

Course Length

1 year

Department

Accounting and Administration

Entry Requirements

1 relevant Higher; or NQ Administration and IT; or other relevant national qualifications at SCQF Level 6

SCQF Level

Progression Routes

HND or 2nd year of a relevant degree course

Address

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Website

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