

Marketing Communications

City of Glasgow College

Venues

City Campus

Content

This course will give you an understanding of fundamental marketing theory. You will explore aspects of social media marketing, advertising, public relations and branding.

This course will develop your knowledge and understanding of the creative campaign process and you will have the opportunity to create and design communications campaigns for industry clients.

At the end of the course, you'll have a strong portfolio of examples to demonstrate your competence to employers and academic institutes.

Start Date

August

Qualification

NQ

Study Method

Full time

Course Length

1 year

Department

Marketing and Retail

Entry Requirements

3 subjects at National 5 including English; or other relevant national qualifications at SCQF Level 5. Entry is subject to interview.

SCQF Level

6

SCQF Points

«SCQFPoints»

Progression Routes

HNC Marketing Communications, HND Marketing or HND Advertising and Public Relations or other SQA Awards.

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

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Website

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