

Branding, Social Media and Psychology

Dundee and Angus College

Venues

Gardyne Campus

Content

This course will examine branding, promotion, branding strategies and developments in these over time. Candidates will also examine theories relating to use of colour and logos and how consumer brand loyalty or trust is established. Course content will cover how individuals are affected by social media and examine the successes and failures of past and present social media platforms.

Start Date

January

Qualification

Other

Study Method

Part time (evening)
Part time (weekend)

Course Length

1 year

Department

Retail, Events and Marketing

Entry Requirements

An English based subject at SCQF Level 5.

SCQF Level

6

Address

Old Glamis Road
Dundee
DD3 8LE

Website

www.dundeeandangus.ac.uk