

## Business with Digital Marketing (Year 2)

North East Scotland College

### Venues

Fraserburgh Campus

### Content

Modern business practice embraces the digital world and uses social networks to promote and market products and services. This course provides a strong base of essential business skills such as economics, accounting and management and supplements this with marketing using digital and social media. Increase your value as a potential employee in the world of online marketing whilst also gaining a core set of essential business skills that also increase your options for progression to a wider range of related degree level courses.

As part of this course, you will study subjects such as:

Digital marketing communications; Website development techniques; Contemporary marketing issues; Business accounting; Economics; Contracts and Law; Preparing to start a business; Business culture.

### Start Date

August

### Qualification

HND

### Study Method

Full time

### Course Length

2 years

### Department

Business and Management

### Entry Requirements

HNC Business with Digital Marketing

### SCQF Level

8

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Gallowgate Centre  
Gallowgate  
Aberdeen  
Aberdeen City  
AB25 1BN

## Website

[www.nescol.ac.uk](http://www.nescol.ac.uk)