

Marketing Communication

West Lothian College

Content

This exciting new course has an increased focus on the use of digital and social media techniques in marketing communications and is designed to provide you with the skills and competencies which will allow you to pursue a range of opportunities in employment, professional development and further study.

You will cover core marketing, advertising and digital subjects; Marketing an Introduction, Social Media Literacy, Advertising: An Introduction, Behavioural Aspects of Marketing, Branding an Introduction, Marketing Research Practice, Digital Media.

Start Date

August

Qualification

NQ

Study Method

Full time

Course Length

1 year

Department

Business & Management

Entry Requirements

National 5 English, Administration and IT or Business Management, or relevant national qualifications at SCQF Level 5; interview; written task

SCQF Level

5

Progression Routes

NC Business Management Level 6

Address

Almondvale Crescent

Livingston
West Lothian
EH54 7EP

Website

www.west-lothian.ac.uk