

Marketing Communications

Fife College

Venues

Dunfermline (Halbeath) Campus

Content

You will be introduced to this award by using a blended approach - you will have online sessions, in which marketing specific concepts, theories and frameworks will be introduced, and face to face delivery, where you will get the opportunity to apply these concepts to real case scenarios.

You will engage in activities directed and supervised by lecturers, and will also undertake work in an autonomous way.

The course will be assessed through a blend of assignments and project work.

Mandatory units:

Customer care; Project management; Leadership; Accounting software.

Optional units:

Marketing; Advertising; Public relations; Marketing research; Marketing planning; Digital marketing.

Start Date

August

Qualification

HNC

Study Method

Full time

Course Length

1 year

Department

Business, Management and Accounting

Entry Requirements

1 relevant Higher plus 4 subjects at National 5, or Foundation Apprenticeship Business Skills, or relevant national qualifications at SCQF Level 6.

SCQF Level

7

SCQF Points

«SCQFPoints»

Progression Routes

HND Marketing

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

Pittsburgh Road
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Website

www.fife.ac.uk