

Marketing Communications

Fife College

Venues

Dunfermline (Halbeath) Campus

Content

HNC in Marketing Communications has been designed to provide learners with the relevant knowledge and skills for entry level jobs in marketing, advertising and public relations. This includes greater focus on practical skills, particularly in the use of digital and social media techniques in marketing communications, while still ensuring a solid grounding in basic marketing theory and practice needed to progress to the HND award or into introductory level employment in the sector.

Contents Include:

Marketing; Advertising; Public relations; Marketing research; Marketing planning; Digital marketing; Customer care; Project management; Leadership; Accounting software.

Start Date

August

Qualification

HNC

Study Method

Full time

Course Length

1 year

Department

Business, Enterprise and Accounting

Entry Requirements

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

SCQF Level

7

SCQF Points

«SCQFPoints»

Progression Routes

HND Marketing

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

Pittsburgh Road
Dunfermline
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Website

www.fife.ac.uk