

## Marketing

City of Glasgow College

### Venues

City Campus

### Content

This exciting new course has been designed in partnership with industry professionals to ensure you are prepared to work in marketing, advertising and public relations organisations. To reflect changes in industry there is an increased focus on the use of digital and social media techniques in marketing communications.

There is also a solid grounding in theory allowing progression on to the new HNDs in Marketing and Advertising and PR. There is a high level of current industry practice with employers and industry experts. At the end of the course, you will have a strong portfolio of examples to demonstrate your competence to employers and academic institutes.

### Start Date

August

### Qualification

HNC

### Study Method

Full time

### Course Length

1 year

### Department

Marketing and Advertising

### Entry Requirements

1 relevant Higher; or NQ Marketing (Level 6); or other relevant national qualifications at SCQF Level 6. Interview.

### SCQF Level

7

### SCQF Points

«SCQFPoints»

## Progression Routes

2nd or 3rd Year entry to university degree courses; employment in marketing, promotion or export departments of industrial or commercial companies.

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

City Campus  
190 Cathedral Street  
Glasgow  
G4 0RF

## Website

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