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