

## Marketing (Level 6)

City of Glasgow College

### Venues

City Campus

### Content

This course will give you an understanding of fundamental marketing theory. You will explore aspects of social media marketing, advertising, public relations and branding.

This course will develop your knowledge and understanding of the creative campaign process and you will have the opportunity to create and design communications campaigns for industry clients.

At the end of the course, you will have a strong portfolio of examples to demonstrate your competence to employers and academic institutes.

You'll study:

Marketing an Introduction; Social Media Literacy; Advertising: An Introduction; Implementing a Public Relations Campaign; Behavioural Aspects of Marketing; Branding an Introduction; Marketing Research Practice; Advertising Media Campaign Planning; Digital Media: Still Images.

### Start Date

August

### Qualification

NQ

### Study Method

Full time

### Course Length

1 year

### Department

Marketing and Advertising

### Entry Requirements

3 subjects at National 5 including English, or relevant national qualifications at SCQF Level 5. Interview.

## SCQF Level

6

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

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190 Cathedral Street  
Glasgow  
G4 0RF

## Website

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