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

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Address

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Website

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