

Marketing: Advertising and Public Relations

City of Glasgow College

Venues

City Campus

Content

This new course prepares you for a career in the communication industry. You will develop an understanding of the nature and function of advertising and public relations, within a wider marketing and marketing communications framework.

It further develops your skills in both traditional and digital areas of marketing research, consumer behaviour, campaign planning, media, copywriting and corporate identity. You will learn how to communicate effectively in this environment by engaging with employers and decision-makers from the industry throughout this course and have the opportunity to work with live clients. Theory and underpinning knowledge are fully covered to prepare you for further studies at degree and professional level.

Year 1:

Digital Marketing Communications: Website Development and Content Development; Marketing Introduction and Planning; Marketing Research Theory; Advertising: The Advertising Industry and PR: Principles and Practice; Graded Unit.

Other units include:-

Advertising Media Research; Media Analysis: Advertisements; Corporate Identity, Marketing: Brand Management; Advertising: Media Sales and Buying; Copywriting; Public Relations: Strategic Analysis and Application; Developing a Digital Advertising and PR Campaign; Digital Imaging; Law and the Communications Industry; Economic Issues: An Intro; Financial Accounting Statements: An Intro; Professional Sales: Principles and Practice; Consumer Behaviour and the Marketing Process.

Start Date

August

Qualification

HND

Study Method

Full time

Course Length

2 years

Department

Marketing and Retail

Entry Requirements

2 relevant Highers, or relevant national qualifications at SQF Level 6. Interview.

SCQF Level

8

SCQF Points

«SCQFPoints»

Progression Routes

Relevant degree programme

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

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Website

www.cityofglasgowcollege.ac.uk