

Marketing: Advertising and Public Relations

City of Glasgow College

Venues

City Campus

Content

This 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 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.

Start Date

August

Qualification

HND

Study Method

Full time

Course Length

2 years

Department

Marketing and Advertising

Entry Requirements

2 relevant Highers, NQ Marketing (Level 6), or other relevant national qualifications at SQF Level 6. Interview.

SCQF Level

8

SCQF Points

«SCQFPoints»

Progression Routes

Relevant degree programme

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

City Campus
190 Cathedral Street
Glasgow
G4 0RF

Website

www.cityofglasgowcollege.ac.uk