

Marketing: Advertising and Public Relations (2nd year entry)

City of Glasgow College

Venues

City Campus

Content

This course prepares you for a career in the communication industry. You'll develop an understanding of the nature and function of advertising and public relations, within a wider marketing and marketing communications framework. You'll also learn how to communicate effectively in this environment.

You'll study:

Campaign development; PR; Social and digital media; Sales promotion and direct marketing; Consumer behaviour; Industrial investigation.

Start Date

August

Qualification

HND

Study Method

Full time

Course Length

1 year

Department

Marketing and Retail

Entry Requirements

Relevant HNC. Interview.

SCQF Level

8

SCQF Points

«SCQFPoints»

Progression Routes

Relevant degree programme

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

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