Marketing Management

City of Glasgow College

Venues

City Campus

Content

The new HND in Marketing Management develops skills in both traditional and digital marketing research, analysis and planning through the application of theory. This HND also focuses on consumer behaviour, sales and brand management. This course will successfully prepare you for articulation onto university and develop skills for employment. There is a high level of employer engagement. The course is partnered with the Chartered Institute of Marketing and their employer/education opportunities.

Start Date

August

Qualification

HND

Study Method

Full time

Course Length

2 years

Department

Marketing and Advertising

Entry Requirements

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

SCQF Level

8

SCQF Points

«SCQFPoints»

Progression Routes

Relevant degree programme

Combination Courses

«htmlCombinationCourse» «htmlCombinationUCASCode»

Address

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Website

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