

# 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

City Campus  
190 Cathedral Street  
Glasgow  
G4 0RF

## Website

[www.cityofglasgowcollege.ac.uk](http://www.cityofglasgowcollege.ac.uk)