

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.

In year 1 you will study the HNC Marketing Communications units:-

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

Other units include:- International Marketing: An Intro; Marketing Analysis and Planning; Consumer Behaviour and the Marketing Process; Professional Sales: Principles and Practice; Integrated Marketing Communications; Marketing Research Applications; Marketing: Brand Management; Management: Leadership at Work; Commercial Law for Marketing; Financial Accounting Statements: An Intro, Economic Issues: An Intro; Direct Marketing; Advertising: Researching and Planning a Local Campaign.

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 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

www.cityofglasgowcollege.ac.uk