

## Marketing Management (2nd year entry)

City of Glasgow College

### Venues

City Campus

### Content

The course helps you develop the skills you'll need to work in marketing and business. It covers marketing theory and buyer behaviour, as well as the main operational areas of marketing research, promotion and selling.

Coursework includes projects and assignments that relate to current industry practice and market environments. You'll be assessed continuously throughout the course.

You can keep up to date with marketing industry news and future opportunities with The Drum and Digital Intelligence.

### Start Date

August

### Qualification

HND

### Study Method

Full time

### Course Length

1 year

### Department

Marketing and Advertising

### Entry Requirements

Relevant HNC. A genuine interest in marketing is needed and should be demonstrated in the application.

### 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)