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.

You'll study:

Marketing Planning Process; Integrated Marketing Communications; Sales Management; Marketing Research Applications; Marketing Relationships; Service Marketing.

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

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