

Business and Marketing (Level 5)

Edinburgh College

Venues

Sighthill Campus

Content

This course is designed to equip you with the knowledge, understanding and skills across various disciplines to provide a sound basis for success in the business and marketing industry. You will develop effective written communication skills using the appropriate vocabulary for effective writing. You will gain skills and an understanding of how to take forward a business idea and how to calculate costs effectively.

You will be encouraged to foster innovation and creativity, develop marketing and social media skills to adapt to changes in the business environment, and develop the knowledge, skills, and creative thinking required to start and promote a business.

Please note: This is a college-devised course and does not lead to a qualification.

Content:

Business in Action; Business Introduction; Business Management Project; Communication; Digital Marketing An Introduction; Digital Marketing Entrepreneurship; and, Management of People and Finance.

Start Date

August

Qualification

Other

Study Method

Full time

Course Length

1 year

Department

Enterprise and Commerce

Entry Requirements

3 relevant subjects at National 4 including English and Maths. Or relevant national qualifications at SCQF Level 4 or 5.

Interview and/or skills check.

SCQF Level

5

SCQF Points

«SCQFPoints»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

«Address»

Website

www.edinburghcollege.ac.uk