

## Marketing

Edinburgh College

### Venues

Sighthill Campus

### Content

This course develops knowledge and skills in areas such as marketing theory and practice, advertising and PR, and using digital and social media (including analytics, search engine optimisation etc).

You will cover a selection of marketing and advertising units including:

Marketing - an introduction; Public relations: principles and practice; Digital marketing communications: content development; Digital marketing communications: website tools and techniques; Advertising: the advertising industry; Market research theory; Marketing planning: an introduction; Marketing communications: graded unit 1.

### Start Date

August

### Qualification

HNC

### Study Method

Full time

### Course Length

1 year

### Department

Enterprise and Commerce

### Entry Requirements

1 Higher plus 4 relevant subjects at National 5 including English. Or relevant national qualifications at SCQF Level 6. You will be required to attend a group interview and complete a skills test.

### SCQF Level

7

### SCQF Points

«SCQFPoints»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

«Address»

## Website

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