# 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).

This qualification covers areas such as:

Introduction to Marketing; Marketing Research; Advertising and the Advertising Industry; PR; Marketing Planning; Social Media; and, Digital Marketing Communications of Website and Content Development, including analytics and SEO.

The course is a combination of theory and practical subjects, where you will apply your new knowledge and skills to create Advertising and Public Relations campaigns.

## 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