Marketing with Public Relations and Advertising

New College Lanarkshire

Venues

Coatbridge Campus

Content

This exciting course has been designed in partnership with industry professionals to ensure you are prepared to work in marketing, advertising & public relations within organisations. Marketers are constantly coming up with new and innovative ways to reach their audiences. If you are a creative person, you will enjoy working in the marketing field.

Marketers play a vital role in helping businesses succeed. When a marketing campaign is successful, it can have a real impact on a company's bottom line. In addition to these general benefits, there are also some specific benefits to studying marketing in the current economic environment. For example, businesses are increasingly relying on digital marketing to reach their target audiences. This means that there is a high demand for marketers with skills in digital marketing, such as social media marketing, content marketing, and search engine optimization (SEO).

Units will include:

Traditional and Digital Marketing; Advertising; Public Relations; Marketing Research and Planning; Website development; Social Media platforms.

Start Date

August

Qualification

HNC

Study Method

Full time

Course Length

1 year

Department

Lanarkshire Business School

Entry Requirements

1 relevant Higher, or Foundation Apprenticeship Business Skills or NQ Business and Management (Level 6), or other relevant national qualifications at SCQF Level 6

SCQF Level

7

SCQF Points

«SCQFPoints»

Progression Routes

HND Business

Combination Courses

«htmlCombinationCourse» «htmlCombinationUCASCode»

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