

Marketing, Advertising and Public Relations

New College Lanarkshire

Venues

Coatbridge Campus

Content

This course is designed to equip students with the essential skills and knowledge required to excel in the fast-paced field of marketing. This comprehensive programme covers key areas such as advertising, public relations, marketing research, corporate identity, consumer behaviour, and copywriting. Students will gain practical experience and theoretical insights, preparing them for a successful career in marketing.

Start Date

August

Qualification

HND

Study Method

Full time

Course Length

1 year

Department

Lanarkshire Business School

Entry Requirements

HNC Marketing with Public Relations and Advertising

SCQF Level

8

SCQF Points

«SCQFPoints»

Progression Routes

Degree programme

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

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