Business with Digital Marketing

Ayrshire College

Venues

Ayr Campus
Kilmarnock Campus
Kilwinning Campus

Content

This course gives you the practical skills and knowledge you need to work successfully in business and management, along with a general understanding of how businesses operate - including HR, marketing, IT and finance.

You will:

Look at managing people and organisations; Explore management theories and learn about leadership and recruitment; Look at the important role of marketing, and learn about marketing practice, including pricing strategies, distribution channels and the promotional mix; Learn about economic issues and how they impact the business environment; Become highly proficient in IT, developing your skills and knowledge of software applications to an advanced level; Look at business communication, learn how to produce high-quality business documents and develop skills for performing effectively at meetings or presentations.

On the financial side you will:

Develop skills in business accounting; Look at law in business; Learn about running a business; Work on a real case study for local businesses.

Start Date

August

Qualification

HNC

Study Method

Full time

Course Length

1 year

Department

Business

Entry Requirements

1 Higher plus English or Maths at National 5 preferred; or Foundation Apprenticeship Business Skills; or relevant national qualifications at SCQF Level 6. Interview.

SCQF Level

7

SCQF Points

«SCQFPoints»

Progression Routes

Progression on to a relevant HND course or university, through the college's articulation arrangements.

Combination Courses

«htmlCombinationCourse» «htmlCombinationUCASCode»

Address

Dam Park
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Website

www1.ayrshire.ac.uk