

## 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  
Ayr  
KA8 0EU

## Website

[www1.ayrshire.ac.uk](http://www1.ayrshire.ac.uk)