

## Advertising and Public Relations

City of Glasgow College

### Venues

City Campus

### Content

This course trains you for a career in the communication industries. You will develop an understanding of the nature and function of advertising and public relations, within a wider marketing and marketing communications framework. The new HND in Advertising & PR further develops your skills in both traditional and digital areas of marketing research, consumer behaviour, campaign planning, media, copywriting and corporate identity.

You will also learn how to communicate effectively in this environment by engaging with employers and decision makers from industry throughout this course. You will have the opportunity to work with live clients. Theory and underpinning knowledge is fully covered to prepare you for further studies at degree and professional level.

### Start Date

August

### Qualification

HND

### Study Method

Full time

### Course Length

2 years

### Department

Marketing and Retail

### Entry Requirements

2 relevant Highers; or relevant national qualifications at SCQF Level 6. Entry subject to interview.

### SCQF Level

8

### SCQF Points

«SCQFPoints»

## Progression Routes

Year 3 of relevant degree

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

City Campus  
190 Cathedral Street  
Glasgow  
G4 0RF

## Website

[www.cityofglasgowcollege.ac.uk](http://www.cityofglasgowcollege.ac.uk)