

## Marketing Communications

City of Glasgow College

### Venues

City Campus

### Content

This exciting new course has been designed in partnership with industry professionals to ensure you are prepared to work in marketing, advertising and public relations organisations and areas. There is an increased focus on the use of digital and social media techniques in marketing communications.

There is also a solid grounding in theory for successful progression on to the new HNDs in Marketing and Advertising and PR. There is a high level of current industry practice with employers and industry experts. At the end of the course, students will have a strong portfolio of examples to demonstrate their competence to employers and academic institutes.

### Start Date

August

### Qualification

HNC

### Study Method

Full time

### Course Length

1 year

### Department

Marketing and Retail

### Entry Requirements

1 relevant Higher; or other relevant national qualifications at SCQF Level 6. Entry is subject to interview.

### SCQF Level

7

### SCQF Points

«SCQFPoints»

## Progression Routes

Year 2 HND Marketing; employment in marketing, promotion or export departments of industrial or commercial companies.

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

City Campus  
190 Cathedral Street  
Glasgow  
G4 0RF

## Website

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