

## Marketing

City of Glasgow College

### Venues

City Campus

### Content

The new HND in Marketing develops skills in both traditional and digital marketing research, analysis and planning through the application of theory. This HND also focuses on consumer behaviour, sales and brand management. This course will successfully prepare you for articulation onto university and develop employability skills. There is a high level of employer engagement. The course is partnered with the Chartered Institute of Marketing and their employer/education opportunities.

### 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

2nd or 3rd Year entry to university degree courses; 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)