

ADVANCED DIPLOMA IN BUSINESS WITH MARKETING

The SQA Advanced Diploma in Business with Marketing is designed for students who wish to pursue a career in Marketing Management or a range of general business/management positions. This programme is designed to equip students with an understanding of marketing issues and practices within a changing business environment.

Year 1

- Accounting for Business: An Introduction
- Business Law: An Introduction
- Communication: Business Communication
- Creating a Culture of Customer Care
- Economic Issues: An Introduction
- Business Fundamentals with Emerging Technologies
- Managing People and Organisations
- Marketing Research Theory
- Marketing: An Introduction
- Marketing Practice: An Introduction
- IT in Business: Spreadsheets
- Business with Marketing: Graded Unit 1

Year 2

- Economics: Micro and Macro Theory and Application
- Business Contractual Relationships
- Managing Business Culture and Strategy
- Economics: The World Economy
- Project Management: Strategy, Decision Making and Risk
- International Marketing: An Introduction
- Marketing Research Applications
- Marketing Planning: Domestic Market
- Preparing Financial Forecasts
- Statistics for Business
- Business with Marketing: Graded Unit 2

Career Opportunities:

Marketing Assistant

Brand Assistant

Social Media Co-ordinator

Event Marketing Assistant

Assistant Media Planner

Product Marketing Assistant