

HND Advertising & PR *(SCQF Level 8)*

Full-time

Where will I study?

Course code	Location	Duration
CFDP	Aberdeen City Campus	2 Years

Welcome from Director of Curriculum

As the current Director of Curriculum, I would like to welcome you to the School of Creative Industries, Computing and Business Enterprise at North East Scotland College. This school encompasses the Creative Arts, Music, Drama, Media, ESOL, Business Enterprise and Computing and IT subjects – all of which offer interesting and exciting opportunities for students to progress and achieve success in their future careers.

Through work with external clients and experienced, knowledgeable teaching teams, our students will benefit from industry-focused, high quality learning. This means that on completion of your course, you are confident and capable when it comes to entering the workplace, or progressing towards further study. We pride ourselves in offering educational opportunities for all, whether you are starting at introductory level or joining one of our advanced courses. On behalf of the entire teaching team, we are delighted to have you join – or consider joining – one of our courses.

Susan Betty, Director of Curriculum for Creative Industries, Computing and Business Enterprise

Introduction to the course

This course will thoroughly prepare you for a career in marketing, advertising, public relations or the media. Theory and practical work is combined, reflecting the way things work in the industry - from research and analysis, to creating corporate identity and brand management. This gives you a real taste of what working in this fast-paced, creative industry is really like, ensuring you are well equipped for educational progression or employment.

Entry requirements

Applicants should have at least two Higher qualifications including English or a similar subject. Alternatively applicants should have completed a related Non-advanced College course.

For those returning to education, life skills and experience in the workplace may allow entry subject to interview. All applicants should show an interest in and aptitude for the subject.

What subjects will I be studying?

The course focuses on key concepts involved in marketing research and strategy, alongside creating and sustaining brand presence and corporate identity. You will also build a good understanding of the advertising industry, the principles and practices involved in public relations, how to effectively manage events and how to understand

consumer behaviour. Main topics include:

- Digital Marketing
- Marketing: An Introduction
- Media Analysis: Advertisements
- The Advertising Industry
- Public Relations: Principles and Practice
- Advertising Copywriting
- Corporate Identity
- Selling Skills
- Project Management
- Marketing Research Theory
- Consumer Behaviour
- Marketing Research Applications
- Managing an Event
- Sales Promotion
- Direct Marketing
- Brand Management
- Industrial Investigations

Assessment methods

This course is mainly assessed on a continuous basis and takes the form of essays, reports, presentations, closed-book assessments and projects. Please note that this course does not include an external end-of-course examination, and most assessments will be undertaken by College staff.

Dress code

There is no formal dress code for this subject, but students should present themselves professionally and to the standards expected in the industry. Students will be expected to dress formally when meeting external agencies and employers, or for mock interviews as part of coursework.

University links

North East Scotland College has links with a wide range of universities from across Scotland. Every one of our HND level courses has articulation opportunities where you can progress from your chosen course to a related university degree. This is an excellent option for those who may want to come to College at an introductory level, and then work their way towards degree level study.

[Find out more about our associate universities in the University Links section of the NESCol website.](#)

University progression

Robert Gordon University (RGU)

- BA/BA (Hons) Public Relations year 3 (subject to conditions)

Queen Margaret University

- BA (Hons) Film and Media year 3 (subject to conditions)
- BA (Hons) Media year 3 (subject to conditions)
- BA (Hons) PR and Media year 3 (subject to conditions) BA (Hons) PR Marketing and Events year 3 (subject to conditions)

University of the Highlands & Islands (UHI)

- BA (Hons) Business Management year 3 (Argyll College UHI, Inverness College UHI, Lews Castle College UHI, Moray College UHI, North Highland College UHI, Orkney College UHI, Perth College UHI, Shetland College UHI, West Highland College UHI) (subject to conditions)

The Open University

An HND can give up to 240 credits towards the 360 credit BA/BSc Open Degree with Honours or 180 credits towards

the 300 credit BA/BSc Open Degree.

A reduced amount of credit transfer can be awarded against other qualifications, such as: BA (Hons) Business Management.

Employment

Career opportunities are widespread in media, marketing, advertising and in public relations roles.

Useful information

Faculty: Business Enterprise

School: School of Creative Industries, Computing and Business Enterprise

Faculty Manager: Robert Laird
Email: r.laird@nescol.ac.uk

Curriculum & Quality Manager(s): Martin Moir
Email: m.moir@nescol.ac.uk

Guidance and Support

Guidance

You will be assigned a Guidance Tutor when you are enrolled on the course. They will act as your primary contact should you have any issues, personal or involving your course, whilst at North East Scotland College. They will support you for the duration of your course along with relevant teaching staff. For assignments and assessments you will be provided with detailed feedback where possible, allowing you to pinpoint areas of good performance and areas that may need improvement - essential for your educational development.

[View our Guidance Tutor contact information.](#)

Support

Our Student Services team are dedicated to helping all students with a range of factors that might affect your time at College. They can help you with funding queries, careers advice, learning support and more!

[Visit the Support section of our website for more information](#)

Learning Resources

The College has a number of excellent learning resources available to assist and support the delivery of our classes across full-time, part-time and distance learning courses. They aim to enhance the quality of your learning experience.

[Find out more about NESCol learning resources](#)

Library+

Our Library+ sites – at the Aberdeen City, Aberdeen Altens and Fraserburgh Campuses – provide all students with access to books, journals, newspapers, core skills materials and more! You'll also find laptop friendly areas, private study/research booths and printers, scanners and photocopiers.

[Find out more about what our Library+ services can offer](#)

College calendar

Have a look at our [College Calendar](#) for further information on key dates throughout the year.

Disclaimer: Please note that the information put forward in this course specification document is subject to change at any time, and without prior notice. We have taken every care to ensure that the information provided is as accurate and up-to-date as possible, but we are not liable for the content of or any omissions on this document. This includes any inaccuracies, errors or misstatements in the information/data presented.