

# Marketing with Advertising & Public Relations

## INTRODUCTION

This course aims to provide students with the necessary specialist knowledge of how digital marketing, advertising and public relations operate in the modern world. This knowledge is fundamental in ensuring that a business succeeds. Students participate in

- Professional guest lectures
- Sales Institute and marketing event participation
- *Pitstop* Leadership Programme from Common Purpose for selected students.
- Site visits
- Entrepreneurial skills workshop
- Workshop on Google Adwords and Display Advertising, Google Analytics and Social Advertising

## ENTRY REQUIREMENTS

Leaving Certificate, LCA or QQI Level 4. Mature students are exempt from Leaving Certificate requirement. All applicants are interviewed.

## CERTIFICATION

QQI Level 5 Certificate in Marketing 5M2069

QQI Component Maths 5N1833 (available as option in evening for learners requiring Maths for progression).

## WORK PLACEMENT/EXPERIENCE

Students undertake a block work placement of 2 weeks in a Marketing/Digital Marketing/Advertising/PR environment.

## EDUCATION PROGRESSION OPPORTUNITIES

CCOC QQI Level 6 Advanced Certificate in Tourism and Hospitality (Tourism with Business) 6M5012

CCOC QQI Level 6 Advanced Certificate in Marketing and Event Management (Business) 6M4985

Excellent progression opportunities to UCC and other Higher Education colleges. Special arrangements in place with CIT (CCPS), Tralee IT and Waterford IT for preferential entry for College of Commerce students. Up to 390 CAO points for any Institute of Technology can be attained by successful completion of this course.

## CAREER OPPORTUNITIES

Sales and marketing, marketing communications, corporate affairs, digital marketing, customer service. All students can access the Jobs Advice Hub (see pg. 85). Graduates can subscribe to 'CCOC college jobs register' and CCOC LinkedIn alumni for up to date vacancies and networking..

## COURSE CONTENT

Advertising	5N0748
Applied Economics	5N1350
Behavioural Studies	5N1351
Customer Service	5N0972
Desktop Publishing	5N0785
Digital Marketing	5N1364
Marketing Practice	5N1400
Public Relations	5N1405
Work Experience	5N1356

## COURSE SPECIFIC CONTACT DETAILS

For further information email:  
**marketing@ccoc.ie**  
**(021) 4223853**

Course fees outlined on  
**[www.corkcollegeofcommerce.ie](http://www.corkcollegeofcommerce.ie)**