

Marketing with Advertising & PR

COURSE CONTENT	
Advertising	5N0748
Statistics	5N2066
Behavioural Studies	5N1351
Personal Effectiveness	5N1390
Web Authoring	5N1910
Digital Marketing	5N1364
Marketing Practice	5N1400
Public Relations	5N1405
Work Experience	5N1356
Additional Training/Workshops	
Entrepreneurial Skills	
Microsoft Outlook	
Video Editing	
Data Protection	
Google Adwords and Display Advertising	
Google Analytics and Social Advertising	

INTRODUCTION

Marketing is one of the fastest paced elements of modern day business. If you enjoy an industry that is dynamic and ever evolving, then marketing is for you. Learn how the 4 P's; product, price, place and promotion work together in today's digital environment to give the customer what they want. Students participate in Institute events and site visits

ENTRY REQUIREMENTS

Leaving Certificate, LCA or QQI Level 4. Mature students are exempt from Leaving Certificate requirement. All applicants are interviewed. An offer of a place on this course is contingent on the applicant meeting the entry requirements set out here and satisfactory presentation at interview.

CERTIFICATION

QQI Level 5 Certificate in Marketing 5M2069

QQI Component Maths 5N1833 (available as option in the 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

CIT: Marketing (CR420) **UCC:** Food Marketing & Entrepreneurship (CK213), Commerce (CK201) **WIT:** Marketing and Digital Media (WD193) **CCOC:** QQI Level 6 Advanced Marketing with Event Management (Business) 6M4985.

Special arrangements in place with CIT (CCPS), Tralee IT and Waterford IT for preferential entry for CCOC students. Up to 390 CAO points for any IT can be attained. Go to our progressions database at <https://corkcollegeofcommerce.ie/progressions/> for exact requirements on progressions for 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.87). Graduates can subscribe to 'CCOC college jobs register' and CCOC LinkedIn alumni for up to date vacancies and networking.

CONTACT DETAILS

For further information email:
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(021) 4223853

Course fees outlined on
www.corkcollegeofcommerce.ie