Business, Accounting & Retail

HNC in Marketing Management

Campus: North Notts College - Worksop Campus
Code: W12HE02
Type: Part Time

The Higher National Certificate in Marketing Management is designed to prepare students for roles in marketing support and assistant practice. The course focuses on practical, interpersonal, and strategic skills needed to thrive in diverse marketing settings. It provides a clear pathway for career advancement in marketing and progression to degree-level studies or specialist roles.

Why Study Here?

- **Flexible part-time study** to accommodate working professionals
- Industry-aligned curriculum based on computing standards
- Direct links to digital sector and private computing providers for work-based learning

Modules Covered

You will complete 8 core units, each worth 15 credits over 2 years:

- The Marketing and Sales Environment
- Principles of Marketing and Sales
- Market Research and Techniques (Pearson-set)
- Managing Customers
- Business Skills and Communications
- Products, Content and Multi-Channels
- Marketing Strategy and Planning
- Managing Marketing and Digital Communications

Entry Requirements

- Level 3 qualification in Business or Marketing (or related subject)
- GCSE English and Maths at Grade 4+ (or equivalent)
- Work experience or voluntary placement in a computing setting

How To Apply

You can apply using our online application form and clicking the **Apply Now** button at the top of the page or contact 01909504500 for more details

What Courses Can I Progress Onto?

- Higher Apprenticeships in Marketing Leadership
- Professional training in Marketing Specialisms

Career Opportunities

Graduates can pursue roles such as:

- Marketing Executive
- Marketing Officer
- Digital Marketing Assistant
- Social Media Coordinator
- Market Research Assistant

Additional Information

- Ideal for marketing workers looking to develop skills and progress
- Work placements are a **key part of learning** for practical experience
- Supports career pathways into digital sector and private computing sectors

PLEASE NOTE

We make every effort to ensure information within our online course directory is accurate and a true representation of the courses we are offering in 2025-26. However, we do reserve the right to make changes if necessary.

Last updated: 11th December 2025