



# MCAST

Malta College of Arts, Science & Technology

MQF Level 4

BC4-A5-18

**MCAST Advanced Diploma in Marketing**

**Course Specification**

## **Course Description**

The MCAST Advanced Diploma in Marketing is a two-year programme designed to provide participants with the knowledge and understanding of the fundamental principles, theories and concepts of marketing and the role of marketing in an organisation. It also aims to ensure that participants acquire knowledge about reliable customer service and public relations. In addition, the aim of the course is to ensure that the practice of advertising, selling and sales management within the marketing concept is well understood. Current trends in local and international Marketing, including digital aspects, are placed under focus. On completion of the two-year course of studies, successful candidates should be able to take up employment in marketing, PR, media administration support, and related sectors. The programme content reflects the dynamic nature of the area being explored by the variety of subject content which is delivered with a constant application to real life practice in the area.

## **Programme Learning Outcomes**

At the end of the programme the learner will be able to:

- 1. Understand the marketing concept*
- 2. Explain the full range of marketing activities including advertising, public relations, sales promotion and market research*
- 3. Describe the fundamental techniques applied to the marketing of products and services*
- 4. Apply marketing concepts to real life marketing scenarios.*

## **Entry Requirements**

MCAST Diploma in Business

or

4 SEC/O-Level passes/SSC&P (Level 3) passes

Compulsory: English Language

Preferred: Maltese

**Current Approved Programme Structure**

<b>Unit Code</b>	<b>Unit Title</b>	<b>ECVET/ECTS</b>
BCMRK-406-1506	Principles of Marketing	6
BCMRK-406-1507	Public Relations	6
BCSLN-406-1501	Principles and Practices of Selling	6
BCSLN-406-1502	Sales Management	6
BCCMR-406-1504	Customer Service in Marketing	6
BCADV-406-1501	Advertising: an Introduction	6
BCCMN-406-1502	Communicating Effectively in the Marketing Environment	6
BCMRK-406-1508	Consumer Behaviour and the Marketing Process	6
BCMRK-406-1509	International Marketing	6
BCMRK-406-1510	Digital Marketing Communications : An Introduction	6
BCICT-406-1504	Advanced Administrative IT Applications (Databases & Word Processing)	6
BCICT-406-1505	Advanced Administrative IT Applications (Spreadsheets & Presentations)	6
BCICT-412-1509	Marketing IT Applications (Desktop Publishing and Web Design)	12
BCMRK-412-1511	Applied Marketing Research	12
CDKSK-406-1520	Malti	6
CDKSK-406-1412	Soft Skills Training within Marketing (KS)	6
CDKSK-406-1603	Entrepreneurship	6
BCCMP-406-1802	Vocational Competences in Marketing	6
<b>Total ECVET/ECTS</b>		<b>120</b>