

Marketing

University of Stirling

Venues

Stirling Campus

Content

You can study Marketing as a four-year single honour degree or take it in combination with one of 10 other courses to achieve a combined honours degree. In your first year, you'll learn about the general principles of industry, management and marketing – foundations you'll build on later in the degree. In your final year you'll be prepared to undertake a Marketing and Retail Consultancy project, designed to engage you with front-line business practices.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N500

Course Length

4 years

Department

Stirling Management School

Entry Requirements

2025 entry requirements:
4 Highers at AABB

For entry to three year Honours degree, you will require 3 Advanced Highers at ABB.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

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Address

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Website

www.stir.ac.uk