Marketing (Combined)

University of Stirling

Venues

Stirling Campus

Content

Merging creative thinking with strategic analysis, marketing is the vital connection between any organisation and its potential consumer base. With more marketing platforms than ever before and boundless avenues for creative communication, good marketing skills have never been more in demand or more vital to an organisation’s success.

You’ll experience how marketing works in a “live” environment, deepen your understanding of what makes businesses tick, and sharpen your skills in research and communication.

You’ll also have the freedom to take Marketing as a combined honours course with one of the complementary subjects – creating a tailored degree that'll give you an edge in the field you’re most passionate about. With graduates working for organisations like Adidas, the BBC and Next, Marketing at Stirling is all about ensuring you can truly be the difference in this diverse, fast-paced and infinitely-relevant arena.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

Please refer to list below

Course Length

4 years

Faculty

Stirling Business School

Department

Stirling Business School

Entry Requirements

2027 entry requirements:
4 Highers at AABB. Grades may vary depending on combinations taken.

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

SCQF Level

10

Cost

«Cost»

Progression Routes

«ProgressionRoutes»

Combination Courses

Marketing/Accountancy	NN45
Marketing/Business Studies	NN25
Marketing/Economics	NL51
Marketing/Film and Media	PN35
Marketing/Human Resource Management	NN65
Marketing/Psychology	CN85
Marketing/Spanish	N5R4
Marketing/Sport	NC56

Address

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Website

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