

Marketing (Combined)

University of Strathclyde

Content

Modern business is too complex to be covered by a single subject: modern managers need to have a broad outlook.

You choose basic classes in business and other disciplines, alongside the Business School's Management Development Programme. You'll study a wide variety of subjects and create a curriculum to suit your interests and needs.

You also have the opportunity to try new subjects, some of which you won't have experienced at school or college. At the beginning of Year 2, you choose two subjects to continue studying in Years 2 and 3. You'll also select a third, 'minor' subject and take further Management Development skills classes.

Start Date

October

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

Please refer to list below

Course Length

4 years

Faculty

Strathclyde Business School

Department

Marketing

Entry Requirements

2021 entry requirements

Standard entry:

4 or 5 Highers at AAAA or AAABB (first sitting) or 6 Highers at AAAABB (two sittings) including English plus Maths at National 5 at B.

Widening Access entry:

4 or 5 Highers at AABB or ABBBB (first sitting) or 6 Highers at ABBBBB (two sittings) including English plus Maths at National 5 at B.

Higher Maths required at A for combination with Accounting

Higher Maths required at B for combination with Finance

SCQF Level

10

Combination Courses

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| Marketing and Accounting | NN45 |
| Marketing and Business Analysis and Technology | GN25 |
| Marketing and Business Enterprise | NN15 |
| Marketing and Business Law | NM52 |
| Marketing and Economics | LN15 |
| Marketing and Finance | NN35 |
| Marketing and Hospitality and Tourism Management | NN5V |
| Marketing and Human Resource Management | NN65 |
| Marketing and Management | NN25 |
| Marketing and Psychology | NC58 |

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