

## Marketing (Combined)

University of Strathclyde

### Content

This BA in Marketing course will help you develop the skills for a variety of marketing and management careers. You'll understand customer requirements, added-value products and services and the role of communications in customer satisfaction.

#### Year 1

Gain a solid foundation and understanding of the theories and principles underlying marketing and entrepreneurship.

#### Year 2

Classes examine consumer behaviour, marketing research and the challenges that marketers face in the retail and service sectors.

#### Year 3

Subjects covered will include marketing communication in the digital age and strategic marketing in an international context.

#### Year 4

Learn about the value of brands to firms and consumers and how to communicate a branding strategy; choice of optional classes including Sustainability, Marketing and Society, International Business Management, Managing Customer Relationships, Advances in Consumer Behaviour, Sports Marketing, Social Marketing and FMCG Brand Building. You will have the option to undertake research and investigate a topic area of your choice in a dissertation.

### 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

2027 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 or Applications of Maths at National 5 at B.

Widening access entry:

4 Highers at ABBB (first sitting) or 5 Highers at ABBBB (two sittings) including English plus Maths or Applications of Maths at National 5 at B.

Higher Maths or Applications of Maths required at A for combination with Accounting.

A Foundation Apprenticeship is accepted in place of a non-essential Higher.

## SCQF Level

10

## Cost

«Cost»

## Progression Routes

«ProgressionRoutes»

## Combination Courses

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 Psychology	NC58

## Address

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## Website

[www.strath.ac.uk](http://www.strath.ac.uk)