Marketing

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

N500

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 AABBB (two sittings) including English plus or Applications of Maths Maths at National 5 at B.

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

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

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Website

www.strath.ac.uk