Marketing with Digital Media

Edinburgh Napier University

Venues

Craiglockhart Campus
Merchiston Campus

Content

Marketing with Digital Media blends together theory and digital marketing practice. You'll gain an excellent understanding of both marketing principles and digital media skills including specialist areas such as user experience and digital storytelling, which are taught by our colleagues in The School of Computing.

This course keeps things contemporary by giving you access to people who currently work in the industry, but also backing this up with the theory that will help you to thrive. With work placements and the option to study abroad you'll be well networked and work-ready when you graduate!

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N5P3

Course Length

4 years

Department

Marketing

Entry Requirements

2027 entry requirements

Standard entry:
4 Highers at BBBC.

Widening access entry:
4 Highers at BCCC.

SCQF Level

10

Combination Courses

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Address

«Address»

Website

www.napier.ac.uk