

Marketing with Digital Media

Edinburgh Napier University

Venues

Craiglockhart Campus
Merchiston Campus

Content

Digital technology is transforming the world of business and marketing creating a demand for marketers with sophisticated digital media and IT skills. This course combines marketing and technology to prepare you for work in this exciting and developing area. You'll examine how digital technology can be used for marketing by both commercial and not-for-profit sectors.

The course blends together theory with a large practical element, including the opportunity to undertake a six month industry placement. You'll gain an excellent understanding of both basic marketing principles and specialist areas such as brand management, international business and marketing ethics, and cutting edge developments such as digital media. Flexible module choice and an in depth research project allows you to study the areas which interest you most.

The course is accredited by the Chartered Institute of Marketing, who offer our graduates exemptions from their professional examinations. You will also get the fantastic opportunity to study abroad for six months preparing you for an international marketing career.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N5P3

Course Length

4 years

Department

Marketing and Sales

Entry Requirements

2020 entry requirements

Standard entry:

4 Highers at BBBB plus English and Maths at National 5.

Widening access entry:

4 Highers at BCCC plus English and Maths at National 5.

For entry to year 2 you must have 3 Advanced Highers at BBC.

SCQF Level

10

Website

www.napier.ac.uk