Marketing Management

Edinburgh Napier University

Venues

Craiglockhart Campus

Content

The course blends together theory and practice. You'll gain an excellent understanding of both basic marketing principles and specialist areas such as brand management, international marketing and marketing communications. You will study cutting-edge developments in the marketing industry, including digital and social media.

Marketing demands clear thinking and innovation. You'll develop these attributes as well as sound business, communication and problem solving skills.

Flexible module choices, together with your dissertation topic, allow you to study the areas which interest you most. You'll have the opportunity to study abroad for at least six months preparing you for an international marketing career.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N500

Course Length

4 years

Department

Marketing

Entry Requirements

2027 entry requirements

Standard entry:
4 Highers at BBBC.

Widening access entry:
4 Highers at BCCC.

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

SCQF Level

10

Combination Courses

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Address

«Address»

Website

www.napier.ac.uk