Business with Marketing

Robert Gordon University

Content

This degree is accredited by the Chartered Institute of Marketing (CIM), which allows you to take advantage of certain exemptions to gain CIM qualification through the CIM Graduate Gateway.

The course is part of the popular business and management programme, and will not only ensure you understand the theoretical aspects of marketing but will provide you with plenty of opportunities to put your knowledge into practice. You will learn the key disciplines of marketing and business through a unique blend of modules including consumer psychology, marketing communication and digital business. Within the penultimate years of the course, you will be able to tailor your study to your own interests and career aspirations and have the opportunity to participate in short term management and enterprise projects.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N2N5

Course Length

4 years

Department

Aberdeen Business School

Entry Requirements

2027 entry requirements

Standard entry: 4 Highers at BBBC
Advanced entry to 2nd year available with Advanced Highers at BBC.

Widening access entry: 4 Highers at BCCC

SCQF Level

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Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse» «htmlCombinationUCASCode»

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