

Business with Marketing

Robert Gordon University

Content

YEAR 1

Business Perspectives, The Financial Environment, Marketing, Introductory Economics, People Management, Sustainable Business, International Management, Digital Context of Business.

YEAR 2

Work and Organisational Behaviour, Integrated Marketing Communications, Personal and Business Finance, Business Ideas and Opportunities, Business Law, Consumer Behaviour, Digital Media Platforms and Practices, Managing Projects and option to Study Abroad.

YEAR 3

Placement Route: Placement, Evidencing Employability.

Taught Route: Health and Safety Management Fundamentals, Appraisal of Current Market Research, Corporate Governance, PR Strategy and Specialisms, Business Analytics, Management Consultancy Project, Literature Project.

Connect to Business Route (available in Semester 2 only and subject to availability of industry projects): Enterprise and Employability, Enterprise in Action and Literature Project.

Students entering at Year 3: Personal and Business Finance, PR Strategy and Specialisms, Health and Safety Management Fundamentals, Appraisal of Current Market Research, Business Analytics, Management Consultancy Project, Literature Project.

YEAR 4

Research Methods - Research Proposal, Consumer Psychology, International Branding, Business and Innovation, Leadership, Digital Business, Thesis – an Individual Research Project.

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

2025 entry requirements

Standard entry: 4 Highers at BBBC

Widening access entry: 3 - 4 Highers at BBC or BCCC

Advanced entry to 2nd year available with Advanced Highers at BBC.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

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