

Business Management (Marketing)

Open University in Scotland

Content

Are you curious about what marketing professionals do? Do you want to explore how marketing can drive social good? What new challenges and opportunities are there on an online and global stage? In this specialist route available in our business management degree, you'll develop an interdisciplinary perspective on the management of business organisations and build specialised knowledge and skills in marketing practice. Upon completing this degree, you'll be equipped with the skills needed to apply marketing techniques and concepts in the workplace and acquire a wide range of management skills.

Start Date

October, February

Qualification

Degree

Study Method

Online learning

Award Title

BA Hons

Course Length

Flexible

Faculty

General

Department

Business and Management

Entry Requirements

There are no formal qualifications required to study this degree. Computer and internet access required.

If you're new to study or to the OU, it is recommended that you start with a course at Level 1.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

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