

## Business Management (Marketing)

Open University in Scotland

### Content

What do marketing professionals really do? How can you use marketing in non-commercial contexts for social good? What new challenges and opportunities arise on the online and global stage? In this specialist route available in our BA (Honours) Business Management degree, you will develop an interdisciplinary perspective on the management of business organisations and build specialised knowledge and skills in marketing practice. On completion of this degree, you will be equipped with the necessary skills to use and apply marketing techniques and concepts in the workplace, and will acquire a wide range of transferable management skills.

### Start Date

October, February

### Qualification

Degree

### Study Method

Distance and Flexible 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, we recommend that you start with a course at Level 1.

### SCQF Level

10

## Address

Drumsheugh Gardens  
Edinburgh  
EH3 7QJ

## Website

[www.open.ac.uk/scotland/](http://www.open.ac.uk/scotland/)