

Business and Marketing

University of the West of Scotland

Venues

Paisley Campus

Content

The BA Business and Marketing course will provide you with the specialist skills that employers expect from marketing professionals, combined with general business skills to make you stand out.

Specialist marketing modules are complemented by a range of general business modules, which help to underpin your marketing knowledge. Economics, accounting, human resource management and law will provide you with the skills required to excel in a marketing career.

You will develop communication skills including presentation techniques, selling and negotiating to prepare you for a wide range of marketing positions.

Students completing the BA Business and Marketing are well placed to pursue Chartered Marketer status through the Chartered Institute of Marketing (CIM).

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N1N5

Course Length

4 years

Faculty

School of Business and Creative Industries

Department

Business

Entry Requirements

2020 entry requirements:

4 Highers at BBBC including English plus Maths at National 5.

Direct entry to year 2 is possible with 3 Advanced Highers at BBB including English plus Maths at National 5.

SCQF Level

10

Address

Paisley
Renfrewshire
PA1 2BE

Website

www.uws.ac.uk