

International Marketing with Tourism

Edinburgh Napier University

Venues

Craiglockhart Campus

Content

You'll develop organisational and business skills as well as an understanding of digital marketing brand management, intercultural communication, tourism and the ability to develop strategic marketing plans.

You'll gain transferable skills such as project management, research, time management and presentation methods.

Your third trimester can be based in Edinburgh or Nice and there may be further opportunities to gain work experience in Nice, as IPAG offer internships.

Start Date

September

Qualification

Postgraduate Master's

Study Method

Full time

Award Title

MSc

Course Length

1 year

Department

Marketing

Entry Requirements

An Honours degree at 2:2 or above in any discipline.

SCQF Level

11

Combination Courses

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Address

«Address»

Website

www.napier.ac.uk