

Digital Marketing

Robert Gordon University

Content

Join the first practice-led undergraduate digital marketing degree in Scotland. This course will equip you with the hands-on marketing and digital skills employers need. It has been designed in direct response to the needs of the industry, and if you've ever wondered how to start a career in digital marketing, this is the course is for you.

Year 1: Marketing; The Media Business; Visual Culture and Design; Digital Media Platforms and Practices; Consumer Behaviour; Content Marketing.

Year 2: Brand Management; Introduction to Data Analytics and Visualisation; Integrated Marketing Communications; Public Relations; Web Design; Digital Filmmaking.

Year 3:

Semester 1: Digital Marketing Agency; Business Strategy for Digital Marketers; Interactive Media Project OR choose to study abroad for the Semester.

Semester 2 choices include: 12 week placement OR Creative Industries Theory and Practice; 1 elective module from: Business Start-Up in the Creative Industries; Digital Marketing Project; 6 week placement.

Year 4: Research Methods; Social Media Marketing; Digital Marketing Management; Search Marketing; Data Governance and Ethics; Research Project; elective module from: Media Strategy; Consumer Psychology; Programming Concepts for Business Analytics.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

P9P3

Course Length

4 years

Department

School of Creative and Cultural Business

Entry Requirements

2023 entry requirements

Standard entry: BBBC

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

SCQF Level

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Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

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