Digital Marketing

Robert Gordon University

Content

Robert Gordon University offers the only BA Hons Digital Marketing degree available in Scotland. It will provide you with the relevant knowledge and skills to design, deliver and evaluate digital marketing strategies and campaigns, in preparation for a successful career in the industry.

You will be introduced to a wide range of technologies and techniques, providing you with an overview of the digital technology landscape and strategic marketing principles of today. You will have the opportunity to use these skills in real-world projects through placement and live agency projects.

This course shares a common first year with BA Hons Digital Marketing and Business Analytics. At the end of first year you can choose to study BA Hons Digital Marketing or BA Hons Digital Marketing with Business Analytics.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

P9P3

Course Length

4 years

Department

Aberdeen Business School

Entry Requirements

2026 entry requirements
Standard entry: BBBC
Widening access entry: 4 Highers at BCCC

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

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Address

Garthdee House
Garthdee Road
Aberdeen
AB10 7QB

Website

www.rgu.ac.uk