

Marketing

Heriot-Watt University

Venues

Edinburgh Campus

Content

Throughout this Marketing degree, your learning will focus on three central themes that we believe will be key for future marketing professionals:

Global marketing; Digital marketing; Sustainable marketing.

During this hands-on degree, you'll develop knowledge, understanding, and subject skills related to the principles and practices of modern marketing. You'll be prepared for employment in a variety of marketing careers and will have opportunities to develop links with industry. You'll gain a strong background on marketing-related topics, including consumer behaviour, logistics and supply, marketing communications, marketing of SMEs, marketing strategy, purchasing and retail studies. Beyond subject-specific knowledge, you'll develop personal abilities in teamwork, communication, and presentation.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

MA Hons

UCAS Code

M1MK

Course Length

4 years

Faculty

Edinburgh Business School

Department

Edinburgh Business School

Entry Requirements

2026 entry requirements

Standard entry: 4 Highers at AABB including English and Maths or Applications of Maths at National 5.

Widening access entry: 4 Highers at BBBC including English and Maths or Applications of Maths at National 5.

For advanced entry to year 2 you require 2 Advanced Highers at BB including 1 from Maths, Accounting, Business Management or Economics plus 4 Highers at AABB.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

Edinburgh
EH14 4AS

Website

www.hw.ac.uk