

Marketing

Heriot-Watt University

Venues

Edinburgh Campus

Content

The courses you take on this degree will provide you with the platform to thrive in both academic study and the professional practice of marketing.

Your learning will focus on three central themes that we believe will be key for future marketing professionals: Global marketing; Digital marketing; Sustainable marketing.

Teaching on MA (Hons) Marketing is led by the university's internationally respected faculty who bring marketing theory to life by drawing on their own cutting-edge research and industry experience, and by sharing best practice from business case studies. This approach ensures that everything you learn reflects the current marketing landscape in both business-to-consumer and business-to-business marketing contexts.

In Year 1 you will study the established suite of courses from Edinburgh Business School's common first year and gain an understanding of important areas of modern business, including Management, Accounting and Finance, and Economics and Marketing.

As your studies progress through Years 2, 3 and 4, you will study an increasing number of specialist marketing courses.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

MA Hons

UCAS Code

M1MK

Course Length

4 years

Faculty

School of Social Sciences

Department

Business Management

Entry Requirements

2023 entry requirements

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

Widening access entry: 4 Highers at BBBC including English and 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