

## Marketing

Heriot-Watt University

### Venues

Edinburgh Campus

### Content

The Marketing programme is taught by an internationally respected faculty, bringing marketing theory to life by drawing on their own cutting-edge research and industry experience, and by sharing best practices 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.

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.

Each specialist course included in the programme will equip you with highly employable expertise and skills in marketing, from fundamentals of marketing to global strategic marketing, consumer behaviour, and integrated marketing communications. You'll benefit from the industry relevance of the programme, which will set you up for life after graduation. Upon completion, you'll have the relevant knowledge and skills to thrive in both academic study and the professional practice of marketing.

This programme is also designated a CIM Employability Programme, preparing students for industry with a specific focus on employability skills. In addition to academic excellence, programme content builds transferrable capabilities to boost employability in a competitive field.

### 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

Marketing

## Entry Requirements

2027 entry requirements

4 Highers at AABB (Standard entry) or BBBC (Widening access entry) 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 above.

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Edinburgh  
EH14 4AS

## Website

[www.hw.ac.uk](http://www.hw.ac.uk)