

Marketing (Accelerated)

Heriot-Watt University

Venues

Edinburgh Campus

Content

This 3-year accelerated degree is suited to those who have completed Advanced Highers. The MA (hons) Marketing degree at Heriot-Watt University's Edinburgh Business School is designed to develop key knowledge and skills related to professional marketing practices.

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.

As your studies progress through Years 1, 2 and 3 of this accelerated MA (Hons) programme 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

M13Y

Course Length

3 years

Faculty

School of Social Sciences

Department

Business Management

Entry Requirements

2023 entry requirements

2 Advanced Highers at BB including 1 from Maths, Accounting, Business Management or Economics plus 4 Highers at AABB plus National 5 English and Maths (if not held at Higher/Advanced Higher)

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

Edinburgh
EH14 4AS

Website

www.hw.ac.uk