

Marketing (Accelerated)

Heriot-Watt University

Venues

Edinburgh Campus

Content

The MA (Hons) Marketing programme is designed to develop key knowledge and skills related to professional marketing practices.

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 three-year 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

M13Y

Course Length

3 years

Faculty

Edinburgh Business School

Department

Edinburgh Business School

Entry Requirements

2026 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 or Applications of Maths (if not held at Higher/Advanced Higher).

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

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Address

Edinburgh
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Website

www.hw.ac.uk