

Digital Marketing and Business Management

Abertay University

Content

This Digital Marketing and Business Management degree gives you strong marketing expertise and business skills for the digital era. Start building your future as a highly effective marketer and manager.

From viral videos to influencers promoting their favourite products, you've seen and shared the work of digital marketers.

This degree teaches you how to become ones of them. You'll cover topics like social media marketing, business strategy and market research; developing your marketing expertise and business management at the same time.

Learn how to use data to get a deep understanding of consumers, and create engaging marketing strategies across digital platforms. At the same time, you'll cover all the different business functions, and gain an appreciation of how closely business and marketing decisions intertwine.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N5N1

Course Length

4 years

Faculty

Faculty of Design, Informatics and Business

Department

Dundee Business School

Entry Requirements

2026 entry requirements:

Standard entry: 4 Highers at BBBC plus English and Maths at National 5. Higher Applications of Maths accepted in place of National 5 Maths.

Widening access entry: 3 Highers at BBC plus English and Maths at National 5. Higher Applications of Maths accepted in place of National 5 Maths

For entry to second year, you must have 3 Advanced Highers at BBB including English or another English based subject and Business Management.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

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Website

www.abertay.ac.uk