

Digital Marketing and Business Management

Abertay University

Content

Develop highly-relevant marketing knowledge and skills for the digital era, including social media marketing, brand management, market research and creative design using problem-based learning.

Choose this degree designed to develop your digital marketing knowledge and business skills. It's a great way to start building your career as a professional marketer and manager.

You'll be taught how to understand different markets, manage customer relationships and communicate your brand strategy effectively. And you'll learn about business decision making, functions and challenges, making you a highly effective manager.

From viral videos to influencers promoting their favourite products, you've seen and shared the work of digital marketers. 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 learn all the different business functions, and gain an appreciation of how closely business and marketing decisions intertwine. There is a huge demand for digital marketers and social media managers, so why not become a well-qualified digital marketing specialist with core business skills, and join them?

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N5N1

Course Length

4 years

Faculty

School of Business, Law and Social Science

Department

Business Management

Entry Requirements

2022 entry requirements:

Standard entry: 4 Highers at BBBB including English or another English based subject plus English and Maths or Applications of Maths at National 5.

Widening access entry: 3 Highers at BBC including English or another English based subject at B plus English and Maths or Applications of Maths at National 5.

For entry to second year, you must have 3 Advanced Highers at BBB including Business Management.

SCQF Level

10

Address

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Website

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