

## Digital Marketing and Business Management (3rd year entry)

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

2 years

### Faculty

Faculty of Design, Informatics and Business

### Department

Dundee Business School

## Entry Requirements

2027 entry requirements:

Relevant HND plus English and Maths at National 5.

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Bell Street  
Dundee  
DD1 1HG

## Website

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