Digital Marketing with Events Management (3rd year entry)

Abertay University

Content

Get prepared for a great career in marketing and event management on this accredited Digital Marketing degree with outstanding industry links. You'll learn about social media marketing, brand management, market research and how to organise marketing events.

The events industry is worth £42.3 billion to the UK economy, with corporate events planners and agencies forecasting a big increase in employment opportunities.

Digital Marketing and Events Management fit together perfectly. You'll develop marketing strategies - including digital and social media - alongside event management, promotion and budgeting. This strong mix of digital marketing and event management skills is designed to make you highly appealing to future employers.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N5N8

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. Higher Applications of Maths accepted in place of National 5 Maths.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

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Address

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Website

www.abertay.ac.uk