

Digital Marketing with Events Management

Abertay University

Content

Digital Marketing and Events Management fit together perfectly. You'll learn about social media marketing, brand management, market research and event marketing using actual business examples.

You'll learn how to develop marketing strategies - including digital and social media - alongside event management, promotion and budgeting. 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. This strong mix of digital marketing and event management skills will make you highly appealing to future employers.

Industry experience is key: you'll discover how businesses operate through work placements, expert guest speakers, projects tackling real-life business problems, campaign pitches and offsite visits. Successfully completing the course takes you partway towards a professional CIM qualification.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N5N8

Course Length

4 years

Faculty

School of Business, Law and Social Sciences

Department

Accounting, Business and Management

Entry Requirements

2025 entry requirements

Standard entry: 4 Highers at BBBC including English or another English based subject 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 including English or another English based subject at B plus English and Maths 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

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Combination Courses

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Address

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Website

www.abertay.ac.uk