

Digital Marketing with Events 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 digital marketing skills. It's a great way to start building your career as a professional marketer and manager.

Marketing and events are natural partners. You'll learn how to develop a marketing strategy that includes 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 even more appealing to future employers.

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

2024 entry requirements

Standard entry: 4 Highers at BBBB 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