

Marketing and Business Management (3rd year entry)

Abertay University

Content

Begin your career as a professional marketer and manager, ready to excel in the work place. Study our CIM-accredited Marketing and Business degree and develop your professional marketing knowledge and skills.

Focused on preparing you for work, this degree gives you a thorough grounding in marketing and business. You'll learn how to understand different markets, manage customer relationships and communicate your brand strategy effectively.

There's an option to go on a work placement and gain valuable industry experience, and you can choose to study overseas. Using the university's outstanding industry links, you will learn how businesses really operate through expert guest speakers, projects tackling real life business problems, work placements, campaign pitches and offsite visits.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N500

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 or Applications of Maths at National 5.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

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Address

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Website

www.abertay.ac.uk