

Marketing and Business Management

Abertay University

Content

Develop your professional marketing knowledge and skills for the digital era, including social media marketing, brand management, market research and creative design with a focus on solving current business problems. Get the best start for a career as a marketer and manager.

You'll be taught how to understand different markets, manage customer relationships and communicate your brand strategy effectively. And you'll learn about business decision making, functions and challenges, making you a highly effective manager. You'll have the opportunity to undertake a work placement in your 3rd year to gain valuable industry experience.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N500

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 at B plus English and Maths or Applications of Maths at National 5.

Widening access entry: 3 Highers at BBC including English or another English based subject at B plus English and Maths or Applications of Maths at National 5.

For entry to second year, you must have 3 Advanced Highers at BBB including Business Management.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

Bell Street
Dundee
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Website

www.abertay.ac.uk