

# Marketing and Business Management

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

4 years

## Faculty

Faculty of Design, Informatics and Business

## Department

Dundee Business School

## Entry Requirements

2026 entry requirements

Standard entry: 4 Highers at BBBC plus English and Maths or Applications of Maths at National 5.

Widening access entry: 3 Highers at BBC 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  
DD1 1HG

## Website

www.abertay.ac.uk