

# **Digital Marketing and Business Analytics**

**Robert Gordon University** 

#### Content

Robert Gordon University offers the only BA Hons Digital Marketing and Business Analytics degree in Scotland and equips you with the ability to design, manage and deliver analytics projects within a digital marketing context. You will gain the knowledge, creative and technical skills required to succeed in the increasingly digital and analytics-driven marketing environment.

You will have the opportunity to actively participate in digital marketing and analytics industry projects, such as the Digital Marketing Agency and Business Analytics Project, where you will apply strategic digital marketing and analytics solutions to solve real-world briefs.

This course shares a common first year with BA Hons Digital Marketing. At the end of first year you can choose to study BA Hons Digital Marketing or BA Hons Digital Marketing with Business Analytics.

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Start Date
September
Qualification
Degree
Study Method
Full time
Award Title
BA Hons
UCAS Code

P9P4

#### **Course Length**

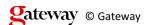
4 years

#### **Department**

Aberdeen Business School

## **Entry Requirements**

2026 entry requirements





Standard entry: BBBC

Widening access entry: 4 Highers at BCCC

## **SCQF Level**

10

## **Progression Routes**

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### **Combination Courses**

``htmlCombinationCourse''

``htmlCombinationUCASCode'

#### **Address**

Garthdee House Garthdee Road Aberdeen AB10 7QB

## Website

www.rgu.ac.uk

