

# Digital Marketing and Business Analytics

Robert Gordon University

## Content

### YEAR 1

Marketing, Digital Media Platforms and Practices, Introduction to Data Analytics and Visualisation, Web Design, Consumer Behaviour, Content Marketing.

### YEAR 2

Brand Management, Integrated Marketing Communications, Data Analytics for Business Decisions, Managing in the Creative Industries, Introduction to Programming (python), Digital Filmmaking.

### YEAR 3

Business Strategy for Digital Marketers, Big Data Analytics, Digital Marketing Agency, Business Start-Up in the Creative Industries, Digital Marketing Project, Business Analytics Project, Research in the Creative Industries, Study Abroad, Professional Practice Placement.

### YEAR 4

Research Methods, Search Marketing, Digital Marketing Management, Consumer Psychology, Digital Media and User Experience, Data Governance and Ethics, Optimisation for Decision Support, Research Project.

## Start Date

September

## Qualification

Degree

## Study Method

Full time

## Award Title

BA Hons

## UCAS Code

P9P4

## Course Length

4 years

## Department

School of Creative and Cultural Business

## Entry Requirements

2024 entry requirements

Standard entry: BBBC

Widening access entry: 3 - 4 Highers at BBC or BCCC

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Garthdee House  
Garthdee Road  
Aberdeen  
AB10 7QB

## Website

[www.rgu.ac.uk](http://www.rgu.ac.uk)