

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.

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

«ProgressionRoutes»

Combination Courses

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