

# Psychology and Marketing

Heriot-Watt University

## Venues

Edinburgh Campus

## Content

This programme is comprised of core courses in both psychology and marketing, ensuring that you'll graduate with a deep understanding of the nature of both disciplines and the many impactful links between them.

The mandatory courses in the programme are taken from the core courses in both disciplines, ensuring that you will graduate with a deep understanding of the nature of psychology and marketing, and the many constructive linkages between them.

Throughout this degree, you will study courses in all core areas of psychology with an emphasis on social and cognitive psychology, which will equip you with the tools necessary to understand the links between individual and social behaviour.

You will also study foundational marketing courses in your first two years that will introduce you to the principles of the discipline. In your third and fourth year, you will take more specialised courses which will allow you to explore areas of marketing in depth.

You have the opportunity to travel to Dubai to experience studying marketing in a different environment and culture. You can travel for one semester or one academic year, and it's recommended that you do this in year two or the first part of year three.

In your fourth year, you'll undergo training in research methods and statistical analysis, culminating in a dissertation, which will run across both semesters of your final year.

## Start Date

September

## Qualification

Degree

## Study Method

Full time

## Award Title

BSc Hons

## UCAS Code

C8MK

## Course Length

4 years

## Faculty

School of Social Sciences

## Department

Psychology

## Entry Requirements

2026 entry requirements

Standard entry: 4 Highers at AABB (two sittings) plus English and Maths or Applications of Maths at National 5

Widening access entry: 4 Highers at BBBC (two sittings) plus English and Maths or Applications of Maths at National 5.

For entry to year 2 you would require 2 Advanced Highers at BB plus 4 Highers at AABB including Psychology and preferably another relevant subject.

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Edinburgh  
EH14 4AS

## Website

www.hw.ac.uk