

International Business with Marketing

University of Dundee

Venues

City Campus

Content

A degree in business with marketing will provide you with the skills you need to succeed in an environment where business operations are becoming increasingly global in scale. National boundaries now matter very little to decisions about where goods are made, and where services are provided. This programme will teach you what this means for today's business world.

We offer International Business with Marketing as an MA or a BSc – the MA route is best for you if you're looking for greater flexibility with your subject choices and have a strong interest in the arts and social science.

The core modules in the first two years focus on business, management, marketing, and finance, with economics at the centre – covering micro and macroeconomics . Throughout, we'll analyse the major external factors affecting global business, globalisation and applied policy , whilst drilling down into key areas of marketing such as consumer behaviour, marketing strategy, research, and analysis.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

MA Hons

UCAS Code

N1N5

Course Length

4 years

Faculty

School of Business

Department

Economics

Entry Requirements

2027 entry requirements:
4 Highers at BBBC (BBCC for widening access entry).

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

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Website

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