

## Business and Marketing

University of the West of Scotland

### Venues

Paisley Campus

### Content

The BA Business and Marketing course will provide you with the specialist skills that employers expect from marketing professionals, combined with general business skills to make you stand out.

Specialist marketing modules are complemented by a range of general business modules, which help to underpin your marketing knowledge. Economics, accounting, human resource management and law will provide you with the skills required to excel in a marketing career.

You will develop communication skills including presentation techniques, selling and negotiating to prepare you for a wide range of marketing positions.

Students completing the BA Business and Marketing are well placed to pursue Chartered Marketer status through the Chartered Institute of Marketing (CIM).

### Start Date

September

### Qualification

Degree

### Study Method

Part time (day)

### Award Title

BA Hons

### UCAS Code

N1N5

### Course Length

6 years

### Faculty

School of Business and Creative Industries

## Department

Business

## Entry Requirements

2025 entry requirements

Standard entry:

4 Highers at BBBC.

Advanced entry is possible with 3 Advanced Highers at CCC including a relevant subject.

Widening access entry:

3 Highers at BBB.

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

High Street  
Paisley  
Renfrewshire  
PA1 2BE

## Website

www.uws.ac.uk