

Business Management with Digital Marketing

Queen Margaret University

Content

This course will help you develop a specialised understanding of marketing theory and practice.

Year 1 modules: Introduction to Management and Leadership; Development of Professional Skills in Business and Management; Marketing and Consumer Behaviour; Introduction to Finance and Accounting; Digital Business and Innovation; Data Management.

Year 2 modules: Human Resource Management; Operations Management; Economics, Financial Institutions and Markets; Digital Marketing and E-Commerce Management; Business Law; Ethics, Social Justice and Sustainability.

Year 3 modules: Project Management; Marketing Communication and Digital Advertising; Digital Marketing Analytics; Research Methods (Online).

Choose from one of the following experience options: Placement; Semester Abroad; New Enterprise; Start-up; or Web-based Application

Year 4 modules: Strategy; Marketing Strategy and Digital Planning; Organisational Behaviour.
One optional module; Dissertation or Consultancy Project.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N1006

Course Length

4 years

Faculty

School of Arts, Social Sciences and Management

Department

Business (inc International Hospitality, Tourism & Events Management)

Entry Requirements

2027 entry requirements:

4 Highers at BBBB (Standard entry) or BCCC (Widening access entry) plus English at National 5. Maths or Applications of Maths preferred.

For entry to year 2 you must have 2 relevant Advanced Highers at BC plus Highers at BB.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

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Address

Queen Margaret University Drive
Musselburgh
East Lothian
EH21 6UU

Website

www.qmu.ac.uk