

Digital Marketing and Public Relations

Queen Margaret University

Content

Digital marketing and public relations (PR) are interdisciplinary fields that offer many rewarding career opportunities. Our professionally-recognised BA/BA (Hons) in Digital Marketing and Public Relations course provides the strategic insight, critical thinking, practical skills and industry experience you need to kickstart your career in these innovative, fast-paced and rapidly growing industries.

On this course you will enjoy frontline professional experience and tuition informed by cutting-edge scholarship. You will have access to and use a host of digital tools and software meaning that when you start your career in digital marketing and PR you will have a working knowledge of the products used by practitioners. You will also complete a four-week placement, allowing you to put your skills and knowledge into practice and further enhance your learning experience.

The incorporation of elements of both digital marketing and public relations means this course offers a more holistic and comprehensive educational experience than available elsewhere. We are also distinct from other courses in that we offer unrivalled expertise in media production and creative practice. Our students learn how to be great storytellers across a range of mediums from writing blogs and news releases to creating videos and podcasts and designing creative social media posts, infographics and websites.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

P212

Course Length

4 years

Faculty

School of Arts, Social Sciences and Management

Department

Film, Communication and Creative Industries

Entry Requirements

2026 entry requirements:

4 Highers at BBBB (standard entry) or BBCC (widening access entry) preferably including English or Media plus English and preferably Maths or Applications of Maths at National 5.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

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Address

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