Marketing and Business Management

Open University in Scotland

Content

This degree provides an innovative introduction to the business world and equips you with the sought-after knowledge and skills needed for success in marketing. You'll delve into key marketing concepts, learn how businesses create effective strategies, and discover how marketing integrates with essential functions like human resources, accounting, and finance. You'll also gain valuable insight into how organisations think and operate, how they're managed, and the external environment they navigate, including the ethical and legal responsibilities they face. With this degree, you'll be ready to tackle the complexities of modern business and drive success in any setting.

This course is accredited by the Chartered Insitute of Marketing.

Start Date

October, February

Qualification

Degree

Study Method

Online learning

Award Title

BA Hons

Course Length

Flexible

Faculty

General

Department

Business and Management

Entry Requirements

There are no formal qualifications required to study this degree. Computer and internet access required.

If you're new to study or to the OU, it is recommended that you start with a course at Level 1.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse» «htmlCombinationUCASCode»

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