Marketing and Business Management

Open University in Scotland

Content

This innovative diploma will introduce you to the business world and give you specialised knowledge in the essentials of marketing. You'll learn how goods and services are bought, what this means for contemporary marketing, and how marketing works with the key functions of an organisation, such as human resources, operations management, and accounting and finance. You'll also learn how organisations think and work, how they're managed, and the external world in which they operate. This includes learning about the ethical and legal responsibilities that businesses have.

Start Date

October, February

Qualification

DipHE

Study Method

Online learning

Course Length

Flexible

Faculty

General

Department

Business and Management

Entry Requirements

No formal entry requirements. Computer and internet access required.

SCQF Level

8

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse» «htmlCombinationUCASCode»

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