

## Marketing

Abertay University

### Content

Launch your career as a professional marketer on this industry-accredited course.

Focused on preparing you for work, you'll gain a thorough grounding in marketing and business skills. You'll learn how to understand different markets, manage customer relationships and develop a brand strategy.

There's a work placement option, giving you valuable industry experience, and you can choose to study abroad. The Chartered Institute of Marketing accreditation also boosts your CV.

You'll graduate with a passion for teamwork, creative thinking and problem-solving. We aim to make you a highly effective marketing manager and prepare you for an impressive career.

### Start Date

September

### Qualification

Degree

### Study Method

Full time

### Award Title

BA Hons

### UCAS Code

N520

### Course Length

4 years

### Faculty

Faculty of Design, Informatics and Business

### Department

Dundee Business School

## Entry Requirements

2027 entry requirements

Standard entry: 4 Highers at BBBC plus English and Maths or Applications of Maths at National 5.

Widening access entry: 3 Highers at BBC plus English and Maths or Applications of Maths at National 5.

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Bell Street  
Dundee  
DD1 1HG

## Website

[www.abertay.ac.uk](http://www.abertay.ac.uk)