International Marketing

Glasgow Caledonian University

Content

Combining traditional and digital marketing, this programme will provide you with the knowledge and expertise required for a successful career locally or internationally. You will gain a sound understanding of specific aspects of marketing, leading to a wide range of career options.

Year 1
Principles of Marketing; Enterprising Behaviours for the Business Professional; International Economic Issues and Challenges; Marketing, Design and Creativity; Fundamentals of Financial Management; Option module.

Year 2
Consumer Buying Behaviour; Ethics and Responsible Leadership; Brand Management; Social Media Marketing; Introduction to Quantitative Data Analysis; Option module.

Year 3
International Marketing Strategy; International Marketing Communications; Entrepreneurship for Business, Society and the Professions; Business Research Methods: Theory and Practice; Introduction to Data Analytics; Option module.

Year 4
Honours Dissertation; Changing Perspectives in International Marketing; Global Brand Marketing; International Advertising Strategy; Option module.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

3G5B

Course Length

4 years

Faculty

Glasgow School for Business and Society

Department

Fashion, Marketing, Tourism and Events

Entry Requirements

2027 entry requirements

Standard entry: 5 Highers at ABBBB.

Widening access entry: 5 Highers at BBCCC.

A Foundation Apprenticeship is accepted as equivalent of a Higher at B.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

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Website

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