



BA with Honours in Marketing and Business Management – 2023 entry

Duration of programme: 4 years (where students join the programme in year 1)

Award on successful completion: Bachelor of Arts with Honours

Location of delivery: Abertay University, Bell Street, Dundee

Accreditation: Accreditation from the Chartered Institute of Marketing

Composition of the programme: 120 SCQF (Scottish Credit and Qualifications Framework) credits in each academic year, delivered mostly in modules of 20 credits each, with 60 credits taken in term 1, and 60 credits in term 2 each year. A 40-credit independent dissertation is included in the final year.

Contact hours and workload: Each academic year typically requires 1200 hours of student effort; on average across the 4 years of this programme, 23% of that time is in lectures, seminars and similar activities; the remainder is independent study.

Assessment methods: A variety of assessment methods are used, which include portfolios, commercial reports and pitches, class tests, exams, coursework and presentations.

Academic staff: This programme is delivered by staff of the Division of Accounting, Business and Management in the School of Business, Law and Social Science. Staff profiles can be viewed at <https://www.abertay.ac.uk/staff-search>

Core modules in the programme:
Introduction to Accounting
Introduction to Marketing
Managing People & Ideas
Digital Marketing
Project Management
Researching Business & Innovation
Digital Business Strategy
Market Intelligence & Consumer Behaviour
Marketing Communications & Design
Brand Management
Strategic Marketing
Marketing Dissertation
Other modules that may be offered, but are subject to change over time:
Introduction to Human Resource Management
Nature of Management
Legal Systems & Method
Theory and Practice in HRM
People Planet Profit
Media and the Digital Society
Customer Relationship Management
Business and Environmental Sustainability
Managing across cultures

Entrepreneurship & Business Start-up
Employability Analysis & Professionalism
Ethical Business in Society
Strategic Management
World Trade & Export
International Business & Management

Developments in the discipline

This programme will change over time on the basis of new developments within the field of marketing and business. This is particularly likely in areas such as the use of technology for information sharing, technological change in relation to business need and organisation, and the impact of globalisation on marketing and business.