

BA with Honours in Digital Marketing and Business – 2022 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: TBC

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
Sociology of Media
Digital Marketing Principles
Digital Marketing Campaigns
Project Management
Researching Business & Innovation
Digital Business Strategy
Market intelligence & Consumer Behaviour
Business Analytics
Prescriptive Analytics
Computational Analytics
Marketing Communications & Design
Brand Management
Innovating for Growth
Strategic Marketing
Digital PR
Customer Relationship Management
Other modules that may be offered, but are subject to change over time:
Nature of Management
Introduction to Human Resources
Legal Systems & Methods

Theory and Practice in HRM
People Planet Profit
Digital Sociology
Work Placement
Entrepreneurship & Business Start-up
Ethical Business in Society
Advanced Professional Practice
Strategic and Operations Management
Managing Change

Developments in the discipline

This programme will change over time on the basis of new developments within the field of digital 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.