



University of Dundee

Business Economics with Marketing & Psychology

Study details

Course type: Bachelor's degree

Degree: MA (Hons) Business Economics with Marketing & Psychology

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 25 000 GBP

Reg. fee : 200 GBP

Scholarship :

Insurance : N/A GBP

Intake/s

Apr/Jan/Sep

Requirements

English language requirements

IELTS Academic

- Overall 6.0
- Writing 6.0
- Listening 5.5
- Reading 5.5
- Speaking 5.5

We also accept other English language qualifications. (TOEFEL iBT, Trinity ISE, LANGUAGECERT Academic..)

Don't meet the English language requirements?

Pre-sessional English for international students. If you hold a conditional offer and have not yet met the English entry requirements for a degree course at the University, we can help you with our pre-sessional English courses.

Study for 4 years (start at Level 1)

The essential subjects are Mathematics + another science (Information Technology, Chemistry, Biology, Human Biology, Physics, or Computing Science) - A-level, GCE CCC

Study for 3 years (start at Level 2)

The essential subjects are Mathematics + another Science (Information Technology, Chemistry, Biology, Human Biology, Physics, Psychology or Computing Science) - A-level, GCE ABB

IB (International Baccalaureate) diploma

Study for 4 years (start at Level 1) - 28 points, including 5, 5, 4 at higher level

Essential subject: Mathematics at Higher Level

Study for 3 years (start at Level 2) - 32 points, including 6, 5, 5 at higher level

Essential subject: Mathematics at Higher Level

Accommodation

Key Features & Amenities

- Self-catered
- Single occupancy
- Access to laundry facilities
- En-suite (with shower and toilet)
- Inclusive of Utility bills
- In easy reach of bicycle storage
- Fully connected to superfast wired and wifi internet
- Connection to Freeview or Freesat

All rooms are single occupancy with private bathrooms (en suite), equipped with superfast WiFi. Rooms cost approximately £140-£170 per week.

Also available are laundry facilities, bike storage, a shared kitchen and weekend parking.

Halls are 10-minutes away from big supermarkets and the train station. Even less is the walk to get to the city centre, full of restaurants, cafes and bars.

Speciality

International College Dundee

If you do not meet our academic grade requirements for your chosen course, we can offer you an alternative route to begin your studies. Our international incorporated degrees will develop your subject knowledge, academic English and university level study skills.

Pathways Available - International Stage One

Tuition fees for International students will increase by no more than 5% per year for the length of your course.

Additional information

Degree Overview

Business Economics focuses on economic concepts, theories, and principles. Learn how these are applied to various business activities inside businesses or organisations and across the wider business world.

You'll develop a strong understanding of the role of marketing in today's multi-channel environment and how marketing fits into a wider organisational context.

In order to become an effective marketer, and be able to allocate resources and tap into growth opportunities, you need to understand all economic factors relating to target markets, particularly around emerging markets.

There are strong links between Psychology and business, in particular marketing. For example, developing a stronger understanding of the psychological behaviour of the consumer.

Psychology is the scientific study of the mind and behaviour. Topics we cover include how babies learn, the way in which people's mental skills change as they grow older, various personalities, and how social group dynamics work. You will also study different psychological disorders.