



Edinburgh Napier University

Marketing Management

Study details

Course type: Bachelor's degree

Degree: BA (Hons) Marketing Management

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 19 340 GBP

Reg. fee : 210 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

- Fully-furnished bedrooms
- Laundry facility with washers and dryers available
- Super-fast internet and wifi throughout
- Large social space, games area and study spaces
- Communal kitchen space for students
- 24/7 security

Two main accommodation locations for International Students:

Gorgie: 543 Gorgie Road Edinburgh EH11 3AR

Westfield: 24 Westfield Road Edinburgh EH11 2QB

Speciality

Pathways Available: International Stage One

Additional information

Degree Overview

ENU are a top 10 UK modern university for Business, Management and Marketing (Sunday Times Good University Guide 2022).

If you are looking for a career that emphasises creativity, communication skills and analytical abilities then marketing could be for you. This course will equip you with the knowledge and skills you need to enter this exciting sector, by exposing you to current theory and practice. With strong links to industry, modules that give you real-world experience and the option to undertake a work placement, you'll increase your chance of following in the footsteps of our past graduates who have found employment a brand managers, marketing executives and more!

The course blends together theory and practice. You'll gain an excellent understanding of both basic marketing principles and specialist areas such as brand management, international marketing and marketing communications. You will study cutting-edge developments in the marketing industry, including digital and social media. Marketing demands clear thinking and innovation. You'll develop these attributes as well as sound business, communication and problem solving skills.

Flexible module choices, together with your dissertation topic, allow you to study the areas which interest you most.