

# Digital Marketing

BA (Hons)

**“There is a shortage of real skills in this area which means that people with Digital Marketing skills are in great demand.”**

Simon Cotton, Chief Executive, Johnstons Of Elgin



Teaching  
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**ROBERT GORDON**  
UNIVERSITY ABERDEEN

**CHANGE OUR TOMORROW**

# Digital Marketing

BA (Hons)

Full Time, On Campus, Starts September 2019, Course Duration: 4 Years

Placement  Practical learning  Study Abroad

[www.rgu.ac.uk/digitalmarketing](http://www.rgu.ac.uk/digitalmarketing)

A new course offered for September 2019 entry, this industry and practice led degree, will provide you with the relevant knowledge and skills to design, deliver and evaluate digital marketing strategies and campaigns. The digital economy has been recognised as a key area of growth and strategic importance to the Scottish, wider UK and international economy, therefore job prospects in this discipline are significant.

## COURSE HIGHLIGHTS

### Placement

In Year 3 you have the opportunity to complete a six or twelve week placement where you will gain practical experience in an area of individual choice within the communication and media industries.

### The Digital Marketing Agency

You will take part in the 'Digital Marketing Agency' a collaborative project in Year 3 and 4 of your study, where you will work on a live-client project within the construct of a real life agency.

### Industry Connections

There is a strong industry influence throughout the course, with regular guest speaker sessions and visits to company premises. This will help to build your own network as well as provide you with real world experience of the sector.

### Career Prospects

The course will prepare you for a range of digital marketing careers and roles in a variety of industries including:

- Marketing and Communications
- PR
- Technology
- Tourism
- Oil and Gas
- Professional Services
- Public and Private Sector
- Hospitality

UCAS Code:

**P9P3**

## Entry Requirements

**SQA Higher:** BBBC including English (or a written subject requiring the use of English) at grade B.

**GCE A Level:** BCC including English (or a written subject requiring the use of English).

**Irish Leaving Certificate Higher:** H2H3H3H3 to include English (or a written subject requiring the use of English) at H2.

**IB Diploma:** 27 to include Higher Level English (or a written subject requiring the use of English) at grade 5.

## FOLLOWING TRADITION OR BLAZING NEW TRAILS?

THERE IS NO A **RGU** MENT.

[www.rgu.ac.uk](http://www.rgu.ac.uk)

+44 (0) 1224 262728

[admissions@rgu.ac.uk](mailto:admissions@rgu.ac.uk)



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