Why study Marketing?

Every business has end users – or customers – and every successful business correctly identifies its customers and strives to deliver what they want, in order to keep them.

Marketing is at the centre of what businesses do. It helps organisations work out how they can identify and satisfy customer needs using strategic thinking, business acumen and carefully designed communications.

The course

As you progress through your Marketing degree, you will have the opportunity to develop the following practical skills and attributes that are much sought after by prospective employers:

Communication – the various essays, reports, examinations and presentations required throughout your studies will develop your ability to communicate effectively in a business setting.

Team work – working in a group is an essential part of your Marketing degree, both during business simulation activities, as well as group debates and undertaking ‘live’ research projects for local businesses. This also builds on successful negotiation and influencing skills.

Research and analysis – these skills develop as you progress through each year of your course, culminating in a significant piece of research for your Honours dissertation. By the time you graduate you’ll be able to write marketing research proposals for both commercial and academic purposes.

Business/commercial awareness – through case study analysis, guest lectures and live projects with local employers, you will develop an understanding of what is going on in the business sector and the wider environment that organisations operate within. Assignments are designed to enable you to draw on your personal experiences and apply your learning directly to the business world.

Time management – you will learn how to manage your time more effectively through your active involvement in group projects as well as by successfully juggling your weekly workload in order to meet your (sometimes conflicting) deadlines for coursework along with other University and extra curriculum commitments.

Self-confidence – participating in every aspect of your degree will help build your confidence, both personally and professionally.
Preparation for work

Students have the opportunity to participate in a range of employer-led skills workshops, visits to local organisations and guest lectures from high profile industry speakers.

You will learn from a variety of methods such as lectures, seminars and interactive lecture/group discussion sessions where you are encouraged to actively participate, for example through discussing case studies and problem solving in small groups.

During the degree, students can participate in a personal and professional development module with a focus on developing key skills that employers are looking for, as well as helping students prepare for, and make the effective transition into the workplace.

The Marketing degree participates in the Erasmus programme providing you with the opportunity to study for a semester at a European University and the international exchange programme.

Why choose Stirling?

The Marketing degree is highly rated. The University of Stirling Management School’s Marketing Division ranks among the top in the country. We are positioned 2nd in Scotland and among the top 20 in the UK. These results are published by the Complete University Guide 2016.

Our Marketing staff are regularly nominated for RATE awards (Recognising Achievement in Teaching Excellence) and have won in a number of categories over the last few years; including excellence in teaching in the Stirling Management School.

Will I get a job when I graduate?

96 per cent of students go on to work and/or further study within six months of graduating. Stirling are 2nd in Scotland and 7th in the UK for graduate employability.

Marketing students acquire a comprehensive range of analytical, problem solving and professional skills, which are increasingly valued in industry, commerce, education, government and non-profit making organisations.

A degree in Marketing can become your key to a specialised marketing career or a more general management career in a wide range of public, private and voluntary sectors.

Marketing graduates are currently working in 23 countries around the world including: Canada, South Africa, Australia, Switzerland, Japan, Singapore, Botswana, Russia, Austria, USA, Germany and Taiwan. Marketing graduates are currently contributing to the performance of the following organisations:

- Rolls Royce
- BBC
- Adidas (UK)
- Dell
- Hewlett Packard
- Next
- Nestle
- Heineken
- Proctor & Gamble
- Lloyds Banking Group

UCAS code: N500

Minimum requirements

Year 1 entry - Four-year Honours

SQA Higher:
ABBB – one sitting
AABB – two sittings

GCE A-level:
BBB

IB Diploma:
32

BTEC (level 3):
DDM

Year 2 entry - Three-year Honours

SQA Adv. Higher: ABB
GCE A-level: ABB
IB Diploma: 35

Other qualifications

Scottish HNC/HND
Minimum entry: Bs in graded units
Advanced entry: Please visit: http://stir.ac.uk/ay
Access courses and other UK/EU and international qualifications are also welcomed.

Additional information

General entry requirements apply. Please visit: http://stir.ac.uk/av
What our alumni say

The Stirling Management School has a list of reputable academics as well as good connections with the industry. Stirling graduates are looked upon favourably by prospective employers.

I’ve been given the opportunity to participate in the Marketing Society Star Student Awards. I was fortunately chosen along with one other marketing student to represent the Stirling Management School. I was incredibly honoured and greatly appreciated being selected. My advice to future students would be to really engage in your chosen subject area, get as much work experience in that subject as possible and learn from the vast array of knowledge available at the Stirling Management School.

James Swanson, BA (Hons) Marketing graduate 2014

Typical timetable

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>Subject 1</th>
<th>Subject 2</th>
<th>Subject 3</th>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>The Global Business Environment: An Introduction (Core)</td>
<td>Any module</td>
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<tr>
<td></td>
<td>2</td>
<td>The Management Challenge: An Introduction (Core)</td>
<td>Any module</td>
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</tr>
<tr>
<td>2</td>
<td>3</td>
<td>Fundamentals of Marketing (Core)</td>
<td>Any module (a)</td>
<td>Any module</td>
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<td>4</td>
<td>Marketing, Ethics and Society (Core)</td>
<td>Any module (b)</td>
<td>Any module</td>
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<tr>
<td>3</td>
<td>5</td>
<td>Understanding Consumers (Core)</td>
<td>Strategic Management</td>
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<td>6</td>
<td>Understanding Supply Chains (Core)</td>
<td>Any module from Marketing Options</td>
<td>Any module from Management School Options</td>
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<tr>
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<td>7</td>
<td>Marketing and Retail Consultancy Project (Core)</td>
<td>Marketing and Retail Consultancy Project (Core)</td>
<td>Dissertation (Core) (c)</td>
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<td></td>
<td>8</td>
<td>Any module from Management School Options</td>
<td>Dissertation (Core)</td>
<td></td>
</tr>
</tbody>
</table>

(a) Accounting and Finance for Managers strongly recommended  
(b) Introductory Economics strongly recommended  
(c) Continued in semester 8.

Contact details

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