Ms Michelle Ooi beefs up her knowledge about retail marketing at SIM Global Education

BY DOUGLAS CHEW

There are various aspects of retail marketing that makes it appealing to Ms Michelle Ooi, 30, who decided to go back to school to get a degree in this discipline.

Ms Ooi, who works as a department manager in the retail marketing industry, is currently a part-time student at SIM Global Education (SIM GE). She is studying for a Bachelor of Arts (Honours) in Retail Marketing from the University of Stirling, in collaboration with SIM GE. Through the course, she has developed her analytical and management skills, and deepened her understanding of the retail environment.

Positive mindset

The retail industry requires well-educated and professionally trained managers. As a vital part of Singapore’s economy, the sector provides numerous employment opportunities and generates significant revenues for the country.

Ms Ooi’s degree programme was developed to meet the needs of a dynamic and expanding retail sector. Her class of 40 students typically consists of working adults like herself, wishing to further their careers in retail. She will be investing two years of her time to complete the programme.

“I love everything that I have learnt, particularly the group discussions as they help me to be more open to different ideas that might not cross my mind,” she says.

Keeping up to date

Professors from the University of Stirling’s Institute of Retail Studies (IRS) fly in to deliver the lectures, while tutorials are conducted by local academics. The professors take care to illustrate theoretical concepts with real life and current examples to enhance the student’s understanding. The wide-ranging experience of IRS’ staff and their links with the industry helps ensure the retail marketing degree is practical, relevant and up-to-date.

Ms Ooi can look forward to field trips to major retailers to learn about their operations, and pick up tips from seasoned industry players who come as guest speakers to share their experience. She also has the option of studying for her third semester at Stirling’s campus in Scotland.

Balancing work and studies

Ms Ooi was initially hesitant to go back to studying, as she knew she’d find it tough to allocate sufficient time for her studies while also doing her best at work.

She has learnt to manage her time well, reading her notes on her phone in her spare moments instead of playing games or indulging in social media. Time is short, and she wakes up early even on her day off to do revision and tries to stay on top of her assignments by being very disciplined.

To those thinking of pursuing further studies, she advises: “Do not let anything hold you back because now I realise I enjoy school so much.”

About the programme

Available full-time and part-time, the programme for Bachelor of Arts (Honours) in Retail Marketing from the University of Stirling, UK in collaboration with SIM Global Education aims to enable students to understand the fundamental importance of retailing, and apply retail marketing principles in delivering customer values.

Students gain understanding of the nature of specific retailing activities and how these integrate within a distribution channel and the wider exchange process, and are equipped with skills for decision-making.

Diploma holders from the polytechnics, WSQ and LASALLE College can gain advanced standing, while those with non-marketing related diplomas will be required to complete and pass a three-month Preparatory Course in Retail Marketing at SIM.

To inject future leaders and management talent in Singapore’s vibrant retail industry, the Singapore Workforce Development Agency (WDA) is offering the Retail Executive scholarships that subsidise 90 per cent of the programme fees* to eligible Singapore Citizens who fulfil the conditions. For more information, visit www.simge.edu.sg.

*Terms and conditions apply.