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# MARKETING

BA (Hons)



# ARE YOU STIRLING?

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## REASONS TO CHOOSE THIS COURSE

### 1 BUILD YOUR GLOBAL NETWORK

The opportunity to study Marketing in depth, while developing a broad understanding of business context and the global environment through internship opportunities.

### 2 EXPERT TEACHING TEAM

We're ranked 2nd in Scotland and amongst top 10 in the UK for Marketing (The Complete University Guide 2019).

### 3 FLEXIBLE STUDY OPTIONS

The flexibility of our course structure, combined with our focus on personal and professional development throughout the course, opens up a range of career opportunities in either a specialised marketing career or a more general management career in a wide range of sectors.

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## 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.

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## 2ND IN SCOTLAND AND TOP 10 IN UK FOR MARKETING

The Complete University Guide 2019

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## COURSE DETAILS

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.

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

**I had the opportunity to participate in the Marketing Society Star Student Awards, to represent the University.**

**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

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## **CAREER OPPORTUNITIES**

More than 97 per cent of undergraduate leavers go on to work or further study within six months of graduating. (Destinations of Leavers from Higher Education survey 2016/17).

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

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**MARKETING**  
[stir.ac.uk/4o](http://stir.ac.uk/4o)

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### **MINIMUM REQUIREMENTS**

#### **YEAR 1 ENTRY – FOUR-YEAR HONOURS**

##### **SQA Highers:**

ABBB – one sitting

AABB – two sittings

##### **GCE A-levels:**

BBB

##### **IB Diploma:**

32

##### **BTEC (Level 3):**

DDM

#### **YEAR 2 ENTRY – THREE-YEAR HONOURS**

##### **SQA Adv Highers:**

ABB

##### **GCE A-levels:**

ABB

##### **IB Diploma:**

35

### **OTHER QUALIFICATIONS**

#### **Scottish HNC/HND:**

Minimum entry:

Bs in graded unit.

Advanced entry: Please consult website for details.

#### **ADDITIONAL INFORMATION**

Mathematics National 5 (B), Intermediate 2 (C), Standard Grade (3), GCSE (C/4) or equivalent required.

#### **PART TIME, ADVANCED ENTRY AND STUDY ABROAD OPTIONS AVAILABLE**

## TYPICAL TIMETABLE

| YEAR | SEMESTER | SUBJECT 1   | SUBJECT 2                                       | SUBJECT 3                                 |
|------|----------|---|---|---|
| 1    | 1        | The Global Business Environment: An Introduction (Core) | Any module                                      | Any module                                |
|      | 2        | The Management Challenge: An Introduction (Core)        | Any module                                      | Any module                                |
| 2    | 3        | Fundamentals of Marketing (Core)                        | Any module (a)                                  | Any module                                |
|      | 4        | Marketing, Ethics and Society (Core)                    | Any module (b)                                  | Any module                                |
| 3    | 5        | Understanding Consumers (Core)                          | Strategic Management (Core)                     | Any module from Management School Options |
|      | 6        | Understanding Supply Chains (Core)                      | Any module from Marketing Options               | Any module from Management School Options |
| 4    | 7        | Marketing and Retail Consultancy Project (Core)         | Marketing and Retail Consultancy Project (Core) | Dissertation (Core) (c)                   |
|      | 8        | Any module from Management School Options               | Dissertation (Core)                             |   |

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

## COMPULSORY MODULES

The Global Business Environment: An Introduction; The Management Challenge: An Introduction; Fundamentals of Marketing; Marketing, Ethics and Society; Understanding Consumers; Strategic Management; Understanding Supply Chains; Marketing and Retail Consultancy Project; Dissertation

## OPTIONAL MODULES

Semester 1: select 40 credits from available list; Semester 2: select 40 credits from available list; Semester 3: select 40 credits from available list; Semester 4: select 20 credits from any level 9 list ; select 20 credits from Any semester 4 list; Semester 5: select 20 credits from Year 3 Management School option list; Semester 6: select 20 credits from Modules at level 9 or 10 in Marketing list; Select 20 credits from Year 3 Management School list; Semester 7: CORE MODULES ONLY; Semester 8: Select 20 credits from Year 4 Management School option list

## CONTACT

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