



---

# RETAIL MARKETING

BA (Hons)



# ARE YOU STIRLING?

---



## REASONS TO CHOOSE THIS COURSE

### 1 EXPERT TEACHING TEAM

Delivered by expert staff from the Institute for Retail Studies, a recognised 'Centre of Excellence' for education and training.

### 2 TOP PERFORMING

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

### 3 TRANSFERRABLE SKILLS EMPLOYERS WANT

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

## WHY STUDY RETAIL MARKETING?

**Retailers lead economies:** Some of the most powerful organisations within economies are retailers.

**Retailers influence what people buy:** Two thirds of all decisions of what to buy are made at the point of sale.

**Retailers dominate marketing:** Retailers have taken over marketing leadership from manufacturers.

**Retailers lead innovation and change:** Sophisticated customer relationship programmes, multi-channel promotional and marketing; merchandising systems, online sales and flexible supply chains.

Retailing is a large and diverse industry that contributes significantly to the overall economy, as well as something that we as consumers experience regularly as part of our everyday lives. Understandably, the retail industry attracts a lot of attention from governments, the media and consumer groups.

The sector is a major employer with over 2.9 million people currently working in retailing, equating to 11% of the total workforce.

The retail sector is constantly met with new challenges; the growth of the internet, new forms of technology and consumer demand. As a result, retailers need managers with the necessary skills to tackle and meet these challenges.

## COURSE DETAILS

The wide-ranging experience of Stirling's Institute for Retail Studies (IRS) academics and their links with the retail industry ensures that the retail marketing degree is practical and up to date with trends in the retail industry.

This degree course provides a solid foundation in the general principles of industry, management, marketing, human resources and organisations. Students will also develop extensive knowledge and skills in consumer behaviour, marketing, international business, logistics and related subjects.

Some of the topics covered in the retail modules include:

- Retailers' responses to changes within the external environment
- The impact of the Internet for retailers and shoppers
- Shopping behaviour and consumption choices
- The cultural challenge of internationalisation
- Designing an effective store layout
- Effective buying and visual merchandising strategies
- Strategy formulation, monitoring and control
- Retail branding and communications
- Dealing with clients through consultancy projects.

As part of the course you may have the opportunity to take part in a student exchange. The IRS has exchanges with a number of Universities throughout Europe, the USA, Canada, Hong Kong and Singapore.

---

“During the course we attended a number of store and warehouse visits, as well as guest lectures from a variety of experienced retail and marketing personnel. We all found that being able to speak to people who apply theoretical concepts in the real world helped to really illustrate the concepts.

I am currently working as a graduate Trainee Area Manager for Aldi. All of the modules that I studied as part of my degree are applicable to my current position, for example, Logistics and Supply Chain Management is a vital component of the Aldi business model.”

**Natalia Dunk**

Retail Marketing graduate.

---

## CAREER OPPORTUNITIES

The BA (Hons) Retail Marketing degree produces high quality graduates that have a broad background not only in management but also more specific skills in retailing and marketing. Retail marketing students acquire a comprehensive range of analytical, problem-solving and professional skills, which are increasingly valued, not just in the retail industry itself but also in other areas of commerce, education, government and non-profit making organisations.

More than 97% of our undergraduate leavers are in employment or further study within six months of graduating (Destinations of Leavers from Higher Education survey 2016/17).

Retail Marketing graduate job titles include: buyer; visual merchandiser; marketing manager; marketing co-ordinator; brand manager, area manager and operations manager.

In recent years, graduates have found employment within companies such as Aldi, Tesco, Topshop and Sainsbury's.

---

**5 QS  
STARS**



**TEACHING EMPLOYABILITY  
INTERNATIONALISATION**

2018

---

**RETAIL MARKETING** N550  
[stir.ac.uk/4x](http://stir.ac.uk/4x)

---

### 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

units. Advanced entry:

Please visit: [stir.ac.uk/ay](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: [stir.ac.uk/av](http://stir.ac.uk/av)

**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)	Retail Studies (Core)	Any module (b)
3	5	Understanding Consumer (Core)	Retail Operations (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)
	8	Any module from Management School Options	Dissertation (Core)	

(a) Accounting and Finance for Managers strongly recommended.

(b) Economics for Managers 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; Retail Studies; Understanding Consumers; Retail Operations; 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 semester 4 list; Semester 5: select 20 credits from Year 3 Management School option list; Semester 6: select 20 credits from Year 3 Management School option list; select 20 credits from level 10 modules in Marketing list; Semester 7: CORE MODULES; Semester 8: Select 20 credits from Year 4 Management School option list. Retail optional modules include: Buying and Visual Merchandising and Multi-Channel Retail Marketing.

## CONTACT

**Mr Eric Calderwood, Course Director,  
University of Stirling Management School**

T: +44 (0) 1786 467310

E: SMSUG@stir.ac.uk

W: stir.ac.uk/management

### Student Recruitment and Admissions

T: +44 (0) 1786 467046

E: recruitment@stir.ac.uk

[stir.ac.uk/65](http://stir.ac.uk/65)

JOIN OUR COMMUNITY



# ARE YOU STIRLING?