

UNIVERSITY of STIRLING  
**Management  
School**



**REDEFINE**

**WITH A  
MASTERS**

**MSc  
MARKETING  
MARKETING WITH BRAND MANAGEMENT  
MARKETING WITH RETAIL**

**REDEFINE AT STIRLING**



## WHY AN MSc MARKETING?

You will graduate with a broad understanding of the operational areas of marketing and their functions within organisations. You will explore a comprehensive range of issues faced by marketing managers and executives, and compare different approaches to understanding this important area of modern business. You will be equipped to thrive in marketing roles in the commercial and non-profit sectors.

As part of the highly flexible method of learning, this postgraduate course in Marketing offers three possible pathways.

You can graduate with:

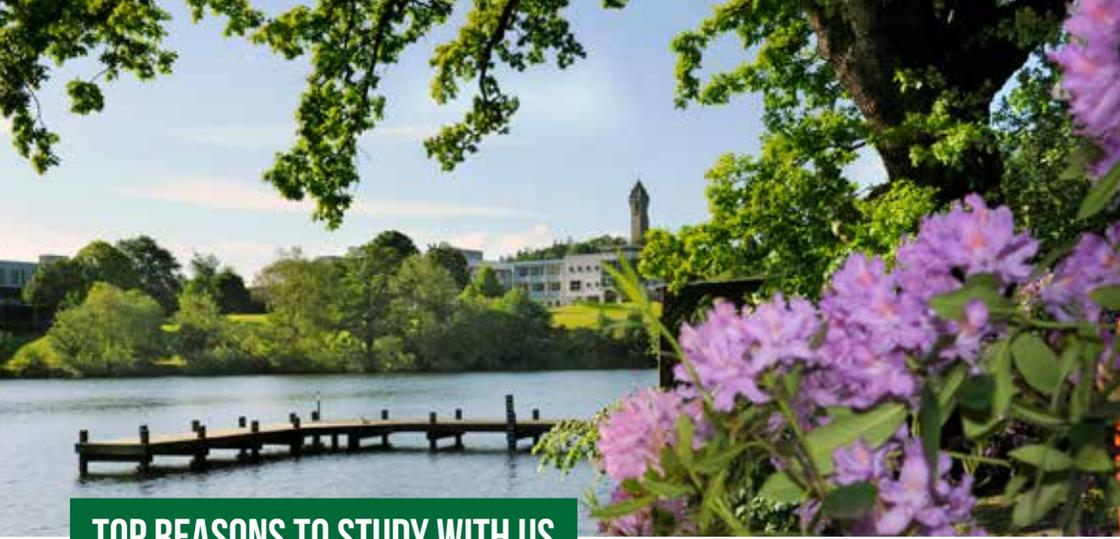
- MSc Marketing
- MSc Marketing with Brand Management
- MSc Marketing with Retail

## INTERNATIONAL PERSPECTIVE

A particular strength of the MSc Marketing is that it promotes understanding and critical strategic analysis of consumers and organisations from an international perspective. Ethical decision-making and the ability to identify potential ethical issues are highlighted. You will be introduced to techniques and tools to better understand yourself as well as core target markets.

## PRACTICAL EXPERIENCE

As part of your learning, you will be given the opportunity to apply your new evidence-based insights to real world marketing projects for industry players. Our graduates acquire a unique competitive advantage combining an advanced marketing knowledge base with the skills necessary for a professional career in marketing.



## TOP REASONS TO STUDY WITH US

1

### **Chartered Institute of Marketing's Multi-Award Pathway (MAP) accreditation**

accredited for the Chartered Institute of Marketing's Multi-Award Pathway (MAP) which also allows candidates to gain the CIM Professional Diploma in Marketing by undertaking two modules rather than the normal four

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2

### **Realistic competitive environment**

as a Marketing MSc student you will have access to the Markstrat simulation platform, a web-based approach to testing strategies in a realistic competitive environment

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3

### **Building leadership and personal effectiveness**

build leadership and personal effectiveness and work with our consultants to gain invaluable insights into their approach to decision-making, communication and working relationships

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4

### **Stirling's global research rating**

we're among the top 25 in the UK according to REF 2014

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5

### **Build your global network**

study alongside international students across a range of business disciplines

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## WHAT IS MARKETING?

Marketing is the science and practice of bringing together information about the benefits of a product or service to its potential customers, with the aim of broadening and penetrating the market as effectively and productively as possible. It involves defining the needs, perceptions, and gaps in different market sectors and identifying the geographical, cultural or competitive factors that must be understood to maximise sales.

The academic discipline of marketing is the highly specialised study of this increasingly significant and powerful part of the business environment. It covers the growing armoury of specialised techniques, analytical tools and strategies employed within marketing departments. The MSc course will provide you with a well-rounded understanding of the universal concepts and systems employed in practice, and help you to develop a customer-focused management approach across various types of organisations, products or services.

### MARKETING WITH BRAND MANAGEMENT

This MSc builds on mainstream marketing studies through a strong focus on the specifics of developing and using brands and branding in the marketing context.

### MARKETING WITH RETAIL

This MSc enables you to further strengthen your marketing expertise by developing your knowledge and skills in marketing in the retail sector.



## ABOUT THE COURSE

The MSc Marketing, MSc Marketing with Brand Management and MSc Marketing with Retail are one-year courses. Eight taught modules are followed by an individual or group project undertaken over the summer. The special project enables graduates to design, plan and implement research based management strategies, build and evaluate marketing programmes and carry out research into contemporary management practice.

## COURSE STRUCTURE

There are three pathways for University of Stirling marketing students, with degree outcomes specialising in various marketing subject areas.

All students study the same core modules; the main difference is in the elective modules studied in second semester.

MSc Marketing students may take any of the elective modules. Modules marked (BM) are compulsory for MSc Marketing with Brand Management students and those marked (MR) are compulsory for students opting for the MSc Marketing with Retail. The Knowledge Management and Practice module must be carried out in an area related to the specific outcome.

For further information on the course content visit:  
[stir.ac.uk/1d](http://stir.ac.uk/1d)

## CORE MODULES

### RESPONSIBLE MARKETING MANAGEMENT

An introduction to the study of contemporary theory in marketing, which aims to change the way students think about the subject and the work of marketers.

### KNOWLEDGE MANAGEMENT AND PRACTICE

Through either an individual dissertation or group project, students undertake a major piece of research on a topic of their own choosing, with a stress on considering the benefits of an evidenced approach to marketing and marketing decisions.

### STRATEGIC MARKETING PRACTICE

Using a marketing simulation, students are introduced to many of the required marketing concepts as well as learning how the development of a strategy and the delivery of marketplace goals depend on the use of personal skills in teamwork.

### MARKETING COMMUNICATIONS AND THE CONSUMER

This module deals with one of the most important issues in marketing: the interaction between consumers and organisations and the ability of the organisation to turn a consumer into a customer or user of its products.

### MARKETING MANAGEMENT APPLICATIONS

Marketing projects for external clients are used to develop each student's ability to make marketing management decisions typical of those undertaken within the contemporary marketing environment.

## ELECTIVE MODULES

You can also choose from a range of electives. Our current elective modules are:

- Brand Marketing (BM)
- Digital Marketing and Advertising (BM)
- Retail Marketing (MR)
- Marketing and the Supply Chain (MR)
- Sport Marketing
- Multi-Channel Marketing and Retailing
- Social Marketing





## CAREER OPPORTUNITIES

Our graduates have an impressive employment record within industry-leading global companies. Our courses also fully prepare individuals who wish to pursue further studies.

### MARKETING

Many of our alumni work in roles that entail shaping marketing strategy across many different sectors, with brands including: eBay, Bloomberg, Nokia, Pepsico and Yves Saint Laurent.

Early career opportunities exist not only in manufacturing and services but increasingly in public, social and non-profit sectors. There is high demand for marketing professionals with specialist qualifications throughout the world across virtually every sector of business.

### MARKETING WITH BRAND MANAGEMENT

Stirling graduates find employment as brand managers, public relations consultants and advertising account executives, to name just

a few of the many positions they are qualified to fill. Long-term career prospects are excellent, with marketing recognised as a platform for building an overview of a company's strengths and weaknesses and directing appropriate strategic development.

### MARKETING WITH RETAIL

The MSc Marketing with Retail equips you for employment in large and small retail organisations and prepares you for a career as an entrepreneur. The retail industry's need for professional and well-trained managers has never been greater. Our alumni work for some of the world's top retail brands.

Companies that have recruited our graduates include: Marks & Spencer, B&Q, Louis Vuitton, Thorntons and Canon. Many of our students now work in positions around the world.

# POSTGRADUATE STUDY AT STIRLING

## ON CAMPUS

Taking advantage of Scotland's outstanding scenery, the University of Stirling is an inspiring and peaceful place to study. Postgraduate students can apply for University accommodation and use study areas conducive to working towards successful completion of a Masters degree.

The University offers extensive indoor and outdoor sports facilities, a shopping precinct and arts centre. We have a large team of librarians and IT specialists available for one-to-one guidance with research skills and use of the University's high-tech learning environment. Assistive technologies are available for students with disabilities.

## STUDENT AND ALUMNI SUPPORT

The University of Stirling Graduate School will support you in making the most of your time at Stirling – ensuring you develop your skills and, crucially, your employability within a rich academic environment. We have excellent links with major employers in business and industry and our Career Development Centre works closely with students in preparation for the transition to work.

The relationship with students does not stop at graduation. We maintain links with our alumni through international events and social media.



*Marketing is a great place to work and provides managers with a wide range of challenges. The MSc addresses the specialised needs of industry and it delivers a ready pool of skilled, competent and trained professionals.*

*The course is suitable for recent graduates who want a career in marketing, or for those who already have some business experience and wish to deepen their understanding of the theory and practice of marketing.*



**DR KERI DAVIES,**  
Course Director

## DEVELOPING LEADERS OF THE FUTURE

Postgraduate education at The University of Stirling Management School goes beyond textbooks and lecture rooms by also focusing on professional and personal development. Our unique Flying Start Leadership programme, at the beginning of the academic year, equips students with the awareness, knowledge and techniques essential for building a successful career. These range from practical skills, like effective public speaking, to developing ways to work under pressure in difficult situations and manage conflict.

In addition to honing your market-relevant research techniques and critical thinking abilities, you will be given opportunities to polish your presentation skills and gain experience working effectively in a team. The course includes training events and sessions designed to build leadership and personal effectiveness.

You will have opportunities to work with our consultants to develop a personal profile that offers invaluable insights into your approach to decision-making, communication and working relationships. You will learn how to apply tools like the Insights Discovery Personal Profile in commercial contexts.



*The MSc Marketing at Stirling equipped me with practical marketing skills as well as the opportunity to develop a wealth of knowledge in the subject.*

*I liked the practical, real life projects. I have a higher level of career aspirations after studying on this course.*



**CRAIG BLACK**  
MSc Marketing



## WHY BECOME AN EXPERT IN BRAND MANAGEMENT?

### BRANDS ADD VALUE

For an organisation, having a positive and strong brand is a critical success factor. If created and managed correctly, a brand can add value to its business activities, serve as a form of protection from its competitors' offerings, entice consumers and build loyalty.

### BRANDS ARE MORE THAN NAMES AND LOGOS

Brands are a key element in an organisation's relationship with its consumers. Brands represent consumers' perceptions, experiences and feelings about the various offerings in the marketplace and everything the organisation means to the consumer.

### BRANDS ARE EXPRESSIVE DEVICES

As consumers, we purchase particular brands to express who we are (our identities). We also avoid those brands that we believe have negative connotations; whether psychological, social or emotional.

### BRANDS ARE NOT JUST PRODUCTS

Traditionally, brands related only to products and their performance. Nowadays branding is considered vitally important for financial services, retailers, politicians, celebrities, towns, cities and countries – even ourselves, for example, as a method of differentiating who we are relative to others in the workplace and job market.

### BRAND MANAGEMENT IS EXCITING AND INTERESTING

Brand management is one of the most exciting and interesting career paths. Whatever the size of the organisation, brand management offers daily challenges and stimulus.

Prepare for Success

**[prepareforsuccess.org.uk](http://prepareforsuccess.org.uk)** is an interactive web learning tool for international students who are coming to the UK to study.

# WHY BECOME AN EXPERT IN RETAILING?

## RETAILERS LEAD ECONOMIES

The largest retailers are also among the most powerful organisations within national economies and are increasingly influential internationally. Examples include: Tesco, which has its headquarters in the UK but has expanded its presence as far as Asia, and Walmart, a US group that also has outlets and suppliers across the globe. Their scale, complexity and growth have led to high demand for specialised managers.

## RETAILERS INFLUENCE WHAT PEOPLE BUY

Two-thirds of all decisions on what to buy are made at the point-of-sale. Knowing how to win the bodies, minds and money of shoppers impacts on the success of retailers, manufacturers and everyone else involved in the supply chain.

## RETAILERS DOMINATE MARKETING

Retailers have taken over marketing leadership from manufacturers.

The increasing number of highly successful retail brands, their role in new product introduction, their promotional power and their ability to harness information about the customer illustrate exceptional marketing leadership.

## RETAILERS LEAD INNOVATION AND CHANGE

Operations are increasingly sophisticated. Examples include: multi-channel e-commerce trading, IT-driven customer relationship programmes, technology based merchandising systems, automated product ordering systems and flexible supply chains.



## RETAILERS ARE MORE THAN SELLERS OF PRODUCTS

As a result of their deep understanding of consumer behaviour, and their huge influence on the placing and promotion of products and services, retailers have been able to diversify their businesses into the services sector. They sell insurance, mobile communications and provide bank accounts. Large retailers are also manufacturers of clothes, consumer electronics, food and so on. Examples include: Zara, H&M and IKEA. Understanding retail means understanding other sectors and parts of the supply chain.

## RETAILERS OFFER EXCITEMENT AND INTEREST

Whatever the size of the organisation, retail management offers daily challenges, mental stimulation and variety. If you want to progress within a large business or set up on your own, the retail sector offers some of the best career opportunities. Up-to-date retail knowledge and skills are in demand worldwide.



*Within a week of graduating I became Customer Relations Executive at an online retailer which sells electronic goods.*

*My postgraduate degree in Retail Management from Stirling helped me analyse the position of the company and propose money saving adaptations, which were subsequently introduced by the organisation.*

**REJEEV NAIR,**  
MSc Retail Management

## INSTITUTE FOR RETAIL STUDIES

The MSc Marketing with Retail is delivered by experts attached to The Institute for Retail Studies (IRS), one of Europe's largest university- based retail institutes.

The UK's Department of Trade and Industry has described IRS as a "Centre of Excellence". Its work is rated as "world leading" in the most recently published Research Assessment Exercise. IRS discoveries feed into the curriculum, which means students graduate from Stirling equipped to apply the latest theory and advances in the field.

## STIRLING MANAGEMENT SCHOOL

### RESEARCH EXCELLENCE

We are building our global reputation for academic excellence through a wide range of international research and education delivery partnerships.

Stirling Management School has established successful international partnerships in several regions, including Asia and the Middle East. We are exploring additional sustainable overseas partnerships in order to attract the world's best academics to work with us and the most talented students to enrol on our courses.

### ACCREDITATION AND AFFILIATION

We are a member of the Association of Business Schools; the European Foundation for Management Development and in partnership with the Chartered Management Institute. The MSc Marketing is accredited by the CIM (MSc Marketing).



*I sincerely believe that this degree in particular really made a difference in building a strong CV. I now work at Google, in the EU headquarters in Dublin, Ireland.*

**ZINET-SOFIA CHAIDOPOULOU**  
MSc Marketing



## ENTRY REQUIREMENTS

You'll need a minimum of a second class Honours degree in any subject, or an equivalent qualification. However, you can still apply if you don't have these formal qualifications, but bring significant work experience in a relevant area.

If you don't meet the required criteria for this course, you can complete the Graduate Diploma in Business, Finance and Sport to gain a guaranteed entry onto this Masters degree: [stir.ac.uk/1z4](https://www.stir.ac.uk/1z4)

For details of English language requirements for this course, visit: [stir.ac.uk/3f](https://www.stir.ac.uk/3f)

## FEES, FUNDING AND SCHOLARSHIPS

The University of Stirling Management School is committed to investing in academically talented students. There are various categories of funding available to support the cost of your studies at the University of Stirling.

Information about scholarships and funding may be found at: [stir.ac.uk/1j5](https://www.stir.ac.uk/1j5)

## CONTACT INFORMATION

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[stir.ac.uk/management](https://www.stir.ac.uk/management)

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