We’re proud to provide our students with an outstanding education, founded on innovation and excellence. Our focus is on helping you to be the difference in your chosen career and equipping you with the lifelong employability skills to stand out from the crowd. We’re delighted 96 percent of our postgraduate leavers are in work or further study within six months of graduating. Our students, graduates and staff are having a positive impact internationally and we celebrate our global outlook, with more than 120 nationalities represented on our diverse, inclusive and multicultural campus. The University’s beautiful 330-acre campus offers an unrivalled living and learning environment. To further enhance our student experience, we’re investing £41.7 million to create world-class fitness and high-performance sports facilities, as well as a new ‘Campus Central’ social and learning space. As Sports University of the Year (Times and Sunday Times Good University Guide 2020), we provide high-quality sports facilities for our students, high-performance and Olympic athletes, staff, and the wider community. Our athletes enjoyed incredible success at the 2018 Commonwealth Games in Australia, returning with an impressive total of 11 medals. Our award-winning Students’ Union is the University’s hub, providing entertainment and welfare services to make your life at Stirling the best it can be. With more than 120 clubs and societies to choose from, settling into university life couldn’t be simpler. You’re about to make a very exciting and important decision about where you choose to study – and we’re delighted you’re considering joining us at Stirling. I wish you the very best of luck with your studies and look forward to welcoming you on campus soon.

Professor Gerry McCormac
Principal and Vice-Chancellor

Be you.
The potential lies within us all.
Be ambitious. Be brave.
Be determined. Be impactful.
Be Stirling.
Be the difference.
The University of Stirling is a UK university with a global reputation for high-quality teaching and research. Our stunning 330-acre campus is based in the centre of Scotland. At Stirling, you’ll enjoy access to excellent student support services, sports facilities and vibrant cultural and social scenes.

Scotland is famous for its breathtaking scenery as well as being one of the filming locations for major blockbusters including Harry Potter and the James Bond film Skyfall. Our campus was even one of the filming locations for the hit TV series Outlander.

The city of Stirling is an incredible mix of Scottish tradition and cosmopolitan trends – it’s no surprise it’s also known as a ‘miniature Edinburgh’ (Guardian 2019).

With easy access to Edinburgh, Scotland’s capital, and Glasgow (both 30-40 minutes away by road or rail), you have the benefit of two of Scotland’s largest cities nearby.

**ACCOMMODATION**

We have more than 2,800 rooms on campus, in nearby Bridge of Allan and across the city of Stirling. All accommodation is self-catered with options to suit all budgets, and prices range from £91-£172 per week.

You will have access to a dedicated 24/7 team of Accommodation Services Staff – so that students can feel safe on campus.

There’s also Accommodation Liaison Students who’ll be around to provide support and a friendly face.

Police Scotland has described our campus as one of the safest in the country, and we go the extra mile to look out for our students both on and off campus by providing a 24/7 security team and a range of support services, such as our Safe Taxi Scheme – which helps students get home safely if they run out of money.

**FIVE-STAR FACILITIES**

Our facilities were given five stars in the QS World University Rankings 2020, and we’ve even got our very own 18th-century castle. As Scotland’s University for Sporting Excellence, our world-class sports facilities include the National Tennis Centre, National Swimming Academy, a nine-hole golf course and more.

We’re also building for the future – which is why work is already underway on two major renovation projects that will see a combined £41 million invested in our campus and sports facilities between now and 2020.

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**AT THE HEART OF SCOTLAND**

Glasgow International Airport and Edinburgh Airport are both approximately 40 minutes from our University campus – with London only a one-hour flight away. There are a range of convenient flights to Scotland operating on a regular basis from cities such as New Delhi, Mumbai and Bangalore.

**BY AIR TO EDINBURGH/ GLASGOW AIRPORTS**

New Delhi: 12 hrs 35 mins*
Mumbai: 12 hrs 55 mins*
Bangalore: 13 hrs 40 mins*
London: 1 hr 15 mins
Manchester: 1 hr 5 mins

**BY TRAIN TO STIRLING**

Edinburgh: 40 mins
Glasgow: 30 mins
Manchester: 4 hrs 20 mins
London: 5 hrs 30 mins

*Journey times approximate based on most direct route at time of print.
The city of Stirling is one of Scotland’s most attractive places to live, boasting both a castle and the National Wallace Monument. Located at the geographic heart of Scotland, it’s under one hour’s travel from the capital city of Edinburgh. Stirling was recently voted ‘best’ Scottish start-up city, which is a clear affirmation of our entrepreneurial spirit and business-friendly culture.

Stirling offers a lively and welcoming community, with many well-regarded heritage attractions and leisure facilities, not to mention a wealth of restaurants, traditional whisky pubs and buzzing bars and clubs of the city centre. Stirling is a place that suits the needs of every student with shopping, cinema and chic coffee houses all nearby.

With facilities for small and medium-sized businesses and access to top quality graduates, new companies are regularly attracted to Stirling, including Codebase – the UK’s largest technology incubator. Alongside our links with industry, academic reputation and outstanding research, the exceptional campus is one of the many reasons students decide to join the University. Located just two miles from the centre of Stirling, our breathtaking 330-acre campus encompasses its own loch, a golf course and the 18th-century Airthrey Castle, as well as extensive sports facilities and a thriving student community.
Located in the University’s award-winning Stirling Campus, the University of Stirling Management School is uniquely placed in the heart of Scotland offering a beautiful environment to help you get the most from your experience in Scotland.

Our courses strive to be the difference in your future career offering a wide range of professional accreditations and equipping you with the skills, knowledge and confidence needed to secure senior positions in industry, community and the public sector.

As a student here, you will benefit from the expertise of academics at the cutting edge of research in their field. We are proud to be ranked in the top 25 institutions in the UK for Business and Management research performance in the latest Research Excellence Framework, which reflects the quality and impact of our research and our commitment to nurturing students in PhD research.

Stirling Management School belongs to a QS-Ranked University and is a member of the Association for the Advancement of Collegiate Schools of Business (AACSB), the European Foundation for Management Development (EFMD), and signatory to the Principles of Responsible Management Education (PRME).

Our MBA is accredited by the Chartered Management Institute (CMI) – ensuring that you graduate with two qualifications, an MBA and a CMI Level 7 Diploma in Strategic Management and Leadership.

OUR RANKINGS

THE GUARDIAN UNIVERSITY GUIDE 2020:
• Accounting and Finance - top 5 in Scotland
• Business, Management and Marketing - top 5 in Scotland

THE COMPLETE UNIVERSITY GUIDE 2020:
• Marketing - 2nd in Scotland
• Accounting and Finance – top 20 in the UK

QS WORLD UNIVERSITY RANKING 2020:
• The University of Stirling ranked top 500 in 2020 and has been awarded 5 stars in the areas of teaching, employability, internationalisation, facilities and inclusiveness

OUR MEMBERSHIPS

SMALL BUSINESS CHARTER
As a Small Business Charter (SBC) accredited School, we’re recognised for our work supporting small businesses, local economies and student-entrepreneurship.

THE CHARTERED MANAGEMENT INSTITUTE
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PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION
We’re proud to be recognised as a School that follows the Principles for Responsible Management (PRME). Launched in 2007 at the UN Global Compact Leaders Summit in Geneva, these principles aim to transform management education in line with the United Nations’ Sustainable Development Goals.

ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS
The Association of Chartered Certified Accountants (ACCA) is a world recognised professional accountancy body. If you graduate with our MSc International Accounting and Finance, you’ll also graduate with professional ACCA qualification status. The ACCA also give accreditation to all of our Bachelor of Accountancy (BAcc) degrees, giving you exemptions from their exams after you graduate.

THE CHARTERED INSTITUTE OF MARKETING
Our internationally recognised MSc Banking and Finance course is accredited by The Chartered Banker Institute. When you graduate you’ll be awarded with credits towards professional qualifications, and you can take an accelerated route to Chartered status.

THE CHARTERED INSTITUTE OF PERSONNEL AND DEVELOPMENT
We’re recognised as an Approved Centre by the Chartered Institute of Personnel and Development (CIPD), with our Human Resource courses at both undergraduate and postgraduate level accredited by the CIPD. Accreditation applies to 2019 course entrants onwards.

THE CHARTERED FINANCIAL ANALYST INSTITUTE
We’re recognised as a member of the CFA Institute University Affiliation Program (UAP), with our MSc Investment Analysis course. This is a designation awarded to academic institutions that embed a significant portion of the CFA® Program Candidate Body of Knowledge™ (CBOK) into their curriculum. We’re one of very few affiliated partner institutions in the UK, and one of a select group globally.

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Peter is a highly experienced retailer, with 25 years’ experience in leadership roles at some of the UK’s most successful businesses. He is currently Chief Executive Officer of Retail at Pets at Home, a role he has held since 2015. He joined the business in 2011 as Commercial Director.

Yuanyuan is President of Jiangsu Broadcasting Company’s international arm, JSBCI, where she oversees the distribution of original Chinese TV formats globally, in addition to importing international formats for broadcasting in China. She also leads the development of international co-production and broadcasting with companies such as the BBC and Channel 4 in the UK, Arte in France, NHK in Japan, and PBS in the USA.

Yuanyuan, who gained an MSc Media Management from the University in 2005, was shortlisted for the British Council’s Professional Achievement Award – an accolade she in no small part attributes to her UK education and University of Stirling experience.

Alison is one of the UK’s pre-eminent business leaders and influencers. She is Chief Executive of Whitbread plc, the hospitality conglomerate whose brands include Premier Inn, Brewers Fayre and BeefEater Grill Restaurants, and until recently Costa Coffee. appointed as CEO of Whitbread plc in late 2015, Alison is one of just five female chief executives to be listed on the FTSE 100.

Joanne is Chief Executive of IGD, a research and training charity that helps the food and grocery industry deliver the needs of the public. She works with chief executives, chairpersons and presidents of some of the world’s largest food and consumer goods companies and has been awarded an OBE for services to the food and grocery industry. She completed an MBA in Retailing, with distinction, at Stirling in 1991.

Sir Alex is regarded as one of the greatest and most successful football managers of all time. As manager of Aberdeen Football Club from 1978 to 1986, he famously lifted the European Cup Winners Cup in 1983. Then, in 1986, he moved south to Manchester United where he spent 27 years as manager. Sir Alex’s greatest achievement so far came in 1998-99, by winning the Premiership title, FA Cup and European Cup. Sir Alex Ferguson was awarded the honour of Knight Bachelor in 1999.

Andy Murray turned professional in 2005 and broke into the senior top 100 later that year, claiming his first ATP title in 2006. In 2009, he attained the world number two ranking and became the first British winner at Queen’s since 1938. In 2012, he secured the Gold Medal at the London Olympics Final and ended Britain’s 77-year wait for a Wimbledon singles champion less than a year later. Andy has also been awarded BBC Sports Personality of the Year three times since 2013.
DEDICATED CAREERS SUPPORT

Stirling Management School has a dedicated Employability Manager who works with colleagues from the Careers & Employability Service to provide support and advice that will help you make informed career decisions, achieve your goals and develop the tools that will enable you to excel in your career and throughout your life.

We have a wide range of international job search resources available if you are thinking about returning to your home country or working abroad once you graduate. During your studies, you will also have the opportunity to engage with graduate employers who deliver skills workshops in key aspects such as CV writing, LinkedIn and assessment centre preparation.

FLYING START

Our unique Flying Start Leadership Programme helps students develop valuable personal skills and prepare them for their postgraduate journey through university and beyond. During one engaging and intensive week, you will participate in a number of challenges designed to enhance your understanding of self and set personal goals. The workshops cover a range of important skills that are highly sought after by employers including communication and presentation skills, personal development and networking skills, teamwork and more.

As part of the Flying Start programme, you’ll have the opportunity to discuss key business and management issues with business leaders from organisations including Diageo, IBM, Enterprise Holdings, Royal Bank of Scotland, FDM Group, and government agencies, as well as local entrepreneurs who are successfully running their own business.

stir.ac.uk/flyingstart

INDUSTRY INSIGHTS

Looking for insight into your chosen career? We have numerous guest lectures occurring throughout the year. From renowned entrepreneurs to international management experts, you’ll gain invaluable real-world insight into the latest management issues and benefit from a vibrant, international community of business thinkers.

COLLABORATIVE PROJECTS WITH BUSINESS

A number of our courses give you the opportunity to undertake your dissertation project with an external organisation that is looking for a solution to a specific challenge that they are facing or a new perspective on their strategy or operational processes. It’s a mutually beneficial initiative: businesses gain from your research, insights and ideas, while you can acquire invaluable experience, build your networks and enhance your skills to increase your job prospects.

GLOBAL CONNECTIONS

The Stirling Network provides students with a dedicated social platform to connect with the University’s alumni and business friends wherever they are in the world. Throughout your studies, we encourage you to use this network to gain advice, knowledge and career insights from alumni and business leaders who have proactively offered to help.

GET INVOLVED IN STUDENT-LED ACTIVITIES

Stirling Management School students are actively involved in running several business-focused clubs/societies on campus that ensure you are career ready.

· The Student Managed Investment Fund provides students with the opportunity to enhance their knowledge of investments and portfolio management in a real-life professional environment.

· The Economics Society encourages students to engage in critical thinking and creative, in-depth analysis of economic matters.

· The Marketing Society aims to build a vibrant community, create opportunities, enhance industry-relevant skills, and give marketing a practical context.

stir.ac.uk
What are the key differences between big data and financial technology?

At Stirling, we take a data-driven approach to Financial Technology (Fintech), so the Big Data and Fintech courses share material such as data analytics. Big Data is more focused on technology - such as databases, scripting, machine learning and cluster computing - than Fintech, which has a focus on finance, banking and entrepreneurship. The computing part of the Fintech course is about cybersecurity, mobile apps and blockchain.

There are four data science Masters courses at Stirling: Big Data; Data Science for Business; Mathematics for Data Science and Fintech - but I'm not sure which is for me?

Fintech is the odd one out among these courses because it is geared towards a specific application in banking and finance. The other three courses are designed to give you more generic data science skills. Big Data concentrates on technology and skills such as Hadoop, Python, NoSQL and machine learning. Data Science for Business focuses less on the technology and more on the business impact of data science. Mathematics for Data Science is for students who have a love of maths and want an interesting and challenging subject that allows them to put their skills into practice.

The Big Data and Fintech courses were built from scratch by Stirling academics with student employability in mind. How did you create the course content?

The courses were designed with one thing in mind: to prepare and qualify students for jobs in data science. We consulted with recruitment agencies and companies who hire data scientists and Fintech professionals, such as HSBC and MBN. Our goal was to give students the best CV that we could which is why we do our best to find work placements for students during their summer project.

A great advantage of studying big data is the breadth of careers that are available after graduation. Our students have gone on to work in finance, marketing, health, sport, and local government, or in small start-up companies doing interesting things like computer vision and natural language processing.

Stirling works closely with The Data Lab. What is it and what does this mean for me?

The Data Lab is an internationally leading research and innovation centre in data science. Established with an £11.3 million grant from the Scottish Funding Council, The Data Lab enables industry, public sector and world-class university researchers to innovate and develop new data science capabilities in a collaborative environment. Its core mission is to generate significant economic, social and scientific value from data. As a student, you’ll benefit from a wide range of learning and networking events that connect leading organisations seeking business analytics skills with students looking for exciting opportunities in this field.

Do I need previous experience to study a data course? And can I go part-time?

For Big Data, you will need a numerate degree and some experience of either statistics or computer programming. This can be gained from online courses and relevant work experience is also beneficial. Often, our students arrive with a diverse range of skills from different sectors and backgrounds, and we enjoy the challenge of bringing everyone up to speed and progressing forward as a group.

Yes, all of our data science courses can be studied either full-time for one year or part-time for two.
ACCOUNTING & FINANCE

Our Accounting, Finance, Banking and Economics courses are delivered by leading academics in their field who have expertise in teaching, research and practice. Students will develop the knowledge and analytical skills necessary to succeed in a fast-paced business environment, and will gain an understanding of the interactions between financial corporations, regulatory agencies and households.

Globally recognised bodies such as the Association of Chartered Certified Accountants (ACCA), the Chartered Banker Institute (CBI) and the Chartered Financial Analysis Institute (CFA) recognise some of our accounting and finance courses and employers around the world will be reassured of the close link between course content and the needs of industry.

MSc Finance

Financial management is at the heart of business decision-making. This specialist Masters course will equip you with the theory and analytical techniques required for a successful career as a finance professional.

You’ll gain hands-on experience of the financial decision-making process and practical knowledge of the workings and role of financial markets in the allocation of capital. The course also gives you an understanding of the qualitative and quantitative techniques needed to interpret market reactions to geopolitical events such as Brexit, oil-price shocks and financial crises.

As well as timetabled classes, students are invited to guest lectures delivered by leading finance industry professionals, including University of Stirling alumni. These provide opportunities for networking and learning about the latest developments in finance practice.

The course covers many of the Chartered Financial Analyst (CFA) programme learning outcomes, which helps you progress towards CFA Charterholder status.

For more information about this course, visit: stir.ac.uk/1r

MSc Investment Analysis

The University of Stirling MSc Investment Analysis has a world-class reputation and is the UK’s longest-established postgraduate course in the field. It is one of a select group of Masters degrees in the UK to have membership of the CFA (Chartered Financial Analyst) Institute University Affiliation Program (UAP). This status acknowledges that the course covers at least 70 percent of CFA Levels 1, 2 and 3, emphasising the quality of the course and relevance to professional practice and career advancement.

You will study the use of qualitative and quantitative techniques to value investments, and develop and evaluate portfolio management strategies. You will also develop the ability to extract essential information from financial reports, understand risk management tools, assess macroeconomic and financial market trends, and analyse financial data relating to investments.

For more information about this course, visit: stir.ac.uk/1a

University Affiliation Program

CFA Institute

MSc International Accounting and Finance

Developed in response to increasing globalisation and the convergence of international accounting practices, this course meets the growing demand for graduates who are educated to Masters level in International Accounting and Finance. You will gain a thorough grounding in international accounting, developing the reporting and analytic skills required by global organisations. You will also establish an understanding of issues relating to financial markets and international investments.

The course is ACCA accredited and graduates can obtain exemption from up to six ACCA exams. Some MSc modules also cover elements of the learning outcomes from all three levels of the Chartered Financial Analyst (CFA) programme, helping you progress towards CFA Charterholder status.

For more information about this course, visit: stir.ac.uk/10r

MSc Finance and Risk Management

This course provides students with a better understanding of the different types of risk relating to markets and corporate risk management including interest rate risk, liquidity risk, portfolio risk and enterprise risk. Students will learn how to estimate, model, manage risks and hedge against them.

The course has been designed to align with the Financial Risk Manager Certification offered by the Global Association of Risk Professionals (GARP)

For more information about this course, visit: stir.ac.uk/213

Amplify Trading

As part of the Management School’s focus on enhancing the employability of its graduates, students on these courses will benefit from our award-winning trading boot camp, run in collaboration with our partners, Amplify. During this intensive week, students will be presented with live market data and will have the opportunity to trade across multiple asset classes, gaining first-hand experience of how intraday trading actually works.
At the University of Stirling Management School, the principles of responsible and sustainable business, policy and practice are central to everything we do. This vision helps us to equip our students with the skills to act as global citizens, capable of addressing the needs of society.

Our internationally recognised academics deliver an industry-focused curriculum with a strategic focus on engagement with practice. As a member of the Chartered Association for Business Schools, we have strong links with industry and were awarded the Small Business Charter with an industry-focused curriculum with a strategic focus on engagement with practice. As a member of the Chartered Association for Business Schools, we have strong links with industry and were awarded the Small Business Charter for engagement with local and regional enterprise.

For more information, visit: stir.ac.uk/1dd

For more information about this course, visit: stir.ac.uk/1e

For more information about this course, visit: stir.ac.uk/15

For more information about this course, visit: stir.ac.uk/1zx

For more information about this course, visit: stir.ac.uk/1j

For more information about this course, visit: stir.ac.uk/1rr

For more information about this course, visit: stir.ac.uk/1ff

For more information about this course, visit: stir.ac.uk/16

For more information about this course, visit: stir.ac.uk/1g

For more information about this course, visit: stir.ac.uk/1j

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DATA SCIENCE AND ANALYTICS

Jobs in the field of data science and analytics are increasing at a rapid rate due to the need for all sectors to capture, process and understand data. Our graduates find work in diverse sectors such as banking and finance, health services, data science consultancy, data-driven marketing, and even sports science.

**MSc BIG DATA**

Big data is increasingly important in today’s commercial landscape. As a data scientist specialising in big data, you will help companies make sense of large amounts of structured and unstructured data, providing rapid insights that enable them to make better, quicker decisions. Our Masters course will equip you with practical skills in big data technology, advanced analytics, and industrial and scientific applications.

Stirling is a member of The Data Lab, an Innovation Centre that aims to develop the data science talent and skills required by industry in Scotland. It facilitates industry involvement and collaboration, and provides funding and resources for students. On this course, you will learn cutting-edge technologies, including Python, R, Hadoop, NoSQL, and Machine Learning.

For more information about this course, visit: stir.ac.uk/17r

**MSc DATA SCIENCE FOR BUSINESS**

Our pioneering Masters course has been developed with organisations at the forefront of business analytics including SAS, HSBC and The Datalab. The course addresses the acknowledged shortage of business leaders and managers with a detailed working knowledge of data analytics.

When you graduate, you will have a highly sought-after blend of data analytics, business acumen and advanced management skills. Your understanding of the industrial and scientific relevance of advanced analytics and their application in strategic and operational decision-making will be greatly enhanced. As part of your studies, you will also have the opportunity to develop specialist skills by choosing elective modules from finance, computing science or management.

For more information about this course, visit: stir.ac.uk/2b4

**MSc ARTIFICIAL INTELLIGENCE**

Modern AI is concerned with giving computers human-like abilities such as sight, learning, conversation and creativity. AI is a popular topic to study due to there being a growing jobs market for AI and Data Science skills and because it is an exciting new field of computing.

This course covers the theoretical underpinning of a wide-variety of AI-related techniques including machine learning and deep learning, mathematics and statistics for data science, programming using Python, computer vision and natural language processing. The course also covers the technology, techniques, tools, software and methodologies used to apply these underlying theories to real-world problems.

For more information about this course, visit: stir.ac.uk/219

**MSc FINANCE AND DATA ANALYTICS**

Today’s financial industry needs people who have the skills to analyse big data and inform investment decisions accordingly. This course has been developed in response to growing demand for finance professionals with a specialisation in data analytics.

Quantitative techniques and new methods for analysing big data have increasingly been adopted in recent years. This includes algorithmic trading, use of big data, and machine learning or artificial intelligence. Investment managers who are willing to learn and adopt new technologies will likely have an edge in the sector.

The course combines two key academic areas of strength, research expertise in finance with computing science, equipping students with the necessary skills to meet the demands of the modern financial industry.

For more information about this course, visit: stir.ac.uk/7fj

**STUDENT CONSULTANCY PROJECTS**

Students seeking to enhance their employability and add value to a business client have the opportunity on some courses to undertake a three-month consultancy project over the summer, as an alternative to the traditional dissertation.

Consultancy projects allow you to work with an organisation to investigate a ‘real-world’ issue, enhance your transferable business skills and make professional connections. Current clients range from start-up businesses to international organisations in public, private and not-for-profit sectors.

For more information, visit: stir.ac.uk/1dd

**ONLINE COURSE OPTION LAUNCHING JANUARY 2020**

“The MSc Big Data course was a stepping stone into my academic career. My studies helped me improve my programming skills and critical thinking that are essential for my profession. The University of Stirling also provided me with the opportunity for continuing my education where I am currently pursuing a Phd.”

MILA GORANOVA, BULGARIA
MSc Big Data

**MSc BUSINESS ANALYTICS**

This course provides students with an understanding of the industrial and scientific relevance of business analytics and how they can be applied to inform strategic and operational decision making within organisations across all sectors. This Masters is aimed at people moving into management roles within a digital business environment.

For more information about this course, visit: stir.ac.uk/2gh

**MSc FINANCIAL TECHNOLOGY (FINTECH)**

Fintech is taking over the banking and finance industry. The way we handle money is changing and the industry is taking note – from international banks to back room start-ups. To do well in fintech, you need to understand technology, finance and business creation.

If you are looking to enter the fintech industry, our new MSc Financial Technology is the course for you, providing a solid foundation in computing technology, financial theory, ethical and regulatory constraints, and business skills.

Fintech combines the technology from big data and analytics, mobile computing and modern financial services. Some of the activity in the sector is being carried out by large, existing financial institutions, but the majority comes from small companies that are developing disruptive technologies.

For more information about this course, visit: stir.ac.uk/1jm
Marketing and communication is about creating and delivering exchanges of value between an organisation and its customers that satisfy the customer, the organisation and society at large – and the Stirling Management School’s Marketing Division ranks among the top in the country.

Marketing at Stirling was ranked 2nd in Scotland and top 10 in the UK in the Complete University Guide 2019, while our media and communications courses are designed to equip students with the skills to meet the challenges posed by unprecedented changes and increased competition in the media industries.

**MSc MARKETING**

Study with one of the leading marketing research centres in the UK and gain a theoretical and practical understanding of marketing and its role within organisations. You will learn about current trends in areas such as brand identity creation, digital, multichannel marketing and branding.

The course is accredited by the Chartered Institute of Marketing (CIM), the world’s largest professional marketing body, and provides credit toward the CIM Professional Diploma in Marketing. Upon successful completion, you will only need to complete two modules with CIM to gain the Diploma.

You can work towards our core Masters degree, the MSc in Marketing, or opt to specialise in one of the following:

- MSc Marketing with Brand Management
- MSc Marketing with Retail

For more information about this course, visit: stir.ac.uk/1dd

**MSc STRATEGIC PR AND COMMUNICATION MANAGEMENT**

This Masters is recognised by the Chartered Institute of Public Relations and is one of the longest-established in Europe so our knowledge of the subject is second to none.

The course has a strong emphasis on the theoretical side so you will gain a solid understanding of the theory behind public relations. And, with a healthy practical element to compliment the theory, you will also have plenty of opportunities to put these theories into practice by designing, implementing and evaluating public relations campaigns.

Excellent links with industry mean we have regular guest speakers, and we also provide the opportunity to conduct real-life client-type work.

By the end of your studies, you will be able to analyse environments, issues, organisational cultures and relationships – as well as set objectives, and design and implement public relations strategies.

For more information about this course, visit: stir.ac.uk/2dd

**OTHER COURSES YOU MAY BE INTERESTED IN**

**MSc SPORT MANAGEMENT**

We have designed this Masters to meet the industry’s need for well-qualified managers, who can combine management and financial skills with a specialist knowledge of sport.

You will learn to evaluate the dynamic environment in which sporting organisations flourish, and to apply this knowledge to meet a wide range of challenges faced in sport management.

Taught by experts with strong industry experience and research achievements, this Masters reflects current industry trends and employer needs. You will have the opportunity to work with a sporting organisation during an internship, as well as organising and marketing a local sports event.

For more information about this course, visit: stir.ac.uk/2a

**MSc PSYCHOLOGY (CONVERSION COURSE)**

This is an intensive Masters course covering the basics of psychology, designed for students who already have a degree in another subject but want to ‘convert’ to Psychology. You will learn the key concepts and core knowledge of psychology, and also develop your research skills. The course includes a one-month placement to broaden your practical experience in psychology.

You will carry out a three-month independent empirical research project supervised one-to-one by a leading academic specialist. On completion of the course, you will be able to apply for Chartered Membership of the British Psychological Society on a graduate basis. This is the first step towards becoming a Chartered Psychologist.

For more information about this course, visit: stir.ac.uk/2eo

**MSc DEMENTIA STUDIES (ONLINE)**

This Masters is delivered online, part-time over three years. In joining the course, you will become part of an international, multi-disciplinary community of students and academics within the Faculty of Social Sciences, committed to improving dementia practice and the experiences of people living with dementia. The course is designed for professionals already working in the field and care/relatives who are supporting people with dementia.

Our course is run by a team of academic experts whose research has helped to shape dementia care policy worldwide. It takes a theory-based and practice-oriented approach to consider the diversity of living and dying with dementia and we work with a national advisory group of people with dementia who support course development.

This Masters will enhance your employability within the broad field of dementia care enabling you to move to more specialised and promoted posts within health and social care settings.

For more information about this course, visit: stir.ac.uk/2dy

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**ROHAN PURI, INDIA**

**MSC SPORT MANAGEMENT**

“Since the University of Stirling is highly rated for the Masters in Sport Management and is also Scotland’s University for Sporting Excellence, my decision was an easy one. This course has increased my knowledge about various fields within the sports industry and has developed my skills in areas such as time management, cooperation with others, self-discipline and understanding one’s self.

There are a lot of volunteer opportunities in Scotland and I did an internship with the Stirling County Rugby Football club to enhance my experience.”
The University consistently earns five QS stars in the World University Rankings for internationalisation.

INTERNATIONAL ENTRY REQUIREMENTS

Here at Stirling, we consider a wide range of academic qualifications from across the globe as a means of gaining entry onto one of our postgraduate courses. Typically, you will need a strong Bachelor Honours degree or equivalent – but requirements do vary by country, and you may need to meet further criteria based upon your chosen course.

Find more information on the specific entry requirements for your country here: stir.ac.uk/1ef

VISA INFORMATION

All international students interested in coming to Stirling for a period of more than six months will need to apply for a Tier 4 (General) student visa before travelling. You will need to apply through the UK Government, and include both an application fee and a health surcharge.

The University of Stirling has a dedicated International Visa Advice Team and experts who can provide you with advice on application processes, tips on what you should do before you arrive and one-to-one guidance during your time here at Stirling. Services include: application support, financial advice, immigration information, travel support and cultural activities designed to help you make the most of your time in Scotland.

PRE-SESSIONAL ENGLISH

Pre-sessional English courses are delivered in partnership with global education leader INTO University Partnerships, and provide a short and intensive preparation in academic English for students who are already academically qualified and are due to start a postgraduate degree at the University of Stirling in September 2020.

What courses are on offer?

- 12-week Pre-sessional English course (June to August): designed to improve your IELTS score by 1.0 in one or more skills.
- 6-week Pre-sessional English course (July to August): designed to improve your IELTS score by 0.5 in one or more skills.
- 3-week Pre-sessional English course (August): a short course that’s ideal if you already hold an unconditional offer from us, but would like to improve your English language ability.

For more information on how to apply, entry requirements, dates and fees, visit: stir.ac.uk/presessionalenglish

"It’s a great experience for international students to come and study at the University of Stirling. Scottish people have been very heart-warming, welcoming and helpful.”

Damneet Pal Singh Sarv, India
MSc Big Data

stir.ac.uk
Check your entry requirements
Before you start working on your application, you should check the entry requirements for your chosen course. For most of our postgraduate degrees, we ask for a minimum of a second-class Honours degree or equivalent, but some courses also require relevant work experience or prior knowledge within a related subject area.

You’ll be able to find all of the information you need about current entry requirements on our website: stir.ac.uk/da

When to apply
At Stirling, we don’t have a formal deadline for postgraduate applications. You can apply up to two years in advance of your course start date and we accept applications throughout the year. Most of our students apply when they’re in their final year of undergraduate study.

If you’re an international student who requires a Tier 4 (General) student visa, we recommend you apply as soon as possible to get your visa processed in plenty of time.

Completing your application
You can apply directly to the University by using our simple online application form: stir.ac.uk/1cq

If you’re coming to us from overseas, you can also apply via one of our in-country International Representatives (agents). You can find your in-country agent by checking out our country-specific web pages: stir.ac.uk/1ef

Once your application is received, you’ll get a confirmation email from the University’s Admissions Team.

Responding to our offer
If you receive an offer, congratulations! You’ll be sent an invitation to access our Applicant Portal to respond to your offer.

The Applicant Portal is used to upload documentation, apply for University accommodation and select fee payment options. It’s also a good way to get in touch with our Graduate Admissions team if you have any questions.

+44 (0) 1786 466 655
graduate.admissions@stir.ac.uk

SCHOLARSHIPS
The University of Stirling offers a wide range of scholarships to assist international students with the cost of their studies. Full and up-to-date details of all scholarships offered by the University are available at Stirling’s ‘Scholarship Finder’ tool stir.ac.uk/scholarships

POSTGRADUATE FEES
The majority of our postgraduate degree fees are £15,250 - £20,750. For more information please visit: stir.ac.uk/2t7

You can get closer to studying for your future at the University of Stirling in just four simple steps.

Apply HERE

You can get closer to studying for your future at the University of Stirling in just four simple steps.

1. Check your entry requirements
2. When to apply
3. Completing your application
4. Responding to our offer