

Retail Marketing

University of Stirling

Venues

Stirling Campus

Content

You'll study Retail Marketing as a four-year single honours degree. Your first year will provide a background in business-related subjects, which will be taught alongside students from Marketing, Business Studies and Human Resource Management. In later semesters, core modules in retailing and marketing are studied alongside a selection of elective modules – building up your knowledge in everything from visual merchandising to and multi-channel marketing and supply chains.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N550

Course Length

4 years

Department

Stirling Management School

Entry Requirements

2024 entry requirements:
4 Highers at AABB (first sitting) or 5 Highers at ABBBB (two sittings).

For entry to the three year Honours degree, you require 3 Advanced Highers at ABB.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

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Address

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Website

www.stir.ac.uk