

## Retail Marketing

University of Stirling

### Venues

Stirling Campus

### Content

This Retail Marketing course provides a solid grounding in the principles of retail business, including store operations, marketing and consumer behaviour. You'll have the opportunity to develop an understanding of human resource management, international business, logistics and merchandising.

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 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

### Faculty

Stirling Business School

### Department

Stirling Business School

## Entry Requirements

2027 entry requirements:  
4 Highers at AABB.

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

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Stirling  
FK9 4LA

## Website

www.stir.ac.uk