

## 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

2021 entry requirements:  
4 Highers at AABB (first sitting) or AABBB (two sittings).

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

### SCQF Level

10

### Address

Stirling  
Bridge Of Allan  
Stirling District  
FK9 4LA

### Website

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