

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 multichannel 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

2026 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

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Combination Courses

«htmlCombinationCourse»

"html Combination UCASCode"

Address

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Website

www.stir.ac.uk

