

# Multichannel Retail Marketing

University of Stirling

## Venues

Stirling Campus

## Content

The MSc Multichannel Retail Marketing will provide you with a comprehensive knowledge of core marketing principles, along with an additional focus on multichannel retailing, that will prepare you for a career in retailing and marketing management. The course has been designed to develop your knowledge and understanding of multichannel practices and their strategic importance to businesses as varied as retailers, manufacturers, or brand owners, as they consider the many routes by which they interact with customers.

The MSc Multichannel Retail Marketing course is accredited by the Chartered Institute of Marketing (CIM). CIM accreditation means that when you successfully complete the course, it's easier to gain a Professional Diploma in Marketing. Two of the Diploma modules will be waived and to gain the CIM Professional Diploma you will only need to undertake two CIM modules rather than the usual four, giving you a competitive edge in your career.

You can exit after 6 months with the PgCert Multichannel Retail Marketing.

You can exit after 9 months with the PgDip Multichannel Retail Marketing.

## Start Date

September

## Qualification

Postgraduate Master's

## Study Method

Part time (day)

## Award Title

MSc

## Course Length

12 months

## Department

Arts and Humanities

## Entry Requirements

A minimum of a second class honours degree or equivalent. Applicants without these formal qualifications but with significant appropriate/relevant work/life experience are encouraged to apply.

No background in business is required but you will need to have a strong interest in retailing or multichannel marketing to get the most from the course.

If you don't currently meet the academic requirements for this course, INTO University of Stirling offers a variety of preparation programmes that can earn you the qualifications and skills you need for direct entry.

## SCQF Level

11

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Stirling  
 Bridge Of Allan  
 Stirling District  
 FK9 4LA

## Website

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