



# MCAST



## MASTERS IN RETAIL

CODE: R17/01/21

Launching: October 2021

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**Entry Requisite:** A relevant first degree in business or sciences, or social sciences domains. Candidates must also have 2-years full-time industry work experience.

**Delivery Mode:** Part-Time Blended Learning over 5 semesters (2½ years). 10 study units delivered across on campus and online. Friday evenings and Saturday mornings.

**Programme Summary:** This Master program focuses on the learning and practical application of concepts essential for operating a retail business. It develops an understanding of the contemporary retail environment and examine topical issues relating to retail management and marketing. This program assesses analytical skills essential for operating and marketing in an international retail environment. It critically examines international retail development and activity, with a view to putting this knowledge into practice.

This programme allows the learner to:

- Examine the evolution of retailing, and associated theories, the functions and economic importance of retailing and the rise of retail power.
- Critically evaluate the complexity of retail channels, store and non-store, used as alternative routes to market, and evaluate the merits of alternative strategies for different types of retail business.
- Asses the nature of the competitive environment within which retailers operate in developed economies, and analyse the forces driving change for particular sectors and types of retailer.

- Critically reflect on the growth and scope of retail theory and practice by identifying and evaluating future trends in retailing.
- Apply core retailing theories and concepts to retail-specific business problems, diagnose critical issues, appraise strategies, and design alternative solutions.
- Analyse the nature of the retail mix, and the unique marketing emphases for retailers.

This master's programme consists of 10 blended learning study units and a dissertation in the final year. It has three exit points relating to 30, 60 and 90 ECTS accumulated totals, entitling the student to a Post-Graduate Certificate for those who successfully pass the first year of studies, a Post-Graduate Diploma for those who choose to complete and pass the first and second year of this programme or a Master in Retail degree award for those who successfully submit a dissertation that meets the necessary academic level.

### **First Year (Semesters 1 & 2: EQF/MQF Level 7 - 30 ECTS)**

#### **Exit Option: PgCert**

- Retail Principles & Practice – 6 ECTS
- Business Analytics – 6 ECTS
- Navigating the Small Business Environment – 6 ECTS
- Retail Marketing – 6 ECTS
- Information Systems and point systems retailers – 6 ECTS

### **Second Year (Semesters 3 & 4: EQF/MQF Level 7 - 30 ECTS)**

#### **Exit Option: PgDip**

- Digital Marketing – 6 ECTS
- Contemporary retailing and Future Trends – 6 ECTS
- Brands & Branding – 6 ECTS
- Economic & Environmental Sustainability, Corporate Social Responsibility – 6 ECTS
- High performance Management – 6 ECTS

### **Third Year (Semester 5: EQF/MQF Level 7 - 30 ECTS)**

#### **Exit Option: Masters**

- Research Project/Dissertation – 30 ECTS