

UNIVERSITY OF STIRLING
Bachelor of Arts (Honours) in Retail Marketing

Updated on 16 April 2018

No.	Module Title	Lecturer	Qualification	Conferring Institution	Teaching Basis (Full-time/Part-time)
1	Fundamentals of Business & Management	Ho Kai Joo	Masters	Imperial College London	Part-time
2	Fundamentals of Marketing	Patricia Lui Wai Yin	PhD	University of Western Australia	Part-time
3	Leisure Management and Consumption	Siow Chih Wee	Masters	University of Nevada Las Vegas	Part-time
4	Marketing, Ethics and Society	Tan Siong Hoe Donald	PhD	The University of Western Australia	Part-time
5	Operations Management	Daniel Chew Chee San	Masters	National University of Singapore	Part-time
6	Retail Studies	Jaclynn Tan	Masters	University of Stirling	Part-time
7	Branding and Communications	Martin James Raymond	Masters	University of Stirling	Part-time
		Michael John Healy	PhD	The University of Melbourne	Part-time
		Patricia Lui Wai Yin	PhD	University of Western Australia	Part-time
8	Buying and Visual Merchandising	John Paul Freathy	PhD	University of Manchester	Part-time
		Jaclynn Tan	Masters	University of Stirling	Part-time
9	Digital and Experiential Marketing	Markus Wohlfeil	PhD	Waterford Institute of Technology	Part-time
		Ho Kai Joo	Masters	Imperial College London	Part-time
10	Retail Operations	Eric McWatt Calderwood	Masters	University of Stirling	Part-time
		John Paul Freathy	PhD	University of Manchester	Part-time
		Jaclynn Tan	Masters	University of Stirling	Part-time
11	Understanding Consumers	Jonathan Robert Elms	PhD	University of Lancaster	Part-time
		Taye Siang Heng Michael	Masters	The University of Western Australia	Part-time
		Foo Hee Luan	PhD	University of Nottingham	Part-time
12	Understanding Supply Chains	Leigh Sparks	PhD	The University of Wales	Part-time
		Georgios Maglaras	PHD	University of Patras	Part-Time
		Daniel Chew Chee San	Masters	National University of Singapore	Part-time
13	Multi-Channel Retail Marketing	Benjamin Keri Davies	PhD	The University of Wales	Part-time
		Jonathan Robert Elms	PhD	University of Lancaster	Part-time
		Jaclynn Tan	Masters	University of Stirling	Part-time
14	Professional Development and Practice	Wee Keng Neo Lynda	PhD	University of Stirling	Part-Time
		Stewart Butts	PhD	University of Stirling	Part-time
		Neo Chia Reei	Masters	California State University	Part-time
15	Strategic Management	Thomas McCrone Forbes	PhD	University of Glasgvensis Senatvs	Part-time
		Jonathan Robert Elms	PhD	University of Lancaster	Part-time
		Neo Kin Kah	Masters	University of Manchester	Part-time
16	Dissertation	Julie Suzanne Tinson	PhD	Napier University	Part-time
		John Paul Freathy	PhD	University of Manchester	Part-time
		Tan Siong Hoe Donald	PhD	The University of Western Australia	Part-time

SINGAPORE INSTITUTE OF MANAGEMENT
Preparatory Course in Retail Marketing

No.	Module Title	Lecturer	Qualification	Conferring Institution	Teaching Basis (Full-time/Part-time)
1	Retail Studies	Way Kok Chay	Masters	National University of Singapore	Part-time
2	Introduction to Marketing	Patricia Lui Wai Yin	PhD	University of Western Australia	Part-time
		Jamie Tay	Bachelor	Nanyang Technological University	Part-time