

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

Updated on 30 June 2021

No.	Module Title	Lecturer	Qualification	Conferring Institution	Teaching Basis
1	Fundamentals of Business & Management	Ho Kai Joo	Master of Business Administration	Imperial College London	Part-time
		Goh Whee Ki	Master of Arts	University of Iowa	Part-time
2	Fundamentals of Marketing	Patricia Lui Wai Yin	PhD in Marketing	University of Western Australia	Part-time
3	Leisure Management and Consumption	Gan Hsia Yen Gerald	Master of Business Administration	University of Nottingham	Part-time
4	Sustainable Marketing	Lee Choong Hiong Derrick	PhD in Philosophy (Business) Tourism	James Cook University	Part-time
5	Sports Studies - Issues and Concepts	Senthil Kumar S/O Jivaraju	Bachelor of Arts in Business	University of London	Part-time
6	Global Retailing in Society	Chan Chee Soon	Master of Arts in Management	University of Durham	Part-time
7	Effective Communication and External Relations for Managers	Karen Patricia Morgan	Post Graduate Diploma	The Nottingham Trent University	Part-time
		Lau Bih Shia	Master of Communication	Royal Melbourne Institute of Technology University, Australia	Part-time
		Gwee Gek Wah Sherlene	Master of Arts (Communication Management)	University of South Australia	Part-time
8	Buying and Visual Merchandising	John Paul Freathy	PhD in Geography	University of Manchester	Part-time
		Chan Chee Soon	Master of Arts in Management	University of Durham	Part-time
9	Digital and Experiential Marketing	Amy Goode Lauren	Masters in Marketing	University of Strathclyde	Part-time
		Markus Wohlfeil	Doctor of Philosophy	Waterford Institute of Technology	Part-time
		Toh Wai Yip	Master of Business Administration	National University of Singapore	Part-time
10	Retail Strategy and Operations	Eric McWatt Calderwood	MBA in Retailing and Wholesaling	University of Stirling	Part-time
		John Paul Freathy	PhD in Geography	University of Manchester	Part-time
		Jaclynn Tan	Master in Retailing	University of Stirling	Part-time
11	Understanding Consumers	Mona Moufahim	Doctor of Philosophy	University of Nottingham	Part-time
		Chan Chee Soon	Master of Arts in Management	University of Durham	Part-time
12	Delivering Value in the Digital Age	Georgios Maglaras	PhD in Marketing	University of Patras	Part-Time
		Daniel Chew Chee San	Master of Science in Industrial & Systems Engineering	National University of Singapore	Part-time
13	Multi-Channel Retail Marketing	Benjamin Keri Davies	PhD in Geography	The University of Wales	Part-time
		Jaclynn Tan	Master in Retailing	University of Stirling	Part-time
		Toh Wai Yip	Master of Business Administration	National University of Singapore	Part-time
15	Marketing Analytics and Brand Creation	Ines Branco-Illodo	PhD in Business and Management (Marketing)	University of Nottingham	Part-time
		Tan Siong Hoe Donald	PhD in Business Administration (Marketing)	The University of Western Australia	Part-time
16	Dissertation	John Anderson Taylor	MSc Social and Educational Research	University of Edinburgh	Part-time
		John Paul Freathy	PhD in Geography	University of Manchester	Part-time
		Tan Siong Hoe Donald	PhD in Business Administration (Marketing)	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
1	Retail Studies	Way Kok Chay	Master of Business Administration	National University of Singapore	Part-time
2	Introduction to Marketing	Goh Whee Ki	Master of Arts	University of Iowa	Part-time