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MSc in Internet Retailing

Delivered in partnership with
Manchester Metropolitan University
Business School

Leading the way in e-commerce education

The rise of multichannel retailing and e-commerce is causing a dramatic shift in the way the retail industry operates. Professionals looking to create innovative and successful propositions must engage with a wide range of disciplines, from marketing, buying and merchandising to engineering and technology.

Econsultancy's MSc in Internet Retailing is the UK's first qualification to specifically address the career and business needs of ambitious internet retailing professionals. Upon graduation, delegates will have developed their understanding of the whole gamut of internet retailing and be equipped with the practical and strategic skills necessary to take on a rounded leadership role within their organisation.

Why is it different?

Econsultancy's MSc is the only internet retailing programme in the UK which combines accredited academic learning with up to the minute expertise, ensuring the course content evolves with the industry. Face to face sessions with our experienced practitioner trainers give delegates a unique, highly practical insight into the current commercial environment, supported by full access to Econsultancy's comprehensive range of cutting-edge research, commentary and practical 'how-to' guides. With an active community of over 80,000 e-commerce and digital marketing professionals at your finger tips, you can be certain you'll be keeping up with the very latest industry trends and developments globally.

Who is it aimed at?

As a professional Postgraduate qualification, the course is ideally suited to the needs of current e-commerce professionals looking to consolidate and broaden their knowledge, or traditional retailers wanting to break into the online sector. We have designed the course to suit the needs of delegates remaining in full time work by placing a real emphasis on immediately applicable practical skills and devising a part-time study timetable which minimises disruption and ensures you see immediate results in your day to day role.

Applications are considered on a case by case basis but applicants are usually asked to provide evidence of a good first degree (in any discipline) or relevant industry experience. If you would like to talk more about whether the qualification is right for you, please don't hesitate to contact us.

Application and fees

Please go to <http://econsultancy.com/training/qualifications/masters/retailing/apply> to register your interest in the course and we'll be in touch with full details of the application process. Applications can be accepted year round, although they will only be processed from March. Places are limited and we operate on a first come first served basis.

Fees:		
Stage 1: £3450 + VAT	Stage 2: £3450 + VAT	Stage 3: £1950 + VAT

The above fee structure applies to both international and domestic delegates. The course is only offered part-time, starting in September.

Syllabus and teaching

The MSc is awarded upon completion of six modules, each of which takes place over one academic term, plus a final dissertation. Delegates can choose to end their study at the end of any stage to qualify for the appropriate award.

Teaching is delivered through a blend of face to face seminars which act as practical 'kick-off' sessions for each module, and supported self-study involving weekly tasks, group discussions and tutorial sessions, in addition to personal reading, all of which are managed via our online learning environment. All modules are compulsory for this qualification and there are no electives. Assessment is by assignment only (one per module + the dissertation).

Year 1 - Postgraduate Certificate in Internet Retailing awarded on completion	
Module 1: Marketing and Customer Insight for Internet Retailing	
University Induction	Held at MMU in September
Three core courses delivered by Econsultancy	Introduction to Internet Retailing (1 day) Internet Retailing and Multichannel Marketing (2 days) The Analytical Underpinnings of Internet Retailing (1 day)
Discussion Day at MMU	Held at MMU in November
<i>First Assignment Due</i>	Early January
Module 2: Product and Service Development	
Three core courses delivered by Econsultancy	Products and Services for Sale (1 day) Shaping the Shop (1 day) Online Merchandising (1 day)
Discussion Day at MMU	Held at MMU in March
<i>Second Assignment Due</i>	Early April
Module 3: Work-based Learning	
Two MMU taught days	Taught at MMU in April and July
<i>Third Assignment Due</i>	Late August
Year 2 – Postgraduate Diploma in Internet Retailing awarded on completion	
Module 4: Internet Retailing Operations and IT Logistics	
Three core courses delivered by Econsultancy	Operations (1 day) Mastering IT Toolsets (1 day) Logistics (1 day)
Discussion Day at MMU	Held at MMU in November
<i>Fourth Assignment Due</i>	Early January
Module 5: Strategy and People for Internet Retailing Leaders	
Three core courses delivered by Econsultancy	Leadership Day (1 day) Developing an Internet Retailing Strategy (1 day) New Advances in Internet Retailing (1 day)
Discussion Day at MMU	Held at MMU in March
<i>Fifth Assignment Due</i>	Early April
Module 6: Developing Professional Practice	
Two MMU taught days	Taught at MMU in April and June
<i>Sixth Assignment Due</i>	Late August
Stage 3 MSc in Internet Retailing awarded on completion	
Directed Project Brainstorming	Held in London (1 day)
<i>Dissertation Due</i>	Graduation in September

Designed by internet retailing professionals

Ian Jindal, Consultant and Industry Tutor



Ian's passion for skills and peer development in internet retailing, and extensive experience working with retail organisations put him in an ideal position to drive development of the MSc and deliver the majority of the skills training. Formerly Group E-commerce Director for Littlewoods Shop Direct, and founder of InternetRetailing Magazine, the European E-commerce Forum and RetailGreen.eu, his professional network also means that delegates benefit not only from Ian's unique perspective on the sector, but also his contacts.

Ian now works as a consultant and mentor leading transformational change in organisations and helping to drive business growth for small businesses through to successful large enterprises. Clients include House of Fraser, Austin Reed, Reiss, CoutureLab, Otto UK, Westfield Shopping Towns and David Morris and he is a regular keynote speaker and conference chair, providing insight and stimulus on e-commerce, the attention economy, open standards, future developments and today's demanding digital customers. Recent engagements include Adobe/Scene 7, Bazaarvoice, Sky, London College of Fashion, the International Association of Department Stores and Google UK.

The Leadership Council

The Leadership Council's remit is to review and provide feedback on the course content to ensure the programme adequately addresses current industry requirements and reflects industry developments as they happen. In addition, the Council will hold an annual reception evening for the MSc delegates, giving them unprecedented access to insight from the very best in the business.

The Leadership Council includes:

- Robin Terell, Executive Director, Multichannel and International
- Russell Gould, Ex E-commerce Director, Thomas Cook
- Tony Preedy, Marketing Director, Lakeland
- Colin Porter, Joint MD, Crombie
- Wendy Mansell, HR Director, Amazon UK
- Mike Hancox, CEO, Ideal Shopping Direct PLC
- James Roper, Founder, IMRG

Ian Jindal

The Council's involvement provides a rigorous commercial focus to the qualification and a level of mentoring and inspiration - placing the internet at the heart of multichannel retail. The 'rising stars of internet retailing', who are considering applying, will be excited about the amazing wealth of experience and the inspirational people that they will meet throughout the course.

Our Endorsement Partners

Our endorsement partners play a vital role, not only in promoting the MSc throughout the industry, but also helping to shape the content based on their members' needs, ensuring the course remains highly relevant to the widest possible audience.

About IMRG

IMRG is a membership community for the e-retail industry, whose vision is to maximise the commercial potential of online shopping.

With more than 20 years' experience in a rapidly-changing e-commerce market where sales continue to grow year on year, we help members maximise the business opportunities, and stay up to date with developments in the e-retail marketplace.

IMRG membership comprises hundreds of retail organisations, and enterprises that supply technology and services to facilitate e-retail solutions. Our activities span the e-retail spectrum – from online, telephone and mobile commerce, to digital TV.

James Roper, Founder and CEO, IMRG

“At IMRG we’re focussed on developing the skills, capabilities and professionalism in our young, dynamic industry, as well as extending the recognition of the multichannel skills within the wider market. We’re pleased to support the MSc in Internet Retailing, and welcome the blend of current, commercially-focused training with a recognised, portable academic qualification. In our work we seek to develop the next generation of retail leaders via knowledge, research and insight and the MSc programme is a valuable contribution to that. We look forward to working with the team on the MSc to ensure its ongoing relevance to the future of our industry.”

Our tutors



David Bird
MMU
Programme Director



Ian Jindal
Consultant
Industry Tutor



Jack Roberts
Elevation Consulting
Course Tutor



Neil Mason
Foviance
Web Measurement and Analytics



Jon Pal
MMU
Course Tutor

Our MSc delegates

Our MSc delegates come from a range of professional levels and industries including:

E-commerce Manager - Harvey Nichols	Client Executive - Coremetrics
E-commerce Operations Manager - Vodafone	Search Engine Marketing Manager - Visit Wales
E-commerce Manager - Holland and Barrett	E-commerce and ERP Project Manager - Scouting Association
E-business Marketing Manager - Inceptive	Head of Customer Experience - Coop Travel
Head of E-commerce Operations - House of Fraser	Freelance Digital Marketer - Sscope
E-commerce Implementation and Analytics Executive - Pentland	Managing Director - Thame Direct
Kamara London Ltd	

Becky Olie, Customer Experience Manager, House of Fraser

Becky Olie has seven years' retail experience – the last five of which have focused on e-commerce. She is currently Customer Experience Manager for House of Fraser, setting the standards to ensure customers receive a seamless cross channel service. With a strong knowledge base already in place, the MSc represents an opportunity to fill in the gaps and challenge the way she thinks.

“I believe the future of retail is non-existent without a clear cross channel vision, and having the MSc under my belt puts me in a much stronger position to take on a senior leadership position in the future. I was particularly attracted to this course because of the strong commercial focus, so the work I do as part of the programme is directly impacting my day to day activity. Having the support of both industry experts and a group of like-minded professionals with whom I can share my ideas (and frustrations!) has been absolutely invaluable.”

Peter Callaway, E-commerce Director at House of Fraser, adds, “By undertaking this course, Becky is adding significant value to the in-house team and her academic work is feeding directly into the online business strategy. It's a great way to integrate academic learning with real-world commercial requirements.”

Alison Lancaster, Marketing Director, White Stuff

“I am delighted to support and promote the MSc in Internet Retailing. It's a unique qualification in our industry, designed to significantly raise the competency bar. The course enables organisations and individuals to train and gain practical, expert knowledge and in-depth learning and understanding about our fast moving, dynamic industry, helping develop a quality source of talented trading stars for tomorrow. With the rapid growth of online and multi channel retail over the last 15 years, there is a shortage of suitably qualified internet and multi channel retail traders.

If multi channel retail success is all about excellence in trading execution - from strategy, to brand, product and customer proposition and delivery - then this course provides world-class in-depth training and mentoring of all the required elements to inspire, educate and motivate the internet and multi channel leaders of the future.”

FAQs

I've been working in the industry for over five years but I don't have any formal qualifications – is the MSc right for me?

E-commerce qualifications have failed to keep pace with the explosion in the industry leading to many experienced practitioners having no formally recognised accreditation. Our MSc gives you the perfect opportunity to consolidate your knowledge, ensuring you remain at the cutting edge of this quickly changing discipline whilst gaining an academically rigorous and internationally recognised qualification.

Whether you're looking to tackle a specific business problem, explore new areas of the discipline or gain a deeper understanding of real-world application through interaction with delegates from varied backgrounds, the flexible nature of the syllabus and the freedom to specialise in your assignments means you can tailor your learning to your specific needs, whether you're a newcomer to e-commerce, or an established practitioner.

How long does the course take?

The MSc was designed specifically for people studying whilst in employment, and takes three years to complete as a part-time course. You can also take a break between stages: providing you finish the entire course within five years of enrolment you will still be entitled to claim your MSc qualification.

How many hours a week so I need to set aside for study?

The university recommendation is around 10-12 hours of study per week, made up of face to face sessions, online discussion and tasks, self-study and assignment work. This will obviously vary according to your personal level of knowledge and academic goals.

What kind of resources do I have access to?

In addition to the core texts and extensive reading lists provided for each module, as a Manchester Metropolitan University student you'll have full access to the university's library systems, including the extensive journal archive (online), as well as a number of university libraries nationwide. Econsultancy membership is also included in your fees, providing you with over half a million pages of content, covering all aspects of e-commerce and digital marketing and forming the basis of much of your required reading and we offer a number of discounts on events and training throughout the year. The online learning environment also acts as a forum where you can share your professional knowledge with your peers and get feedback from both the academic tutors and Econsultancy's specialist trainers.

I only want to do the Postgraduate Certificate – is that possible?

Yes. The course is divided into three stages which build to form the full MSc, but you can stop and graduate at the end of any stage to claim the relevant qualification. At the end of stage one you will achieve the Postgraduate Certificate, at the end of stage two you will receive the Postgraduate Diploma and completion of stage three will see you awarded the full MSc accreditation.

I've been to Econsultancy courses before – can I count them towards an MSc?

No, the courses have been specifically tailored for the MSc in Internet Retailing.

I have a Diploma in E-commerce from another organisation – can I just do the dissertation stage to convert this into an MSc?

No. In order to gain the full MSc qualification you must pass all three stages of our qualification.

Is there any funding available to help pay for the course?

The majority of delegates are funded through the MSc by their employers, but there is funding available through the Government's Career Development Loans (<http://www.direct.gov.uk>), as well as some regional schemes. Please contact us for more information.

Can I pay in instalments?

Payment for each stage of the course is required in full upfront. We are not able to offer payment in instalments beyond this arrangement.

Why train with Econsultancy and MMU?

Econsultancy is a community where the world's digital marketing and e-commerce professionals meet to sharpen their strategy, source suppliers, get quick answers, compare notes, help each other out and discover how to do *everything* better online.

Founded in 1999, Econsultancy has grown to become *the* leading source of independent advice and insight on digital marketing and e-commerce. Our reports, events, online resources and training programmes help our 80,000+ members make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

With 3000 undergraduate and some 1500 postgraduate students, **Manchester Metropolitan University Business School** is a 'full range' business school offering degrees in all major sub-disciplines of business and management as well as engaging in applied research and providing in-house courses and consultancy services for corporate clients.

MMUBS has a well-established tradition of offering high quality postgraduate management and business education. Their portfolio of general management and specialist MSc programmes not only reflects the latest thinking in management and business, it also benefits from a solid research base as well as extensive links with industry, commerce and the public sector.

Other Econsultancy qualifications

MSc in Digital Marketing Communications

Econsultancy's MSc in Digital Marketing Communications was the first of its kind to be launched in the UK. Now in its fourth year, it represents a flexible, industry-led academic programme, providing you with the strategic and practical skills you need to take on a leadership role as a professional digital marketer.

Flexible study routes, work-based assignments and a range of electives give you the freedom to tailor the course to fit your own requirements, whilst taking full advantage of access to some of the industry's leading practitioner trainers, as well as Econsultancy's extensive cutting-edge research, commentary and 'how-to' guides. With a strong emphasis on immediately applicable skills, you'll have the confidence to start implementing what you've learnt from day one.

Whether you're looking to consolidate your existing skills, or you're a relative newcomer to digital marketing, completing our MSc means that upon graduation, you'll be equipped with an internationally recognised postgraduate qualification that is testament not only to your hands-on skills, but also your commitment to continuous learning in the fast-paced digital environment.

MSc in Digital Publishing

Every publisher has a choice: get to grips with the new world of digital publishing or stay stuck in a declining business model.

The MSc in Digital Publishing is an intensive, three year part-time programme that will drop you into the deep end of digital publishing.

This unique qualification is designed for established publishers who have been given strategic responsibility for digital. The programme combines face-to-face classroom sessions, distance learning and self-study with practical assignments and an individual publishing project.

Upon completion, you'll not only be in a position to drive your business's digital strategy, you'll also be able to prove your results.

Enquiries

If you'd like further advice about the MSc in Internet Retailing or any other Econsultancy course, or you'd like to chat about attending an open evening or taster session, don't hesitate to get in touch.

Email: masters@econsultancy.com

Call: 020 7269 1478

Web: <http://econsultancy.com/training/qualifications>