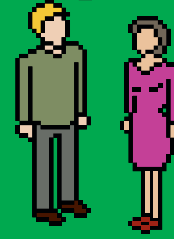




Econsultancy MSc qualifications give you the practical and strategic skills to take a leadership role as a digital marketer or e-commerce professional.



By joining the MSc, you gain an instant network of digital marketers and e-commerce professionals that will stay with you throughout your career.



Econsultancy
Digital
Marketers
United™

Econsultancy

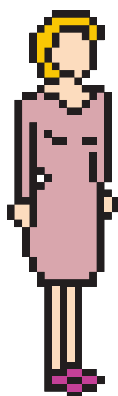
MSc in Internet Retailing

In partnership with MMU

If you're eager to break into the industry, accelerate your career or formalise your existing skills, our academic and professional qualifications are for you. The Econsultancy MSc qualifications give you the practical and strategic skills to take a leadership role as a professional digital marketer or e-commerce professional.

Econsultancy Certificate, Diploma and MSc courses are intensive, challenging, hands-on programmes taught by the very best in the business.

So as well as receiving an internationally recognised, postgraduate qualification, you'll come away with the confidence that you really know your stuff – and have proven it at the highest level.



MSc in Internet Retailing

The MSc in Internet Retailing is the UK's first postgraduate qualification to specifically address the career and business needs of ambitious retail professionals.

It's a challenging, multi-disciplinary programme that delivers all the skills and understanding you'll need to become a successful e-commerce practitioner.

The three year part-time syllabus guides delegates through all aspects of internet retailing, from marketing, buying and merchandising, through to logistics, engineering and technology. Whether you're already involved in internet retailing or you are from a more traditional retail background, completion of the qualification will:

- Develop your understanding and appreciation of the whole discipline of internet retailing
- Fully prepare you for a commercial leadership role
- Give you a broad and deep perspective on e-commerce best practice, trends and opportunities
- Establish you with a network of like-minded e-commerce leaders with full access to an ongoing support framework of research, insight and expert advice

The MSc in Internet Retailing has been created by Econsultancy in partnership with Ian Jindal (Editor-in-Chief of InternetRetailing Magazine) and Manchester Metropolitan University. With the unique industry insight provided by our Retailing Leadership Council, the course provides a combination of highly flexible, practitioner-led tuition with the academic rigour and exceptional academic standards expected of a top European Business School.

"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."

Founder and CEO, IMRG –
MSc Endorsement Partner



Key facts

Subject: Internet Retailing

Awarded by: Manchester Metropolitan University

Study options:

MSc: 3 years part-time

Postgraduate diploma: 2 years part-time

Postgraduate certificate: 1 year part-time

Course starts: September 2012

Deadline for applications: July 2012

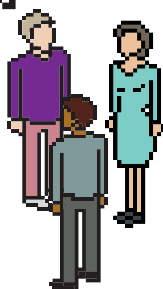
Further information:

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

Email: masters@econsultancy.com

Tel: 020 7269 1478

“The Leadership 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.” Ian Jindal, Industry Tutor



Designed by internet retailing professionals

Ian Jindal, 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. As a consultant and mentor leading transformational change, he has worked with House of Fraser, Austin Reed, Reiss, CoutureLab, Otto UK, Westfield Shopping Towns.

Ian is founder of InternetRetailing Magazine, the European E-commerce Forum and RetailGreen.eu. His professional network means that delegates benefit not only from Ian’s unique perspective on the sector, but also his contacts.

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 hold an annual reception evening for the MSc delegates, giving you unprecedented access to insight from the very best in the business.

Leadership Council members include:

- Executive Director, Multichannel and International
- Joint MD, Crombie
- Marketing Director, Lakeland
- Former Ecommerce Director, Thomas Cook
- HR Director, Amazon UK
- CEO, Ideal Shopping Direct PLC
- Founder, IMRG

Endorsement Partners

Our endorsement partners, InternetRetailing and IMRG, play a vital role, not only in helping promote the MSc standard, but in shaping content based on their members’ needs, ensuring the course remains highly relevant to current and future industry requirements.



Why Train with Econsultancy and MMU?

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 100,000 members make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Manchester Metropolitan University 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.

Current MSc Delegates:

- Harvey Nichols • Vodafone • Holland & Barrett
- Inceptive • House of Fraser • Walmart
- The Appliance Warehouse • Reckitt Benckiser
- McAfee • HoMedics • Ideal Shopping Direct
- QVC • Thane Direct • Asda



Find out more online at <http://econsultancy.com/training/qualifications>

Contact us for further advice at masters@econsultancy.com or call 020 7269 1478

“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 likeminded professionals with whom I can share my ideas (and frustrations!) has been absolutely invaluable.” Head of Online Selling, House of Fraser



Syllabus & Learning

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.

Assessment is by assignment only: one per module, plus the final dissertation.

Stage 1

Postgraduate Certificate in Internet Retailing

Module 1: Market and Customer Insight for Internet Retailing

Module 2: Product and Service Development

Module 3: Marketing, Strategy and Planning in Internet Retailing

Stage 2

Postgraduate Diploma in Internet Retailing

Module 4: Internet Retailing Operations and IT Logistics

Module 5: Strategy and People for Internet Retailing Leaders

Module 6: Developing Professional Practice

Stage 3

MSc in Internet Retailing

Dissertation

You'll receive access to excellent resources from Econsultancy and MMU designed to help you with your studies and professional development throughout the life of your course:

- Up to thirteen days of practitioner-led Econsultancy training, specifically developed to meet the needs of the course and constantly updated to reflect industry developments, worth £7,000
- Provision of all textbooks and access to MMU's electronic resources and university libraries nationwide
- Full support from your tutors via our online learning environment
- Econsultancy membership, giving you access to all our reports and research, worth £295 per annum
- Fantastic networking opportunities with course alumni and current delegates, as well as access to Econsultancy and MMU's industry networks
- Free access to many Econsultancy events and offers from partners, including InternetRetailing Magazine
- 50% off five days of Econsultancy training per year, for you and your colleagues, worth £1,250
- A dedicated Econsultancy account manager to help with all enquiries on the MSc and the rest of our services

Topics You'll Cover

- Introduction to Internet Retailing
- Internet Retailing and Multichannel Marketing
- The Analytical Underpinnings of Internet Retailing
- Products and Services for Sale
- Shaping the Shop
- Online Merchandising
- Operations
- Leadership and Innovation

“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.”

E-commerce Director, House of Fraser



Fees & Funding

Part-time Study

Total price: £9,450+VAT

Stage 1 – £3,750+VAT

Stage 2 – £3,750+VAT

Stage 3 – £1,950+VAT

Fees are payable one stage at a time, prior to induction.

Funding & Bursaries

If you are being sponsored through the programme by your employer, you may qualify for up to £1,000 funding towards your course.

If you’re studying independently and are looking to obtain funding, a Career Development Loan (CDL) may well be the answer. Backed by the Government, the loan can be used to pay for up to two years of study, and repayments don’t begin until your course is complete.

If you are self-funding, you are eligible to apply for one of the Econsultancy bursaries available for the academic year 2011/12.

To find out more, please contact the Qualifications Team on **020 7269 2478** or email masters@econsultancy.com.

Entry Requirements

Applicants should hold a UK degree (2.1 or above) or overseas equivalent, or be able to demonstrate significant professional experience in a related role.

Applicants whose first degree was not undertaken in English will also need to meet the minimum language requirements – full details are available on our website.

Please note that this course is classified as distance learning and does not qualify for a student visa.

How to Apply

Applications are accepted until July 2012 for the September intake. Places are limited, and we operate on a first come, first served basis so don’t leave it till the last minute!

Please note that submission of your application form does not guarantee your place on the course.

Before applying, we recommend you read through the more detailed information about the course available online at <http://econsultancy.com/training/qualifications>.

To receive your application pack, please contact the Qualifications Team on **020 7269 1478** or email masters@econsultancy.com

Find Out More

If you would like further advice or answers to any questions, contact us at masters@econsultancy.com or call on **020 7269 1478**.

We attend industry events and run open days throughout the year, where you can meet the team and discuss further. Go online at <http://econsultancy.com/training/qualifications> to find out more.



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Marketers never stop learning



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or call **020 7269 1478**

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About Econsultancy

Econsultancy is a global independent community-based publisher, focused on best practice digital marketing and e-commerce, and is used by more than 300,000 internet professionals every month. Our hub has 100,000+ members worldwide from clients, agencies and suppliers alike with over 90% member retention rate.

We help our members build their internal capabilities via a combination of research reports and how-to guides, training and development, consultancy, face-to-face conferences, forums and professional networking. For the last 10 years, our resources have helped members learn, make better decisions, build business cases, find the best suppliers, accelerate their careers and lead the way in best practice and innovation.

<http://econsultancy.com>