Advanced Marketing Management

Do you need research in one of these areas?

• Market research
• Integrated brand management
• Marketing communications plan

Projects involve a group of students conducting research on an agreed business issue for an external business client.
**Project Overview**

- The project begins with an initial meeting between the student and the client where they discuss the project brief as written in the application.
- Following this, the team plan how they will tackle the project and include a budget in their proposal to the client.
- Once agreed, the students carry out the work.
- The team present the findings and analysis of their research in the form of a report to the client. The students base their research dissertation upon a topic they identified during the project.

**About the students**

This Masters programme has been approved and accredited by the Chartered Institute of Marketing and is for aspiring senior marketing managers. The marketing department is ranked top in the UK so it’s no surprise that we attract some of the brightest aspiring marketing managers. By the time our postgraduate students undertake a live project for a business they will have developed a critical understanding of marketing, gained vital research skills and will be looking at many aspects of brand strategy and integrated marketing communications. For example, the role of emotion and creativity in brand communications as well as evaluating brand management and developing marketing communications plans and campaigns. In order to be effective marketing managers they will also have learnt about pricing and budgeting.

**Eligibility**

The marketing department works with a number of major companies including Saatchi & Saatchi and Microsoft. To be considered for this programme, your company/organisation should be medium-sized or larger. Micro and small businesses should enquire with the Company Projects Manager who will assist in directing you to an alternative programme that is open to smaller firms.

**Cost**

Costs are to be agreed with the students at the outset during the planning stage and may involve items such as travel/printing/gifts (e.g. for surveys). Costs incurred during the project will be recharged back to the client by the marketing department with a 25% administrative fee.

**Project Timeline:**

- **Application period**  
  September - January
- **Initial consultation/planning**  
  April - May
- **Project delivery**  
  June - July

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