Marketing

Do you need research in one of these areas?

- Market research
- Branding
- Consumer Decision Making
- Digital Marketing strategies
- Identifying target markets and entry strategies
- Consumer profiling and retention

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

- Successful applicants are invited to an introductory workshop to help them prepare for the initial meeting with the students and maximise the success of the project.
- 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 and a presentation for the client.
- The Action Planning Workshop is the final stage of the programme that looks at where to go from here.

About the students

Being ranked number 1 in the UK for Marketing for the second year running (Complete University Guide), it’s no wonder our final year Marketing majors are such high calibre. By the final year of their BSc Marketing degree they will have gained a thorough understanding of market research, consumer behaviour, branding, marketing in the supply chain and optional subjects related to marketing or advertising.

Cost

Clients are expected to pay for any costs incurred whilst undertaking the project. Common expenses include travel/telephone calls/printing/marketing gifts. Costs will vary from project to project therefore a budget should be agreed with the students at the outset and costs agreed during the planning stage. Costs incurred during the project will be recharged back to the client by the marketing department with a 25% administrative fee.

Project Timeline:

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<tr>
<th>Application period</th>
<th>Initial consultation/planning</th>
<th>Project delivery</th>
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<tbody>
<tr>
<td>June - August</td>
<td>October - November</td>
<td>Jan - March</td>
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