Welcome

I’m thrilled you are considering joining the longest-established Marketing Department in the UK. We have built a reputation for world-leading researchers who deliver an education at the cutting-edge of the discipline. Our courses help you develop the skills and principles needed to succeed in an ever-evolving marketplace.

As part of our global student and academic community, you will enjoy an inclusive environment where you can learn from tutors at the top of their profession, and benefit from the experience of our network of graduates working for major corporations around the world.

Our graduates go on to work for blue chip advertising and marketing services agencies, take up marketing roles for the likes of Mattel, Marks & Spencer and IBM, and work for many other business, government, and charitable organisations. Wherever they go, they are always a part of Lancaster University.

Your education is underpinned by this practical and impactful research excellence – Lancaster University Management School is rated the number one business school in the UK for our research power and research environment.*

This means that when you study topics such as consumer behaviour, advertising, digital marketing, and marketing strategy, you learn from renowned experts who make important contributions to the business world. Your learning also draws on our strong commitment to sustainability and social justice as important foundations to marketing activity.

You will learn to apply marketing principles in the sophisticated modern landscape, and develop the capabilities to become a key player in marketing, advertising and online communications. Our course flexibility means you can explore the pathways that interest you most.

Beyond the course, our excellent careers teams can prepare you for interviews and assessment centres, build your CV and make you attractive to potential employees.

No matter which of our degrees you are interested in, we will provide you with a rewarding and challenging experience. You will acquire invaluable knowledge, skills and expertise, build long-lasting friendships and create memories to last a lifetime.

Thank you for considering Lancaster for your next destination on the road to a great future.

Professor Gillian Hopkinson
Head of the Department of Marketing

*REF 2021, Business and Management Studies, first for Research Power, equal-first for research environment.

Unleash your creativity and see how marketing works in the real world

Every organisation needs marketing, from sportswear manufacturers to technology start-ups and not-for-profit organisations.

The global annual spend on advertising is worth billions and we each see thousands of adverts every day.

These factors, and the growth of artificial intelligence, social media and other online influences, make this an exciting time to study and then work in advertising and marketing.

Ellie Tytler

I loved being taught by a mixture of academics and industry leaders as it gave us such a unique insight into the world of Advertising and Marketing. We were also so lucky to benefit from real briefs from actual agencies that let us apply our skills and learning in real-time.
How your degree is structured

Your degree is made up of two main parts: the first year, which is referred to as Part I and the second and third year, which are called Part II. If you are taking a four-year degree the fourth year is still within Part II.

You will study a range of modules in each Part. Some are taken by all students on your degree programme, some are optional modules focused on your major subject area, and some could be options from outside of your major subject area.

This structure offers you the chance to devise a more flexible degree programme that reflects your interests.

What you’ll study

Work creatively and focus on how marketers communicate what they have to offer to consumers. We provide you with a comprehensive marketing education and there’s a large degree of choice in the modules you study so you can tailor your degree to your strengths and interests.

Learn from guest speakers from some of the UK’s top advertising, marketing and design agencies, as well as from leaders of brand-owning organisations.

Work on a real-life project for an advertising, design or media agency. In the past, these have included Saatchi & Saatchi, BT and HoWoCo.

As part of our accreditation, you will gain access to the fast track professional CIM qualification.

Year 1 Core Modules

Introduction to Marketing
A broad introduction to marketing including: understanding markets, consumer behaviour, marketing communications, marketing research and innovation.

Marketing Learning Community
This module runs alongside your academic studies to help you with academic and employability skills.

Year 2 Core Modules

Advertising
Develop an understanding of the fast-moving and multi-faceted world of advertising from both a theoretical and managerial perspective.

Consumer Behaviour
Learn about consumer behaviour from both managers’ and consumers’ perspectives, building on current research in consumer behaviour and social sciences.

Marketing Learning Community
This module runs alongside your academic studies to help you with academic and employability skills.

Marketing Research
Gain the skills needed to commission, manage, interpret and use marketing information.

Marketing Simulation
Apply your marketing knowledge to run an analysis and planning system and solve problems arising from managing a business.

Routes to Market
Understand the decisions, actors and actions involved in transforming a product from its raw state through to one desired by consumers.

Year 2 Optional Modules

Digital Marketing
Social Media Marketing

Year 3 Core Modules

Brand Strategy
Master the language of brand strategy and discover how the brand function fits with the other functions of an organisation.

Critical & Creative Communications
Delve into the communications strategies and techniques used by new social movements, brands and people.

Marketing Learning Community – Final Year
Perfect your employability skills to get the graduate job you want.

Research Consultancy
Manage a project from start to finish from client briefing through to research, implementation, presentation and strategy development.

Year 3 Optional Modules

Advanced Topics in Consumer Behaviour
Business-to-Business Marketing
Global Marketing Management
Managing Marketing Innovation
Strategic Marketing
Strategic Negotiation: Making Sustainable Deals
The Management of Marketing

Optional module example: Social Media Marketing
Explore different forms of social media in the context of digital marketing and online consumer culture. Develop your awareness and gain insights into a diverse range of topics including social media tools, mobile marketing, online consumption environments, virtual identities and online consumer behaviour. You will explore current and potential trends in the digital environment.

Core module example:

Brand Strategy
Understand how a brand must integrate and balance a variety of perspectives such as the social, symbolic, and material dimensions of consumer culture, paired with how an organisation is managed. Master the language of brand strategy and discover how brand function fits with other functions in an organisation. Think about possible future brands and the necessity of branding in a changing world.

For more information, please visit lancaster.ac.uk/study
Entry requirements

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<th>GCSE</th>
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<td>AAB</td>
<td>AAB</td>
<td>6.5</td>
<td>at least 5.5 in each component</td>
<td>Distinction, Distinction, Distinction</td>
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We welcome applications from students with a range of alternative UK or international qualifications. Find out more here: lancaster.ac.uk/study/undergraduate/how-to-apply

Typical contact hours
Approximately 10 per week

Typical assessment
A mixture of exams, coursework, group presentations and reports.

Industry options
Choose a third-year industrial placement for a positive, practical experience of real-world business skills. Entry requirements for this four-year degree may differ. Please check the website.

For more information, please visit lancaster.ac.uk/study

Life at Lancaster

Where future leaders are made
LUMS is a place of collaboration and creativity. It’s a place where ideas are exchanged, talent is nurtured and bright futures begin. You will be part of a diverse student community that benefits from world-class facilities and a supportive learning environment.

Our brand new five-storey Management School building is a space to think and collaborate with three new lecture theatres, two executive teaching suites and a large atrium. This cutting edge facility provides an inspiring setting for the whole community, with large open spaces designed to enhance collaboration.

We are also home to a diverse, thriving and international community with a network of over 40,000 alumni.

Nine colleges, one home
Colleges are central to your University experience. They are where your social journey will start and one of them is very likely to be your home in Year 1. They’re where you can study and socialise and it’s almost like stepping into a ready-made set of friends. For ‘collegiate’ read ‘supportive’, ‘friendly’, ‘fun’ and ‘open’.

Future career options
• Market Researcher
• Brand Manager
• E-marketing Executive
• Marketing Consultant

Marketing provides one of the greatest varieties of graduate opportunities. Our degree courses produce graduates of the highest calibre who go on to work in marketing functions for the UK’s most prestigious employers.

Over 90% of our students typically get graduate marketing jobs with blue chip advertising and marketing services agencies or in marketing functions in corporations such as Cadbury, Mattel, Johnson & Johnson, Marks & Spencer, IBM, Unilever and Sainsbury’s.

LUMS has an award-winning careers team who provide you with a dedicated careers and placement service. We also attract a wide range of leading global employers to campus offering you the opportunity to interact with graduate recruiters from day one of your degree.

UK top 10
LUMS is ranked amongst the UK’s top 10 and Europe’s top 50 business schools in the Financial Times European Business School Rankings 2021.

You’ll not only gain a highly reputable degree, you’ll also graduate with life- and work-based skills. Every student is eligible to participate in The Lancaster Award, which offers you the opportunity to complete key activities such as work experience, employability awareness, career and social development.

Alba Soria
BA Advertising and Marketing Management (Industry)

The support given by the careers team was great at all times, especially for CV building and interview preparation, which was very much needed at the time. I also found my placement role through their placement newsletter and for that I am incredibly grateful!
How to **apply**

All the up-to-date information you need before you submit your application is online:

lancaster.ac.uk/study

Get in **touch**

E: lums@lancaster.ac.uk
lancaster.ac.uk/asklums