Marketing
Undergraduate Degrees 2023
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.

Your education is underpinned by 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

On-the-pulse marketing learning

Gain on-the–pulse marketing learning from world-leading academics and tap into a rich alumni network that only one of the oldest marketing departments in the UK can offer.

You will explore questions like: why do people buy a product or service? How are YouTube, vlogging and Instagram influencers changing the marketing landscape? What are the ethics behind collecting consumer data?

BSc Marketing at Lancaster is a flexible degree. We offer multiple pathways so you can tailor your studies to your strengths and interests.

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

Think ahead to a career as a Brand Manager, Account Executive or Marketing Consultant.

11th for Business, Management and Marketing
The Times and Sunday Times Good University Guide, 2022

Lidiya Bozadzhieva
I had the chance to grow academically and personally among other highly motivated students and to be exposed to various enriching experiences.

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

Focus on marketing from the start of your studies - from sales to branding to distribution.

You will start to understand consumers and learn the skills required to develop, design and implement marketing programmes, processes and activities that contribute positively to consumer society.

Carry out a market research project with a real client, which may include an international branded organisation, agency, charity or local company.

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

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 – Second Year
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

Advertising
Digital Marketing
Social Media 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.

Year 3 Core Modules

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

Marketing Research and Consultancy Project
Work in a team to negotiate, design, and deliver a market research project for a local company or charitable organisation.

Year 3 Optional Modules

Advanced Topics in Consumer Behaviour
Brand Strategy
Business-to-Business Marketing
Critical & Creative Communications
Global Marketing Management
Managing Marketing Innovation
Strategic Marketing
Strategic Negotiation: Making Sustainable Deals
The Management of Marketing

Optional 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 the brand function fits with the other functions of an organisation.

Think about possible future brands and the necessity of branding in a changing world.
Entry requirements

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

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<tr>
<th>A Level</th>
<th>GCSE</th>
<th>IELTS</th>
<th>International Baccalaureate</th>
<th>BTEC</th>
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<td>ABB</td>
<td>English Language grade B or 5</td>
<td>6.5 overall with at least 5.5 in each component</td>
<td>32 points overall with 16 points from the best 3 Higher Level subjects</td>
<td>Distinction, Distinction, Merit</td>
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Typical contact hours
12-15 hours per week depending on year of study and module choices

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

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
• Brand Manager
• Account Manager
• Marketing Manager

Marketing leads to one of the broadest ranges of graduate opportunities. Our high-calibre graduates 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, Google, P&G, Warner Brothers, Disney, and Reebok.

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.

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.

Industry and study abroad options
Choose to spend a term or full year studying with one of our international partners. Entry requirements for this degree variation may differ. Please check the website.

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

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

Kelsey Robb
BSc Marketing

The best thing about marketing was how much the course ensured that we understand the job market, how to create and maintain a personal brand and utilise our degree in the workplace.
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

The information in this leaflet relates to 2023 entry to the University and every effort has been taken to ensure the information is correct at the time of publication (June 2022). The University will use all reasonable effort to deliver the course as described but reserves the right to make changes after publication.

Further legal information may be found at:
www.lancaster.ac.uk/compliance/legalnotice.