Marketing Management
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.

Continuous changes in global markets and technology mean that marketing managers need the skills to adapt to a landscape in constant flux. Today’s Chief Marketing Officers need to develop not just short-term marketing plans but longer-term and future-proof strategies.

Think ahead to a career as a Brand Manager, Market Researcher or Marketing Consultant.

This degree brings a strategic focus and emphasis to marketing, with a year in industry that’s central to your learning experience.

The broad range of modules available throughout this programme allow you to build a degree that plays to your strengths and interests.

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

With the job market becoming increasingly competitive, graduates have to do something to make themselves stand out from the crowd. Completing a placement year gave invaluable experience that I would otherwise have graduated without, and gave me a chance to experience a marketing role before applying for graduate jobs.

Isabelle Holmes
BSc Marketing Management

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

Professor Gillian Hopkinson
Head of the Department of Marketing

Think ahead to a career as a Brand Manager, Market Researcher or Marketing Consultant.

11th for Business, Management and Marketing
The Times and Sunday Times
Good University Guide, 2022
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, third and fourth years, which are called 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.

Your third year will be spent on an industry placement. This structure offers you the chance to devise a more flexible degree programme that reflects your interests.

What you’ll study

This is a career-focused degree that equips you with the marketing and management skills required to lead in a marketing-focused business environment.

Study various modules from other departments in the Management School to develop your wider management knowledge and acumen and gain an all-round understanding of marketing. You’ll cover key areas including Consumer Behaviour, Marketing Communications and Global Markets.

You’ll also develop a practical understanding of how marketing and advertising work in an organisational context. And a third-year placement in industry will improve your understanding of marketing and management in practice. Previous students have worked with multinational companies such as The Walt Disney Company, Boots and Nike.

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

Optional module example:

Advertising

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

Learn about current issues in private sector advertising including social and ethical issues, international advertising and advertising regulation.

You will gain a clear understanding of advertising theory, strategy and execution.

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.

Preparation for Placement
Learn how to produce an excellent CV, how to make an impact on application forms and what to expect at interviews and assessment centres.

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
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.

Work Based Learning
Combine academic work with work-based learning and careers knowledge of placement opportunities in preparation for a placement year.

Year 2 Optional Modules

Advertising
Digital Marketing
Social Media Marketing

Year 4 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

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.
**Entry requirements**

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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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</thead>
<tbody>
<tr>
<td>AAB</td>
<td>English Language grade B or 5</td>
<td>6.5 overall with at least 5.5 in each component</td>
<td>35 points overall with 16 points from the best 3 Higher Level subjects</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

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**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.

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**Typical contact hours**

Approximately 10 per week

**Typical assessment**

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

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**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.

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**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’.

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**Future career options**

- Marketing Executive
- Brand Manager
- Management and Marketing Officer

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.

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**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

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The placement team were really supportive in ensuring we had everything from the basics to the more difficult soft skills. CVs and interviewing skills were worked on thoroughly.

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