Marketing and Design
Undergraduate Degrees 2023
Welcome

I am 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 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 employers.

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.

The theory and development of the design process

The relationship between design and marketing is increasingly important to modern business. From UX/UI to new product innovation, from sustainability in design, to consumer research and retail category management, this degree delves into the theory and the development of design as a process.

Develop a solid grounding in design principles and applications, learn how to produce design briefs, commission design work and manage marketing for any area, from packaging to online advertising.

Work alongside both marketing and design majors. The lively discussion between marketers and contemporary designers forms an important part of this degree.

Think ahead to a career in design management, advertising, media planning and buying.

7th for Art and Design
The Times and Sunday Times Good University Guide, 2022

Alaina Harrison
BSc Marketing and Design

I think having both marketing and design was incredibly beneficial. The two disciplines work well together and feed back and forth a lot. I also enjoyed the variety of marketing modules that I got to do throughout my three years.
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

Learn about business models, science and new technology, product development, sustainability, and how design interacts with social media.

Explore consumer behaviour to marketing research, customer relationship management to marketing communications. You will be encouraged to think about how theory works in practice.

Work with a real-life client, conducting research and putting theory into practice, strengthening your professional consulting abilities.

As part of our accreditation, you will also gain exemptions from professional CIM qualifications.

**Year 1 Core Modules**

**Design Issues**
Develop key design skills in research, problem-finding, ideation, conceptualisation, visualisation, physical and digital prototyping, presentation and collaboration.

**Fundamentals: Design Studio**
A studio-based module focussing on user research and design ethnography. Part two of this module includes visualisation. You’ll apply the learned techniques to a final design project.

**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.

**Design Management**
An overview of the knowledge and expertise design management brings to organisations.

**Design Visualisation**
Explore the ways in which designers use visualisation and visual thinking to develop ideas, explore possible interventions and communicate possible futures.

**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**

**Design Interactions**

- Design Studio: Materials
- Design Studio: People

**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.

**Design Research Consultancy Project**
Project manage a practical design research consultancy exercise and develop your skills in data collection and presentation.

**Innovation and Design**
Understand innovation as a discipline and identify and evaluate some of the different modes of innovation.

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

**Year 3 Optional Modules**

**Advanced Design Interactions**

- Advanced Topics in Consumer Behaviour
- Advertising
- Business-to-Business Marketing
- Critical & Creative Communications
- Design Studio: Contexts
- Design Studio: Things
- Digital Marketing
- Global Marketing Management
- Managing Marketing Innovation
- Social Media Marketing
- Strategic Marketing
- Strategic Negotiation: Making Sustainable Deals
- The Management of Marketing

**Optional module example:**

**Design Studio: Materials**
How does an understanding of materials and technology inform and influence the development of design artefacts?

Practice a series of design exercises and consider how a specific design problem may be explored through a particular lens.

Develop practical making skills with a range of different materials through experimentation and the development of design.

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

Typical contact hours
Approximately 10 per week

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

- Future Careers Options
- Design Manager
- Advertising Manager
- Media Planner and Buyer

Marketing graduates have moved into high-profile managerial positions in the top UK advertising agencies, including Ogilvy & Mather, Grey Advertising, and Leo Burnett. Others work at leading market research companies, such as Millward Brown and NOP.

Our alumni have also recently chosen to work in Marketing functions in industry, for Asda, BT, the BBC, Disneyland, ICI, Marks and Spencer, Boots, Barclaycard and many more.

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.

Lancaster felt like a home away from home. Coupled with a well-established course, lovely lecturers that I met on my open day, a great careers service and a beautiful campus, I instantly knew Lancaster was where I wanted to study!

Rebecca Pipes
BSc Marketing and Management
Lancaster felt like a home away from home. Coupled with a well-established course, lovely lecturers that I met on my open day, a great careers service and a beautiful campus, I instantly knew Lancaster was where I wanted to 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