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 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.

Get to the heart of how consumers think, feel and make decisions

Psychological theories underpin a large part of marketing theory, including consumer motivations and behaviours.

Develop a strong understanding of the complementary and contrasting theoretical perspectives across the two disciplines. With these two subjects combined, you’ll be highly desirable to employers.

Zoe Stearns
BSc Marketing with Psychology

I am proud of what I’ve learnt, and confident in my abilities whether they are academic or personal.
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

Working alongside both Marketing and Psychology majors, you’ll gain a solid foundation in psychology and in key marketing concepts and techniques.

Delve into areas such as Marketing Research, Cognitive Psychology, Marketing in the Supply Chain and Consumer Behaviour. Carry out market research projects with real clients, and put theory into practice in order to strengthen your professional consulting abilities.

In your final year you will learn Advanced Social Psychology, Strategic Marketing and Advanced Topics in Consumer Behaviour. You will also choose from options such as The Psychology of Cooperation, Strategic Negotiation and Critical & Creative Communications.

Year 1 Core Modules

Introduction to Cognitive Psychology
Gain a strong foundation of the conceptual knowledge and terminologies used in cognitive psychology.

Introduction to Developmental Psychology
Developmental psychology is a scientific discipline that explains how humans develop across the lifespan.

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

Introduction to Neuroscience
Understand the anatomy of the nervous system and the main structures of the brain.

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

Personality and Individual Differences
Explore topics including personality, intelligence and psychometric testing and examine individual differences on cognition, behaviour and social relationships.

Social Psychology in the Digital Age
Understand more about ourselves and the world around us. Social psychology can offer valuable insights into psychology that is relevant to our everyday lives.

Year 2 Core Modules

Cognitive Psychology
Study our mental processes – that’s how people perceive, think, talk and behave.

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.

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

Social Psychology
Explore topics such as social beliefs and judgements, intergroup relations, and applying social psychology to everyday life.

Year 2 Optional Modules

Advertising
Digital Marketing
Marketing Simulation
Social Media Marketing

Digital Marketing

Engage with leading-edge industry driven and academic questions driving digital marketing.

Answer questions including: how can we create data-driven, effective digital marketing campaigns? How does the consumer decision-making journey change in a digital space? How does digital technology transform marketing strategy in a business-to-consumer and business-to-business context? Why do so many companies fail in managing cyber-risk despite having cybersecurity measures in place?

Practice real-life integrated digital campaign planning using industry-leading global data from global data analytics software.

Year 3 Core Modules

Advanced Topics in Consumer Behaviour
Apply and adapt existing theoretical frameworks to real consumer contexts for example, consumer behaviour and children as consumers.

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

Year 3 Optional Modules

Bewildering, bizarre or just banal?
Cognition In and Out the Laboratory
Brand Strategy
Business-to-Business Marketing
Critical & Creative Communications
Culture in Cognition and Development
Current Directions in Social Psychology
Developmental Psychology
Forensic and Investigative Psychology
Foundations of Cognitive Neuroscience
Global Marketing Management
Managing Marketing Innovation
Marketing Research and Consultancy Project
Psychology of Art
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.

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

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<th>A Level</th>
<th>GCSE</th>
<th>IELTS</th>
<th>International Baccalaureate</th>
<th>BTEC</th>
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<td>AAB</td>
<td>Mathematics grade B or 6 and English Language grade B or 5. (Applicants with a GCSE Maths C or 5 considered on a case-by-case basis.)</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.

Work placements
We will encourage you to apply for placements on this scheme. These roles are part-time and fit around your studies.

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
- Marketing consultant
- Market researcher
- Customer insights manager

Experience in both marketing and psychology provides an excellent foundation for a career in marketing and market research.

Past marketing graduates have progressed to senior positions in top agencies such as Ogilvy, Leo Burnett, and Grey Advertising.

They have also secured roles at high-profile companies including Disneyland, Boots, Barclaycard and Unilever.

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.

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