

MARKETING ACTION LEARNING PROJECTS

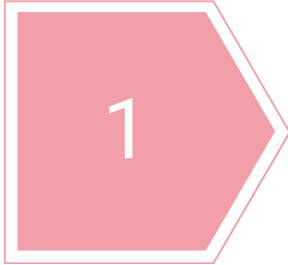
LSE's MSc Marketing is a one-year programme providing an analytical, business-focused curriculum to develop each student's skills as **an innovative and strategic marketer**. The programme's core courses bring learning from the latest research into the classroom, giving a well-rounded, critical analysis of consumer behaviour and data analytics in the context of real business challenges. Students gain an in-depth understanding of consumer markets based on cutting-edge research and insights in human behaviour. They develop their talent and expertise in data analysis, enabling them to take **a strategic approach** to designing and developing marketing campaigns.

The Marketing Action Learning Project (MALP) is a valuable opportunity for our students to **analyse and solve a real-world marketing issue within your organisation**, applying learning from their programme.

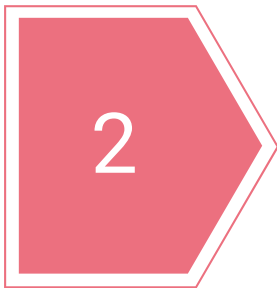
Encourage innovation in your organisation and develop future talent

To sponsor a project, email: dom.employers@lse.ac.uk

Process and next steps



Sponsors submit project proposals to the LSE Employer Relations Manager. These will then be reviewed by our academic Faculty Lead and Sponsors will be informed of the outcome.



First time Sponsors may have a call with the Faculty Lead and Employer Relations Manager to discuss project ideas.



4-6 students will be assigned to a project with a project supervisor from the Sponsor and a Faculty Coach from the LSE.

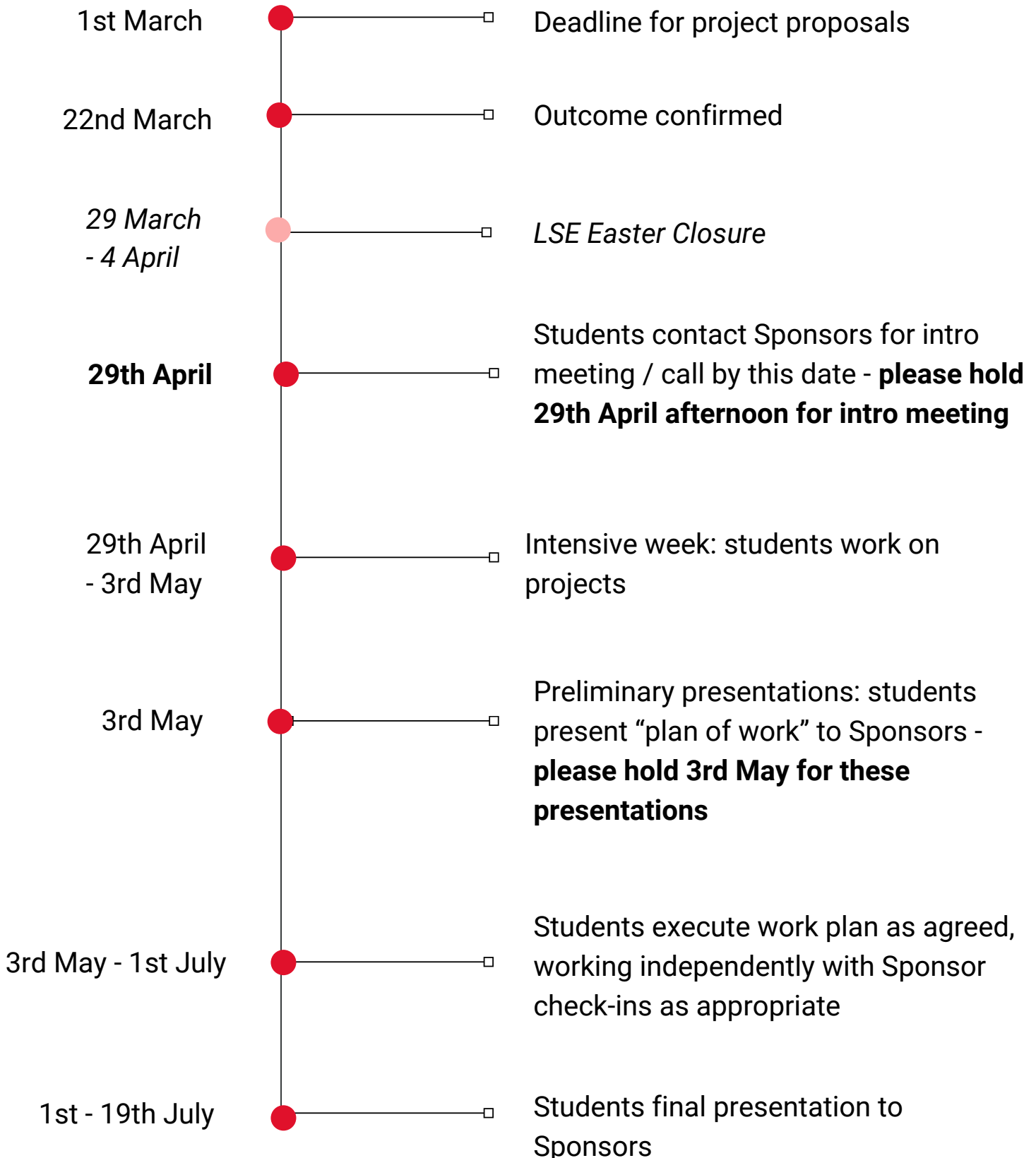


Students work on their Business Project between April - July.



Students present their project solutions and outcomes to Sponsors and Faculty.

Timeline 2024



Example of previous projects

- A review of greenwashing claims - *Insurance company*
- Developing a marketing strategy - *Non-profit*
- How are Gen Z and Alpha engaging on social media and digital? - *Luxury goods company*
- Assessing the market and a go-to-market strategy - *Retail company*

Do sponsors need to supply company data?

It is ideal if firms are willing to either (a) provide access to company data (even if in a disguised format) or (b) provide access to representative customers from whom data may be elicited (or very closely guide the selection of the same). This is to ensure that the quality of the “data” (on the basis of which the student teams would be making their recommendations) is reasonably high.



Student deliverables



- a) Presentation to Sponsor
- b) Final report to LSE Faculty (assessed, Sponsors can request a copy)

Format of Project Report

The report should be a maximum of 5,000 words, excluding tables, appendices and figures. It should broadly consist of the following sections:

- Section 1: Problem Definition
- Section 2: Research Approach & Design
- Section 3: Research Instrument(s)
- Section 4: Data Collection
- Section 5: Data Analysis
- Section 6: Results & Visualization
- Section 7: Recommendations & Conclusions

How will students be assessed?

The quality of the report will be assessed on the following grounds:

- a) Appropriate applications of theories, frameworks and tools
- b) Appropriate and rigorous analysis
- c) Clearly formulated recommendations and conclusions



What makes a successful project?

The best topics for an business project embedded in curriculum are those that are **important for the Sponsor but not urgent**. A team of students with access to LSE's research resources and academic supervision can achieve sufficient depth and independence of analysis to kick-start debate and further action such as a framework for future business models or an initial plan. The most successful projects are those that set clear and realistic goals, and provide sufficient guidance and assistance with the project **particularly in facilitating access to necessary data**.

Are there costs involved for Sponsors?

There is no charge to companies for sponsoring a project. Students do not receive pay for the project, nor do they have any budget provided by LSE. We appreciate students may need to travel for kick-off meetings or the final presentation so we recommend keeping this to a limited number given their expense or to allow them the option to join virtually which is also inclusive.

If more expensively produced reports are needed or for a larger quantity of contacts, we ask Sponsors to cover the cost of production (e.g. printing). Similarly, whilst infrequent travel within London is to be expected, Sponsors should cover the cost of exceptional travel such as trains to locations outside of London.

How can we protect company or sensitive information?

We can provide a standard Non-Disclosure Agreement for you, the students and the relevant faculty member involved in your project to sign. Alternatively, you can ask students to sign your own company agreement and they can obtain the faculty lead's signature if an LSE staff signature is required.

How can I best support students as a Sponsor?

We expect students to take full responsibility for leading, planning and executing their project as this is essential to their learning. The most important aspect for you as Sponsor is to clearly define the problem you wish to investigate and then remain open to students' suggestions on how to find the answers/solutions. It is also crucial that you support them in gaining access to data sources (e.g. providing necessary internal data and helping them reach potential interviewees).

How regularly do you expect us to be in contact with the students?

While we expect students to work independently on their project, we hope Sponsors are flexible and keen to provide students the support they need. The ideal amount of contact depends on the organisation and project demands. Typically, groups meet or have calls with their Sponsor fortnightly, and more regularly at key times such as at the start and finalising of projects. We suggest establishing a structure in your kick-off meeting with students.

Are we expected to have any contact with their Faculty Coach (Academic Supervisor)?

Faculty Coaches support students on the research and academic presentation / report for the project alongside teaching so you are not expected to have regular contact with their Faculty Coach. However, if you welcome Faculty Coaches and LSE colleagues to join your presentation, please send the details to the Employer Relations Manager who will coordinate LSE colleagues to attend. We are always keen for the wider department such as Careers and Programmes colleagues to see the fantastic collaborations between our students and Sponsors!

If there are any issues, please contact the Employer Relations Manager as your key point of contact and we can follow up directly with faculty and students, connecting you if necessary.

Do the students need to have the ability to work in the UK in order to work on our project?

Students are not employed during the project. The project is part of their curriculum and therefore covered under the provisions of their student visas. The project does not constitute an internship either, it is purely an educational collaboration.

How do students list these projects on their CV or LinkedIn?

Students have been informed that their project experience should be noted on their CV/LinkedIn as part of their education rather than work experience. We request that students should not use job titles such as 'consultant' or the company logo on any material that may be construed as employment.