MARKETING ACTION LEARNING PROJECTS

LSE's MSc Marketing is a one-year programme providing an analytical, business-focused curriculum to develop students' skills as **innovative and strategic marketers**. 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.

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

Example of previous projects:

- Develop a marketing strategy that communicates the uniqueness of our brand across touchpoints – *Cookery retail company*
- Develop a B2B Marketing Strategy and Plan for Scotland Market – *Tech consultancy*
- How can we enter the UK market as our main market and attract readers to pay for our content? – *Tech research company*

Business project proposal example

Sponsor testimonials:

- *The students did a superb job in assisting us with the next stage of our growth"* The Cheeky Panda, 2023

- *"The students from the MALP project brought a fresh perspective to our social and digital strategy. The team were very professional and have now set us with a benchmark for how we can improve our social media presence and messaging"* Hand in Hand India, 2023

Student deliverables

- **Presentation to Sponsor**
- **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
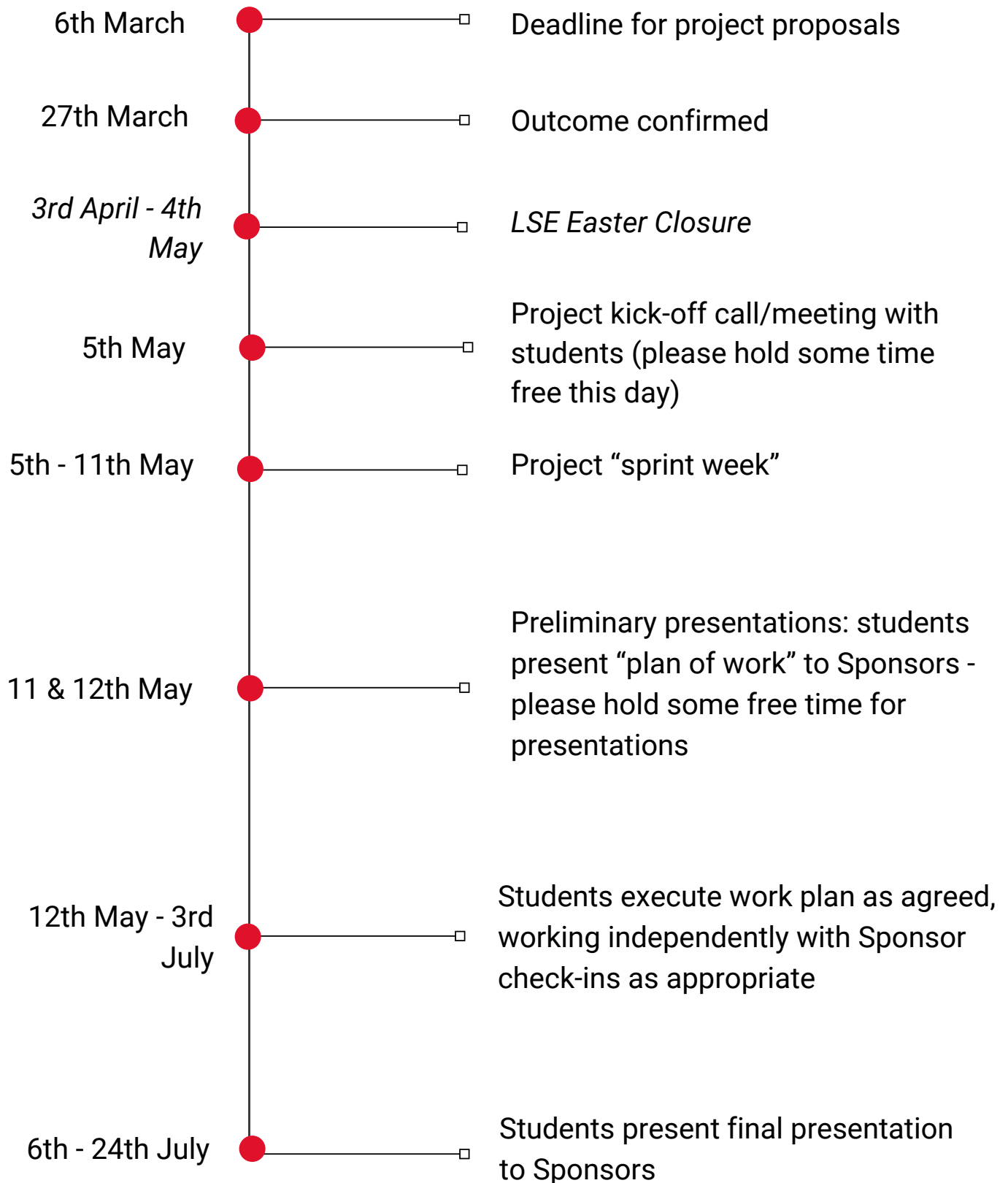Section 6: Results & Visualization
Section 7: Recommendations & Conclusions

How are students 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

Timeline 2026

6th March	Deadline for project proposals
27th March	Outcome confirmed
3rd April - 4th May	*LSE Easter Closure*
5th May	Project kick-off call/meeting with students (please hold some time free this day)
5th - 11th May	Project "sprint week"
11 & 12th May	Preliminary presentations: students present "plan of work" to Sponsors - please hold some free time for presentations
12th May - 3rd July	Students execute work plan as agreed, working independently with Sponsor check-ins as appropriate
6th - 24th July	Students present final presentation to Sponsors

Process and next steps

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

2 4-6 students are assigned to a project. Sponsors will be informed whether students are successfully assigned and if so, students will reach out for kick-off meetings.

3 Students work on their Business Project between May - July.

4 Students present their project outcomes to Sponsors and Faculty.

5 Sponsors receive a feedback form for LSE to gather feedback on the project, students and overall experience.

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.

What makes a successful project?

The best topics for a business project offered as part of curriculum are those that are **important but not urgent.** Note that students will need to follow and meet academic deadlines for their project. A team of students with access to LSE's 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. Successful projects set clear and realistic goals and importantly, **facilitate students' access to necessary data. Keep in mind that students may have a limited network for industry interviews -** you will need to facilitate connections or contacts for students to conduct research and analyse findings. Students are also expected to work with current stakeholders rather than gain new stakeholders for Sponsors. Please also be aware that students follow LSE's Research Ethics and are not allowed to undertake 'undercover' research.

Are there costs 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. They may need to travel for kick-off meetings or the final presentation so we recommend keeping this to a limited number and offer hybrid options. 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. 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).

How can we protect company or sensitive information?

We can provide a Non-Disclosure Agreement for you, the students and the relevant Faculty member to sign. Request this from the Employer Relations Manager. Alternatively, you can ask students to sign your own company agreement and they can obtain their Faculty Lead's signature if an LSE staff signature is required.

Department of Management (LSE)

How can I best support students as a Sponsor?

We expect students to take responsibility for leading, planning and executing their project as this is essential to their development. The most important aspect for you as their Sponsor is to clearly define the problem you wish to investigate and be open to students' suggestions on how to find the answers/solutions. It is also crucial that you support them in gaining access to data (e.g. provide access to necessary internal data and interviewees). Your feedback on their work and presentation throughout the experience will be highly valuable for students' professional and personal development.

How regularly should we meet with students?

Whilst we expect students to work independently on their project, we hope Sponsors are flexible and understand students' academic deadlines and pressures. The ideal amount of contact depends on the Sponsor and project. Typically, students meet their Sponsor fortnightly, then 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 elements for the project alongside their teaching, so you are not expected to have regular contact with them. However, the Employer Relations Manager can of course connect you with Faculty Coaches if neccessary for any issues or discussions required. We are always keen for our Department to see the outcomes and success of projects so if you welcome Faculty Coaches and LSE colleagues to join your students' final presentations, please share details with the Employer Relations Manager who can coordinate LSE colleagues' attendance.

Do 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 a part of their curriculum and therefore covered under the provisions of their student visas. The project does not constitute an internship either.

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