

UK ACADEMIC CAPACITY MAPPING — SOCIAL MARKETING

REPORT PREPARED FOR THE
NATIONAL SOCIAL MARKETING CENTRE

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EXECUTIVE SUMMARY

The number of UK Higher Education Institutions (HEIs) offering at least some identifiable Social Marketing content has more than doubled since the NSMC's initial review in 2006 (up from 15 to 38%). There are no institutions currently offering full undergraduate programmes and only two offering full postgraduate programmes in Social Marketing (Middlesex University and the University of the West of England).

Within broader-focused programmes, six institutions offer specific undergraduate Social Marketing modules; twelve offer specific content within broad modules such as Not-for-profit Marketing. All undergraduate offerings are situated within business-related departments.

At postgraduate level, ten institutions offer specific Social Marketing modules and 21 offer Social Marketing content within broader modules. At this level, the range of contributing disciplines is evident, with modules / context being located within business, health or communications / journalism disciplines.

Only a small number of institutions offer identifiable professional development programmes although it is likely that more institutions provide some level of content within broader offerings such as health promotion and corporate social responsibility.

There are a relatively small number of HEIs where capacity for Social Marketing research and consultancy has been strongly embedded. The greatest critical mass exists at the Stirling (Institute for Social Marketing — ISM) and Cardiff (ESRC Centre for Business Relationships, Accountability, Sustainability and Society — BRASS), with about 5 other HEIs growing capacity at rates greater than the rest of the sector.

In light of the current research, issues remain in respect of how capacity can be expanded further within the sector, particularly in support of nascent capacity in those institutions where such capacity is provided by only one or two teachers/researchers. Opportunities to embed capacity further through collaboration with larger units may help. Additionally, greater association

opportunities through a wider selection of research forums, particularly specialist tracks at mainstream marketing conferences, may also spread the network.

Finally, in addition to the current analysis of the supply side capacity for Social Marketing, greater effort should be expended on deriving stronger estimates of the nature and extent of demand for Social Marketing training and development.

1 INTRODUCTION

We were requested by the NSMC to map the current teaching, training and research capacity and capability to develop Social Marketing expertise within the UK Higher Education (HE) sector, including identification of Social Marketing programmes, modules or module content, individuals delivering this content, and research networks.

This report builds on the work contained in the 2006 National Social Marketing Centre Report 4¹, which provided an initial selective review of the UK academic sector, Think Tanks, Foundations, Journals, Associations, and Marketing Training Institutions who have produced relevant research.

This report focuses specifically on the UK HE sector and as such constitutes a snapshot of the UK network of Social Marketing-related academic programmes, modules or module content within broader modules and their nature and extent. The report includes details of institutions providing Social Marketing content and the specific individuals who are delivering this content, and their respective research outputs and networks where these can be identified.

Commercial organizations have not been included, although we note that some organizations such as the Chartered Institute of Marketing² and Brilliant Futures³ are offering short / professional development programmes, including customized programmes for organizations, if requested.

2 METHODOLOGY

While the overall process of collecting data and analysing it fell naturally into two phases (Sector Search & Qualitative Rating), the former phase itself involved several iterative stages with the focus changing depending upon the areas of provision being searched (Research, Undergraduate, Postgraduate, and Continuing Professional Development (CPD)). The Qualitative Rating phase also included both the rating of each area for each of the 38 institutions with representation in one or more area, and an aggregation of the ratings for each institution in order to arrive at an overall index of Social Marketing capacity. The following sections provide details of how the process unfolded in each phase. However, some caveats (Table 1) should be borne in mind when considering both the methodology and the findings.

Table 1: Caveats applicable to the current report.

Caveat 1: Much of the analysis in this report is based upon the information provided by the HEIs themselves in their own institutional web pages. While, this has been followed up and supplemented by attempts to obtain additional information from individuals at the institutions themselves, it can only be as strong as the information provided.

Caveat 2: The content of HEI websites is constantly changing and evolving; several institutions' Social Marketing website content changed between the start of this analysis in January 2008 and the latter stages of the project in April 2008. This report can therefore be considered to be a snapshot rather than a definitive statement of current and short-term future capacity.

Caveat 3: While it has been previously suggested that there are seven undergraduate offerings majoring in Social Marketing advertised on the UCAS, University and Colleges Admission Service, website (www.ucas.co.uk)⁴, and a preliminary search for 'Social Marketing' of the site generated 9 HEIs, further investigation of the list generated indicated that it did not accurately retrieve those institutions offering Social Marketing but listed institutions that linked the term 'Marketing' and 'Social' together in their offering, (e.g., UG Marketing / Social Care at the University of Northampton). Of the 9 HEIs identified only London Metropolitan University offered a specific Social Marketing module within their UG Marketing / Social Anthropology and Marketing / Social Policy degrees.

2.1 Sector Search Phase

The search was conducted in several stages. The Universities UK website (www.universitiesuk.ac.uk/members/) lists a total of 132 HE Institutions (HEIs). A preliminary search was conducted within each HEI's website looking for listings of "Social Marketing" among their offerings, irrespective of the faculty in which such activity might be located (i.e. incorporating business, health or environmental-based offerings).

The most effective method was to initially search online through Undergraduate and Postgraduate prospectuses where available, but in the majority of cases, visitors were only able to apply for a hard copy of the prospectus. The search was therefore broadened to include all of the institutions' web pages and a more general Google search to allow identification of any activity not identified by the initial searches.

The offerings were classified using the following categories:

At Undergraduate level:

- Full: Institution offer a full UG Social Marketing Programme
- Discrete: Institution offer a specific UG module with substantial social marketing content
- Aspects: Institution offer UG modules that have minor references to social marketing

At Postgraduate level:

- Full: Institution offer a full PG Social Marketing Programme
- Discrete: Institution offer a specific PG module with substantial social marketing content
- Aspects: Institution offer PG modules that have minor references to social marketing

Institutions that offer specific Social Marketing CPD courses were also identified.

This initial search phase identified 38 HEIs offering, or just about to offer from the start of the 2008/09 academic year in September 2008, at least one Social Marketing module in their advertised Undergraduate, Postgraduate or CPD courses. Where specific details were missing, institutions were emailed, via the Head of Department, or equivalent, to obtain the relevant information. The details of provision within each area for the 39 HEIs are presented in the Findings section. However, Appendix A contains a listing indicating the areas where each of the institutions makes teaching provision.

From the remaining HEIs (94), 78 were identified as institutions which did not appear to currently offer or indicate publicly their plans to offer such provision in the future. The remaining 16 were discounted as not having relevance to the topic (such as, for example, the Royal Academy of Music) or being administrative bodies only (such as the University of Wales).

By searching the individual university websites for the 78 identified institutions, the relevant Faculty/Department and school was identified and the appropriate contact, usually Head of Department or Programme Leader, was emailed, asking if there was any planned provision to offer Social Marketing content modules and for contact details of staff that were research active in the area of Social Marketing.

Three specific questions were asked:

1. Are you planning to offer specific undergraduate or postgraduate modules in Social Marketing? If so, would you please indicate what you intend offering and when this will be available?
2. Are you planning to run any Continuing Professional Development short courses in Social Marketing? If so, would you please provide a brief indication of what will be covered?

3. Do you have staff actively involved in Social Marketing research? If so, would you please provide the number of active researchers, their grade (e.g. SL) and, if possible, their names and / or email contact.

A repeat email requesting the information was sent out two weeks after the initial email. These two emails generated a total of 11 responses, of which only two institutions (Brighton Business School and Roehampton University) stated that they were planning to offer specific Social Marketing modules at either undergraduate or postgraduate level. Currently there is no additional published information available regarding these potential developments.

2.2 Qualitative Rating Phase

The search activities above reduced the size of the analysis space and provided the information across the 4 areas of capacity to enable more detailed analysis to be undertaken with the remaining 38 HEIs. While the information collected from the institutions about the current state of supply constitutes a valuable resource in its own right, it is too detailed, and too descriptive and non-unified to make comparisons easily about relative extent of capacity within the sector. Consequently, efforts were put into simplifying the detail by assessment of the extent of capacity in each area using a rating system.

2.2.1 Ratings for each area of provision

In line with plans put forward in the Proposal for this work, a process of rating was applied to the collected data in order to arrive at a clearer estimate of the extent of the capacity within the sector and to inform longer-term planning initiatives interested parties such as NSMC may want to pursue in strengthening the breadth and depth of supply capacity within the sector.

A scaling range of 0 to 4 was used for each of the four areas of capacity within the sector (Research, UG, PG, and CPD). Table 2 presents the qualitative meaning of each rating classification across each of the four areas.

Table 2: Scale classifications for Research Activity, Undergraduate Provision and Postgraduate Provision and CPD.

Scale Rating	Research Activity	Undergraduate provision	Postgraduate Provision	CPD
0	No evidence of social marketing research Activity	No evidence of social marketing content in undergraduate offering	No evidence of social marketing content in postgraduate offering	No CPD Activity in relation to social Marketing
1	One key academic active in social marketing	Social marketing given as a minor reference in modules	Social marketing given as a minor reference in modules	Social marketing given as a minor reference in CPD provision
2	Two / three key academics active in social marketing	Social marketing as substantial content in modules	Social marketing as substantial content in modules	Social marketing given as a substantial reference in CPD provision
3	Multiple academics and PhD Students active in social marketing	Specific social marketing modules	Specific social marketing modules	Specific social marketing CPD course
4	Active research Centre with high level of social marketing research outputs	Full undergraduate programme in social marketing	Full postgraduate programme in social marketing	Full CPD social marketing programme

There is no definitive mechanism for undertaking the rating activity itself and so a single member of the project team applied a rating to each HEI in the set across each of the 4 areas. The resulting set of ratings was then inspected by a colleague and specific ratings subject to discussion where there was disagreement or need for further clarification or additional justification. This process lends some face validity to the ratings. However, NSMC might like to take a further view on the operationalisation of the rating process for each of the 4 areas, particularly in respect of Caveat 1 (Table 1).

2.2.2 Aggregation of the ratings

With individual ratings for each area of capacity across the 38 HEIs where there was representation in at least one area, the final process of analysis switched to aggregation across the areas for each institution in order to establish comparative degrees of embedding of Social Marketing capacity.

The same caveats apply here as to the rating process above; this is based upon our assumptions of how critical mass and capacity is established. These are, of course, arguable, and NSMC may like to lead discussions around this in light of the results of this work. Nonetheless, we take a view that manifestation of provision in programmes/courses, credit bearing or otherwise, depends heavily upon having a critical mass of academic staff that is knowledgeable and sustaining of itself over time (in terms of research and consultancy income, in terms of generating research and other output, that is networked and engaged with knowledge exchange with academic and other colleagues nationally and internationally). In short, a research activity that is growing will have the staff and other resources that will enable the other areas of capacity to be provided. It is for this reason that Research is triple weighted in our aggregations (See Table x).

3 FINDINGS

Although a very small number of UK-based institutions such as the Institute of Social Marketing at the University of Stirling (formally at Strathclyde) have undertaken Social Marketing research for over 25 years, formal Social Marketing teaching / learning as part of academic programmes remains at an embryonic stage within the UK.

The NSMC (2006) study reported that there were 15 universities teaching in the area of Social Marketing in the UK with aspects of Social Marketing found integrated within undergraduate and postgraduate modules in marketing, communications and public health. This study's identification of 38 HEIs offering either a specific Social Marketing module or delivering elements of Social Marketing within their advertised UG, PG or CPD courses indicates that there is a growing interest in Social Marketing as a topic area.

3.1 Undergraduate Provision

At undergraduate level, none of the HEIs offer a full award in Social Marketing. Only six HEIs offer a full undergraduate **module** in Social Marketing (or a module that has Social Marketing as a substantial element). These are:

Cardiff University: Social Marketing within the BA Business Administration programme.

Keele University: Social Marketing within the BA Marketing with Social Science programme.

London Metropolitan University: Social Marketing within the context of joint programmes such as the BA Marketing and Social Policy and BA mass Communication and Social Policy.

Open University: Social Marketing as both a non-credit bearing option and also as part of a vocational Diploma in Travel Planning.

University of Strathclyde: Social Marketing as an elective for the BA Marketing Honours programme.

University of Teeside: Social Marketing is a significant component of the *Marketing in Society* module for the BA Marketing and related programmes.

14 additional HEIs mention Social Marketing as an aspect within an undergraduate programme, but as a minor component of a broader module. For example, Social Marketing appears within the content of De Montfort University's undergraduate *Non-Profit Marketing* module and *Internal and Public Sector Marketing* within Brunel University's BA Marketing programme.

These institutions are:

Brunel University	University of Central Lancashire
De Montfort University	University of Gloucester
Heriot-Watt University	University of Leicester
Liverpool John Moore	University of Stirling
Queen Margaret University	University of Winchester
Queen's University Belfast	University of the West of England
University of Aberdeen	University of the West of Scotland

3.2 Postgraduate Provision

3.2.1 Full Programmes

At postgraduate level only 2 HEIs offer a full masters programme in Social Marketing:

Middlesex University — UK's first MA in Social Marketing which commenced in 2007. The programme is structured as follows:

Modules:

Health and Social Marketing Practice *Research in Marketing*
Contemporary Marketing Strategy *Current Issues in Integrated Marketing Communication*
Dissertation

University of the West of England — recruiting now for a validated MSc Social Marketing programme that will run from September 2008. The programme is structured as follows:

Modules:

<i>Marketing Strategy</i>	<i>Social Marketing Planning & Implementation</i>
<i>Buyer Behaviour</i>	<i>Market Research</i>
<i>Social Marketing Principles & Policy</i>	<i>Business Information for Marketing</i>
<i>Communications Strategy</i>	<i>Dissertation</i>

In the NSMC's 2006 report, it was noted that Brunel University hoped to start a Masters in Social Marketing — but this is not yet listed on their website and the programme does not yet appear to be operational.

3.2.2 Discrete Modules

A further 10 HEIs offer a full postgraduate module in Social Marketing (or a module that has Social Marketing as a substantial element):

Cardiff University: Social Marketing project within Marketing & Society module, part of the MSc Strategic Marketing programme

Keele University: *Social Marketing* elective within the MA Marketing programme

University of Birmingham: *Leadership for Social Marketing* as part of MSc and Graduate Diploma programmes

University of Buckingham: aspects of “Social and Public Sector Marketing” contained within the *Marketing in the 21st Century* MBA Module

University of Durham: *Practising Social Marketing* core module within MA in Marketing

University of Salford: Social Marketing component of *Not for Profit Marketing* module within MSc Marketing

University of Stirling: *Social Marketing* module as elective module within MSc Marketing and MA Public Relations programmes

University of Strathclyde: *Social Marketing* elective within MSc Marketing and MSc International Marketing and post graduate diploma programmes

University of the West of England: *Social Marketing Principles and Practice* in the MSc Public Health programme (in addition to the specific modules for the MSc Social Marketing).

University of the West of Scotland: *Social Marketing* core module in MSc Public Health programme

3.2.3 Social Marketing Content within Broader Modules

21 additional HEIs mention Social Marketing as an aspect within a postgraduate programme. For example:

Brunel University: aspects of Social Marketing contained within *International Business Ethics, Sustainability and Corporate Governance* module within the MSc Marketing and MSc Management programmes, and

London School of Economics: Specific Social Marketing content within *Reproductive Health* modules as part of MSc health-related range of programmes

University of Teesside: Specific Social Marketing content within *Marketing and Society* module as part of the MSc business-related programmes.

The full list of institutions offering some postgraduate module content is:

Brunel University	Queen's University (Belfast)
City University	Staffordshire University
De Montfort University	University of Bath
Kings College	University of East London
Liverpool John Moore University	University of Gloucestershire

London School of Economics	University of Leicester
London Metropolitan University	University of Nottingham
London School of Hygiene & Tropical Medicine	University of Teesside
Loughborough University	University of Warwick
Newcastle University	Open University
Saïd Business School (Oxford University)	

3.3 Continuing Professional Development

Website search followed up by individual email contacts reveals that 6 HEIs currently offer CPD provision in Social Marketing:

Heriot-Watt University: offers an online Workplace Health module (worth 18 SCOTCAT credits at postgraduate level).

University of Stirling: Institute for Social Marketing, offers a CPD programme which can be taught in 1, 3 or 5 days for post-experience sectors.

The Open University: lists a new, non-credit bearing, on-line course in Social Marketing (but also notes it forms part of a Level Four vocational Diploma in Travel Planning).

University of Buckingham: runs CPD and Executive short courses including dedicated programmes for:

- Local authorities – *Getting the Best from Your Communication and Social Marketing Budgets*
- Drug Action Teams – *Effective Social Marketing in tackling Substance Abuse and Dependency*
- Various organisations – *Effective Social Marketing in Tackling Problem Gambling*

Additionally, it offers an open-nomination programme *New Horizons in Social Marketing* with a specialist Social Marketing company based in Merseyside – HIT (UK) Ltd

University of Oxford: offers a 'Using Water Wisely' course as part of their Continuing Education programme.

University of the West of England: runs a one-day *Introduction to Social Marketing* and a three-day *Principles and Practice of Social Marketing* CPD programme, both on an open access basis as well as delivering these programmes tailored to the specific needs of individual organisations who wish to 'up-skill' their staff.

Note: Cardiff University confirms that it is not offering CPD programmes currently but may do so in the future.

3.4 Research Activity: Domestic and International

There has been a growth in interest in the arena of research into Social Marketing related areas. The HEIs involved in current research in this area which have identifiable research centres are:

- University of Stirling — Institute for Social Marketing **(ISM)**
- Cardiff University — ESRC Centre for Business Relationships, Accountability, Sustainability & Society **(BRASS)**
- Newcastle University — Social Marketing Unit **(SMU)**, although there is some doubt as to how active this unit is.
- University of the West of England — Bristol Centre for Social Marketing **(BCSM)**.
- Brunel University — Centre for Research into Consumer & Social Research **(CRCSM)**.

3.4.1 University of Stirling/Open University — Institute for Social Marketing (ISM)

The institute's website states the following: "The Institute for Social Marketing (ISM) brings 27 years' experience to the study and dissemination of Social Marketing theory and practice. We began work in 1980 as the Advertising Research Unit at the University of Strathclyde, with a particular interest in mass media communications and their impact on public health. In 1992, our

broadening interest in the whole marketing process led us to create the Centre for Social Marketing. In 1998 our work on tobacco was recognised by Cancer Research UK, who helped us establish the Centre for Tobacco Control Research. The Institute was established in 2004-5 at the University of Stirling under a joint venture with the Open University. Our partnership with both institutions enables us to exploit the increasingly international focus of our work and to build on synchronicities within both universities”.

The Work of ISM: The Institute conducts research in three key areas:

- The development and evaluation of behaviour change interventions based on Social Marketing principles.
- The impact of public policy on health and social welfare
- The impact of commercial marketing on the health and behaviour of individuals and of society more generally”⁵.

3.4.2 Cardiff University — ESRC Centre for Business Relationships, Accountability, Sustainability & Society (BRASS)

The BRASS Centre was established by the Economic and Social Research Council in October 2001. It has “an interdisciplinary nature combining expertise from the Business School, the Law School and the School of City and Regional Planning”⁶.

The following organisations and individuals have worked in partnership with BRASS researchers either on specific projects or on a more regular basis.

Key organisational and individual links are given on the BRASS website as:

- Agra Informa
- Centre for Social Marketing (University of Strathclyde)
- Professor Martin Charter (Centre for Sustainable Design, Surrey Institute of Art & Design)
- Dr Tim Cooper (School of Sport & Leisure Management, Sheffield Hallam University)
- Tamara Egede (Law School, Cardiff University)

- Professor Ken Greene (School of Management, University of Manchester Institute of Science & Technology - UMIST)
- Dr Hiroshi Hamasaki (Fujitsu Research Institute, Japan)
- Dr Gavin Hilson (School of Environment and Development, University of Manchester)
- Dino Minoli (consultant)
- Dr Sue Peattie (Business School, Cardiff University)
- Dr Devashish Pujari (McMaster University, Canada)
- Dr Linda Spedding (consultant)

3.4.3 Newcastle University — Social Marketing Unit (SMU)

This unit was noted in the 2006 report as being active, but it is no longer featured on the University website and staff confirm there is no current activity.

3.4.4 University of the West of England — Bristol Centre for Social Marketing (BCSM).

This centre was launched in 2008 and actively researches health-related Social Marketing issues. Active research collaborative links exist both within the UK and internationally. Key UK links include:

- Professor Roger Bennett and Rita Kottasz, London Metropolitan University.
- Professor Rob Horne, School of Pharmacy, University of London
- Dr Brian Young, School of Psychology, University of Exeter.

Key international links include:

- Professor Patrick de Pelsmacker, University of Antwerp Management School, University of Antwerp.
- Professor Roy Langer, Department of Communication, Journalism & Computer Science, Roskilde University, Denmark.
- Professor Shintaro Okazaki, School of Marketing, Universidad Autonoma de Madrid, Spain.

- Professor Dean Smith, Head of Department, Department of Health Management and Policy, School of Public Health, The University of Michigan.
- Associate Professor Michael Harker, Dr Debra Harker and Glen Wiggs, Foundation for Advertising Research, University of the Sunshine Coast, Queensland, Australia.
- Sandy Bulmer and Jacinta Hawkins, Massey University, Auckland New Zealand.
- Associate Professor Jim Reid, Head of Department, The Department of General Practice Dunedin School of Medicine University of Otago, New Zealand.

3.4.5 Brunel University — Centre for Research into Consumer & Social Research (CRCSM).

This centre was launched in 2005 and is listed on the university website; however no more recent material is available, suggesting that the centre may be inactive.

London Metropolitan University has a “Studies in Social Marketing” Specialist Interest Group with sixteen listed members, including a number of members from other institutions. While there is a working paper series noted, together with an extensive publication listing, few of the listed outputs are specifically related to Social Marketing and cover a diverse range of topics including shareholder value and analysis of non-profit organisations such as museums. In addition, no publications appear to be listed beyond 2002.

3.4.6 Institutes where Social Marketing forms a smaller part of broader research activity

There are a number of research centres listed for institutions that encompass Social Marketing within much broader activity. For example, De Montfort University’s Centre for Social Action, part of the Faculty of Health and Life Sciences, provides the following:

- “We work alongside people in a range of settings with the aim of achieving positive social change through community, project and professional development. We are a

self financing unit undertaking contracts in the UK, former Soviet Union, Eastern Europe, Mozambique, South America and the United States of America.

- We employ social action methods to ensure that community members and service users of all ages can play a full part in the setting up, management and maintenance of the services developed to meet their needs and also participate fully in their research and evaluation
- We aim to promote the empowerment and participation of those from the margins of society including disabled people, children and young people and people from the black and minority ethnic communities
- We work alongside people on a range of issues around health, youth work, family support and childcare (particularly Sure Start, Children's Centres and Children and Youth Services) social work, restorative justice, community development, regeneration and social capital, housing and disability".

De Montfort University lists Anne Broderick as active specifically in Social Marketing research, but publication listings indicate that this is primarily cause-related marketing in its focus⁷.

In addition, a number of institutions identified staff actively involved in research in Social Marketing. For example:

- **Middlesex University:** Dr Stephan Dahl has co-authored several Social Marketing-related papers, and is actively involved with on-going research with Professor Lynne Eagle at UWE.
- **University of Buckingham:** Staff indicated as being involved in research: Professor Tom Cannon and two adjunct faculty, Aimee Best and Margaret O'Carroll⁸. However no publications in this area are listed on the university's website.
- **Lancaster University:** Staff indicated as being involved in Social Marketing research are Dr Maria Piacentini who has worked on a number of research projects within the social and public policy arena, and published extensively in this area. Dr Emma Bannister who has carried out research in the area of the socialisation of young consumers and their formation of tastes and distastes.

There are a number of isolated pockets of research interest and expertise evident from the website searches that were not raised in email responses.

For example:

- **University of Portsmouth** has a Geography of Health and Well-being Group that includes Social Marketing and smoking cessation in their research agenda.

Appendix B presents the full details relating to Social Marketing offerings for the 38 HEIs identified as having a Social Marketing offering in their advertised UG, PG or Continuing Professional Development (CPD) courses.

3.5 Aggregation of Social Marketing Readiness

The ratings given for each area of readiness were aggregated using the procedure outlined in Section 2.2.2. Appendix C contains a full listing of the ratings and aggregation for all 38 institutions ranked in descending order of total score. However, a shortlist of the top 10 institutions, based upon these ratings and their aggregation (with Research triple weighted), is presented in Table 3.

Table 3: List of ratings for the top 10 scoring HEIs in respect of Social Marketing capacity.

	Research	UG Score	PG Score	CPD Score	Total
Cardiff University	4	4	3	0	19
University of Stirling	4	1	3	2	18
University of the West of England	2	3	4	3	16
London Metropolitan University	3	3	1	0	13
Open University	1	3	1	3	10
Middlesex University	1	2	4	0	9
University of Strathclyde	1	3	3	0	9
De Montfort University	2	1	2	0	9
University of Buckingham	1	0	3	2	8
City University	2	0	2	0	8

4 CONCLUSIONS & ISSUES FOR WIDER DISCUSSION

A number of issues have already been raised earlier in this report. However, this section raises additional issues.

The findings indicate that there is further growth in the sector and that some institutions are in a position to sustain that growth. However, the analysis also reveals that the provision is fragile in a number of institutions; perhaps as many as 20 of the 38 institutions where there is any provision rely upon the services of just one or two academic colleagues. The departure of these individuals in a sector where staff are relatively mobile may threaten continued capacity in those institutions. Of course, they are likely to take that capacity with them to new pastures within the sector so the academic capacity overall would be unaffected.

The low critical mass in these institutions does however reduce the capacity in their institutions for undertaking substantial amounts of Social Marketing research and consultancy. This may be an issue for NSMC and other agencies when it comes to undertaking research projects and there may be an added impetus to support the development of these units through involvement in collaborative activities with larger social marketing units. This may be particularly appropriate in the pursuit of EU funding. The analysis of research capability within the sector in this report is inevitably limited in the depth with which it can assess the nature of links within the sector and the strength that comes from those links. Given the strength of preparedness for other activities that comes from having individuals engaged in Social Marketing research and consultancy, a more extensive analysis of the research elements would enable greater evaluation of the network capability overall. Consequently, a social network analysis may be appropriate to see the strength across institutions rather than within them.

Greater scope for collaboration overall may see further raising of the interest in the area and the ability of academic colleagues to respond. The existing Social Marketing conferences already reach quite a wide audience of interested parties. However, a greater presence of Social Marketing in other

conferences and research forums may bring additional embedding. Social Marketing streams at the larger mainstream marketing conferences such as EMAC, ANZMAC and the UK Academy of Marketing conferences may be possibilities, or greater embedding with related Social Marketing discipline areas, such as Not-for-Profit Marketing, or through creation of Social Marketing SIGs affiliated to organization such as the UK Academy of Marketing.

This report deals, of course, only with the supply side of Social Marketing provision, and the issues raised above may indeed aid continued growth in the supply side. However, fundamental to any supply side growth should be a realistic understanding of the demand side pressures for Social Marketing training and professional development. As it is unclear as to aggregate demand for Social Marketing teaching, training or development, it's not possible to know whether the existing UK capacity is appropriate or not. A Training Needs Analysis that aims to estimate the size of the demand, the nature of the Social Marketing contexts within which such demand is likely, the degree of preparedness of professionals in need of Social Marketing development, and the areas where there are knowledge gaps would go some way to address this gap.

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- ⁸ Email correspondence dated 10 March 2008

APPENDIX A:

SUMMARY OF PROVISION WITHIN 38 HEIs IDENTIFIED AS HAVING UNDERGRADUATE, POSTGRADUATE OR CPD CAPACITY.

<i>Institutions</i>	Undergraduate			Postgraduate			CPD
	<i>Full Awards</i>	<i>Discrete Module</i>	<i>Aspects contained</i>	<i>Full Awards</i>	<i>Discrete Module</i>	<i>Aspects contained</i>	
Brunel Uni			✓			✓	
Cardiff Uni		✓			✓		
City Uni						✓	
De Montfort Uni			✓			✓	
Heriot- Watt Uni			✓				✓
Keele Uni		✓			✓		
Kings College						✓	
Liverpool John Moore			✓			✓	
London Metropolitan		✓				✓	
London School of Economics						✓	
London School of Hygiene & Tropical Medicine						✓	
Loughborough Uni						✓	
Middlesex Uni				✓			
Newcastle Uni						✓	
Open Uni		✓				✓	✓
Said Business School						✓	
Queen Margaret Uni			✓				
Queen's Uni			✓			✓	
Staffordshire Uni						✓	
University of Aberdeen			✓				
University of Bath						✓	
University of Birmingham					✓		
University of Buckingham					✓		✓
University of Central Lancashire			✓				
University of Durham					✓		
University of East London						✓	
University of Gloucestershire			✓			✓	
University of Leicester			✓			✓	
University of Nottingham						✓	

University of Oxford							✓
University of Salford					✓		
University of Stirling			✓		✓		
University of Strathclyde		✓			✓		
University of Teesside		✓			✓		
University of Warwick						✓	
University of Winchester			✓				
University of the West of England (UWE)			✓	✓			✓
University of West of Scotland			✓		✓		

APPENDIX B:

FULL LISTING OF THE DETAILS FOR ALL 38 HEIs WITH SOCIAL MARKETING CAPACITY

University, Address, Contact details	Undergraduate/ Postgraduate Modules Continuing Professional development Research centres
<p>Brunel University Dept of Management Uxbridge, Middlesex UB8 3PH Tel: 01895 265237</p> <p>www.brunel.ac.uk</p>	<p>MSc Marketing & MSc Management (1 from 7 modules - International Business Ethics, Sustainability and Corporate Governance- Social Marketing aspects</p> <p>Centre for Research into Consumer and Social Marketing Launched 2005</p> <p>April 2007 Brunel were hosts to the British Association of Sport and Exercise Sciences (BASES) key meeting to address Physical activity in the prevention of chronic diseases.</p>
<p>Cardiff University The ESRC Centre for Business Relationships, Accountability, Sustainability and Society, (BRASS), Cardiff University, 55 Park Place, Cardiff, CF10 3AT, Tel 02920 876 562, Fax 02920 876 061 www.brass.cf.ac.uk</p> <p>Prof Ken Peattie, Prof Robert Lee, Prof Terry Marsden, Dr Sue Peattie</p>	<p>BA Business Administration, Social Marketing module option MSc Strategic Marketing (1 of 8 modules, Marketing and Society) this contains a SM project</p> <p>BRASS - The ESRC Centre for Business Relationships, Accountability, Sustainability and Society</p> <p>Extensive academic output – research papers, book chapters</p>
<p>City University School of Social Sciences, Department of Sociology, Northampton Square, London, EC1V 0HB, 020 7040 5060</p> <p>Martin Caraher, Reader in Food and Health Policy Aeron Davis, Lecturer Political Communication</p> <p>m.caraher@city.ac.uk a.davis@city.ac.uk</p>	<p>MA Political Campaigning (part of the Journalism offerings), contains reference to SM in Direct Communications module Health Management Masters programmes include aspects of Social Marketing MSc/ PG diploma in Food Policy</p> <p>Centre for Food Policy, Dept of Health Management and Food Policy, Institute of Health</p> <p>A wide range of publications in the area of Drug prevention messages, Prison mental health assessment, Nutrition, Health promotion etc</p>
<p>De Montfort University Leicester Business School, The Gateway Leicester LE1 9BH (0116) 255 1551</p> <p>David Crowther dcrowther@dmu.ac.uk</p>	<p>MSc International Business and Corporate Social Responsibility Cause related marketing</p> <p>Centre for Social Action.</p> <p>Extensive research into social exclusion, participative research, Youth involvement, Health needs assessment etc</p>
<p>Heriot-Watt University Edinburgh, Scotland, EH14 4AS 0131 449 5111, www.hw.ac.uk</p>	<ul style="list-style-type: none"> BA (Hons) Business Administration – Limited module content <p>Workplace Health – Distance learning online Course. 6 months. (CPD credit toward Postgraduate Occupational Health & Safety Diploma) Social Marketing a small component of this programme.</p>

University, Address, Contact details	Undergraduate/ Postgraduate Modules Continuing Professional development Research centres
<p>Keele University Keele, Staffordshire ST5 5BG, (01782) 621111 www.keele.ac.uk</p> <p>Christina-Effima Raftopoulou – Lecturer in Social Marketing mna35@mngt.keele.ac.uk</p>	<p>MA Marketing, Social Marketing elective semester 2 BA Marketing with Social Science – Social Marketing Option (one semester)</p> <p>Centre for Health Planning and Management an integrated, multi-disciplinary Centre which focuses on the improvement of health through better planning and management - addressing social, behavioural and demographic dimensions of health (and health inequalities). The work is undertaken in the UK, Europe and the rest of the world.</p>
<p>Kings College London Strand, London WC2R 2LS, 020 7836 5454 www.kcl.ac.uk/ Prof Alan Cribb alan.cribb@kcl.ac.uk Peter Duncan, Lecturer in Health Promotion & Health and Society peter.duncan@kcl.ac.uk</p>	<p>Principles and Practice of Health Promotion - is a compulsory element of a number of postgraduate (M level) programmes. - Master of Public Health; MSc in Public Health; and Postgraduate Diploma in Public Health. – Contains Social Marketing component)</p>
<p>Liverpool John Moores University Liverpool Business School 98 Mount Pleasant Liverpool L3 5UZ 0151 231 2121 www.ljmu.ac.uk/</p> <p>Prop Mark Bellis – IHR Director m.a.bellis@ljmu.ac.uk</p>	<p>BA Consumer Studies & Marketing MA Marketing – Limited Social Marketing aspects within Consumer Buyer Behaviour / Decision Making Module</p> <p>Institute for Health Research - established in 2006 to provide a cross-faculty structure for all of the University's health and health-related research.</p>
<p>London School of Economics LSE, Houghton Street, London WC2A 2AE 020 7405 7686</p> <p>Professor Catherine Campbell e.campbell@lse.ac.uk</p>	<p>MSc Social and Public Communication</p> <p>HIV/AIDS; health; community participation; partnerships; social development; public health and health promotion; sexuality; stigma; collective action; social change; power and empowerment; social capital; social exclusion and social inequalities</p>

University, Address, Contact details	Undergraduate/ Postgraduate Modules Continuing Professional development Research centres
<p>London Metropolitan University Studies in Social Marketing SIG, London Metropolitan University, Stapleton House, 277-281 Holloway Road, London, N7 8HN Tel 0207 133 3099, Fax 020 7133 3076 www.londonmet.ac.uk</p> <p>Dr Niall Caldwell Jim Lindsay (Social Policy) and Janet Geary (Marketing)</p>	<p>BA Marketing and Social Policy Flexible joint honours programmes, e.g. BA Mass Communications and Social Policy (Social Marketing content largely within the latter); and BSc Health Promotion, MA Health & Social Policy</p> <p>A 'Studies in Social Marketing' Specialist Interest Group is listed but appears to have been dormant since 2002</p> <p>www.londonmet.ac.uk/index.cfm?2F289C4D-E227-F22A-7DEF-562DBE62924E</p>
<p>London School of Hygiene & Tropical Medicine Keppel Street, London WC1E 7HT 0207 927 2097</p> <p>Dr Robert Aunger, Senior Lecturer in Evolutionary Public Health</p> <p>robert.aunger@lshtm.ac.uk</p>	<p>MSc Public Health (Health Promotion stream) Current projects include using evolutionary psychology to better understand hygiene behaviours, and person-to-person transmission of ideas and behaviours as a method for scaling up public health promotion interventions</p> <p>.</p>
<p>Loughborough University Water, Engineering & Development (WEDC) Loughborough University, John Pickford Building, Leicestershire, LE11 3TU, 01509 222885, wedc@lboro.ac.uk</p>	<p>WEDC offer a variety of education and training programmes at postgraduate level including MSc and Diploma programmes – combine technical, social and institutional issues to plan the delivery of sustainable public health engineering services - potential Social Marketing relevance explored.</p>
<p>Middlesex University Hendon Campus, The Burroughs London NW4 4BT, 020 8411 5555, www.mdx.ac.uk</p> <p>Dr Stephan Dahl – Programme Leader s.dahl@mdx.ac.uk</p>	<p>MA Health & Social Marketing - UK's first Masters degree in health and Social Marketing focused on the principles of marketing as a tool for genuine social change. MA Marketing Communications / MA Marketing – Social Marketing identified as a component part.</p>
<p>Newcastle University University of Newcastle upon Tyne, NE1 7RU, (0191) 222 6000</p> <p>.Dr Ray Lowry – Senior Lecturer (NHS Consultant to Gateshead PCT) r.j.lowry@ncl.ac.uk</p>	<p>BDS Dental & Public Health MSc Public Health – Social Marketing components Social Marketing Unit within Newcastle. Sept. 2006 first Social Marketing Summer School in UK. Social Marketing Pilot with NSM Centre in Gateshead</p>

University, Address, Contact details	Undergraduate/ Postgraduate Modules Continuing Professional development Research centres
<p>Open University The Open University, PO Box 197 Milton Keynes MK7 6BJ, 0845 3006090, www.open.ac.uk</p> <p>Dr Fiona Harris Dr Anne Smith</p>	<p>MPA, MBA in Life Sciences – Social Marketing aspects incorporated BA Business Studies - new Level 3 elective currently being developed for May 2008 - Marketing and Society Continuing Professional Development programme – Two Non credit bearing Social Marketing modules</p> <p>Co-funding the ISM at Stirling University</p>
<p>Oxford University, Said Business School Park End Street, Oxford OX1 1HP 0777 883 7599</p> <p>Stephen Chambers – MBA Leader</p> <p>Prof Doug Holt, L'Oreal Professor of Marketing doug.holt@sbs.ox.ac.uk</p>	<p>MBA – Variety of Social based electives – incorporating Social Marketing aspects</p>
<p>Queen Margaret University, Edinburgh Edinburgh EH21 6UU, 0131 474 0000, www.qmced.ac.uk</p> <p>Chris Preston, Lecturer Marketing cpreston@qmuc.ac.uk</p>	<p>BA Management & Marketing (limited Social Marketing) BA (Hons) Media & Marketing, mentions Social Marketing</p> <p>.</p> <p>.</p>
<p>Queen's University Belfast University Road, Belfast, Northern Ireland, BT7 1NN</p> <p>Dr Shirley-Ann Hazlett Queen's University Management School www.qub.ac.uk/mgt</p>	<p>BSc in Business Management & BSc in Economics & Management – Include key issues for marketing practice & Social Marketing. MBA – Business Ethics and Corporate social responsibility module – Social Marketing Content MSc in Communication – Strategic Management & Marketing</p>
<p>Staffordshire University Stoke-on-Trent, Staffordshire, ST4 2DE, 01782 294000, www.staffs.ac.uk</p>	<p>Masters of Public Health, working with communities module mentions Social Marketing – Distance learning programme</p>
<p>University of Aberdeen Business School, King's College, Aberdeen AB24 3FX, 01224 272000, www.abdn.ac.uk</p>	<p>Part of Undergraduate Management Studies programme. Managing customers and markets, week 6 ethics and Social Marketing Course Co-ordinator: Mr R Williams MBA (Marketing) inferred Social Marketing content</p>

University, Address, Contact details	Undergraduate/ Postgraduate Modules Continuing Professional development Research centres
<p>University of Bath School of Management, University of Bath, Bath, BA2 7AY 01225 383861</p> <p>Professor Judi Marshall – Course Director and Prof of Organisational Behaviour</p> <p>Prof Peter Reason – Director of Centre for Action Research in Professional Practice (CARPP) & Prof of Action Research</p> <p>mscrpb@management.bath.ac.uk</p>	<p>MSc Responsibility and Business Practice. Run since 1997. Working with Chartered Institute of Marketing to promote socially responsible marketing</p>
<p>University of Birmingham Edgbaston Birmingham B15 2TT 0121 414 7292</p> <p>Ms Annie Rubienska - Marketing Public Services module convenor Social Marketing specialist with UK and overseas experience</p> <p>:A.N.Rubienska@bham.ac.uk</p>	<p>MSc/Graduate Diploma Course: "Leadership for Social Marketing"</p>
<p>University of Buckingham Hunter Street, Buckingham, MK18 1EG, 01280 814080, www.buckingham.ac.uk</p> <p>Prof Tom Cannon – Dean of the Business School tom.cannon@Buckingham.ac.uk</p>	<p>MBA - Marketing in the 21st Century. Social and Public Sector marketing Local Authority Programmes – Getting the best from your Communication and Social Marketing Budgets ALSO work with Drugs action team. Effective Social Marketing in Tackling Substance Abuse and Dependency & Tackling Gambling Open nomination Programme: New Horizons in Social Marketing</p>
<p>University of Central Lancashire Preston, PR1 2HE (0)1772 201201 www.uclan.ac.uk</p>	<p>BA (Hons) Advertising and Marketing Communications – Undergraduate Communications Module - Promoting Health & Health Sciences</p>

University, Address, Contact details	Undergraduate/ Postgraduate Modules Continuing Professional development Research centres
University of Durham Durham Business School, University of Durham, Mill Hill Lane Durham DH1 3LB, 0191 334 5188 ma.admin@durham.ac.uk	MA Marketing (also MA Marketing distance learning) Practising Social Marketing core module
University of East London Docklands Campus University Way London E16 2RD 020 8223 3000 www.uel.ac.uk/	MSc International Marketing Management – Minimal Social Marketing aspects MA Programme - Consumer & Promotional Culture
University of Gloucestershire The Park, Cheltenham, GL50 2RH. 01242 714700 www.glos.ac.uk	BA (Hons) Management, BA (Hons) Marketing programmes - Social Marketing mentioned in not for profit marketing module also consumer public relations module MA Market Management – Customer Behaviour Analysis module – Limited Social Marketing context
University of Leicester Centre for Mass Communication Research, University of Leicester, University Road, Leicester, LE1 7RH 0116 252 3863 cmcr@le.ac.uk Professor Barrie Gunter (Director of the Centre),	MA Mass Communications BSc in Communications & Society MA Mass Communications. BSc in Communications & Society. Distance Learning MA in Mass Communications. .
University of Nottingham International Centre for Corporate Social Responsibility, Nottingham University Business School, Jubilee Campus, Wollaton Road, Nottingham, NG8 1BB 0115 8467426 www.nottingham.ac.uk/business	MBA (with CSR) . International Centre For Corporate Social Responsibility (ICCSR) – Founded in 2002 The Centre takes a multi-disciplinary, and international approach to CSR teaching and research. Current research available through the ICCSR Research Papers Series. www.nottingham.ac.uk/business/ICCSR/research/paperesries.html

University, Address, Contact details	Undergraduate/ Postgraduate Modules Continuing Professional development Research centres
University of Oxford Department for Continuing Education, University of Oxford, Rewley House, 1 Wellington Square, Oxford OX1 2JA, 0865 270360, www.conted.ox.ac.uk	CPD programmes- Using water wisely: how to change consumer behaviour (Social Marketing content)
University of Salford Business School, University of Salford, Salford, Greater Manchester M5 4WT, UK 0161 295 5000 Dr Tony Conway a.conway@salford.ac.uk	MSc Marketing – component Not-for-Profit Marketing Not-for-profit marketing; relationship marketing; ethics in Social Marketing
University of Stirling Institute for Social Marketing, University of Stirling, Stirling, FK9 4LA, Tel 01786 467390 ism@stir.ac.uk Prof Gerard Hastings Martine Stead	.BA Marketing (1 lecture) MSc Marketing (1 elective of 5) MA Public Relations (1elective): Co funded with Open University the ISM
University of Strathclyde 16 Richmond Street, Glasgow G1 1XQ. Scotland, 0141 552 4400 www.strath.ac.uk	BA Marketing, Social Marketing option in year 4 Social Marketing electives in Marketing MSc/PgDip & International Marketing MSc/PgDip
University of Teesside Middlesbrough, Tees Valley, TS1 3BA, 01642 218121, www.tees.ac.uk	BA Public Relations Yr 3 Social Marketing option MSc Marketing Management – minimal Social Marketing content
University of Warwick Coventry, CV4 8UW, 024 7652 3523, www.warwick.ac.uk	Masters in Public Health, Practice of Public Health module mentions Social Marketing

University, Address, Contact details	Undergraduate/ Postgraduate Modules Continuing Professional development Research centres
University of Winchester Winchester SO22 4NR 01962 841515	UG Media Studies – Social Marketing aspects in Media Campaign Management module
University of the West of England Frenchay Campus Coldharbour Lane Bristol BS16 1QY 0117 9656261 www.uwe.ac.uk Prof Lynne Eagle lynne.eagle@uwe.ac.uk Prof Alan Tapp Alan.tapp@uwe.ac.uk	BA (Hons) Marketing and Marketing Communications Awards – Incorporate Social Marketing aspects Full UG Module in Not For Profit Campaigning and Charity Fundraising MSc in Social Marketing (for 2008/ 2009) One and Two Day short Courses in Social Marketing (first delivery 2008) The Bristol Centre for Social Marketing – Launched 2008
University of the West of Scotland University of the West of Scotland, Hamilton Campus, Almada Street Hamilton ML3 0JB 01698 283100 www.paisley.ac.uk	BA Marketing/International Marketing "core/specialist topics include Social Marketing distribution" MSc Health Studies, core module "Social Marketing"

APPENDIX C:

SOCIAL MARKETING CAPACITY RATINGS FOR 38 ACTIVE HEIs ACROSS 4 AREAS OF PROVISION

Total = Sum(Research*3, UG Score, PG Score, CPD).

Research is triple weighted.

	Research	UG Score	PG Score	CPD Score	Total
Cardiff University	4	4	3	0	19
University of Stirling	4	1	3	2	18
University of the West of England	2	3	4	3	16
London Metropolitan University	3	3	1	0	13
Open University	1	3	1	3	10
Middlesex University	1	2	4	0	9
University of Strathclyde	1	3	3	0	9
De Montfort University	2	1	2	0	9
University of Buckingham	1	0	3	2	8
City University	2	0	2	0	8
Keele University	1	1	3	0	7
Newcastle University	2	0	1	0	7
University of Teesside	0	3	3	0	6
University of Birmingham	1	0	3	0	6
University of Oxford, Continuing Education	1	0	0	2	5
University of the West of Scotland	0	1	3	0	4
Loughborough University	1	0	1	0	4
University of Durham	1	0	1	0	4
Brunel University	0	1	2	0	3
University of Salford	0	0	3	0	3
Heriot-Watt University	0	1	0	1	2
Liverpool John Moores University	0	1	1	0	2
Queen Margaret University, Edinburgh	0	1	1	0	2
Queen's University Belfast	0	1	1	0	2
Staffordshire University	0	1	1	0	2
University of Gloucestershire	0	1	1	0	2

University of Leicester	0	1	1	0	2
Kings College London	0	0	1	0	1
LSE	0	0	1	0	1
London School of Hygiene & Tropical Medicine	0	0	1	0	1
Oxford University - SAID Business School	0	0	1	0	1
University of Aberdeen	0	1	0	0	1
University of Bath	0	0	1	0	1
University of Central Lancashire	0	1	0	0	1
University of East London	0	0	1	0	1
University of Nottingham	0	0	1	0	1
University of Warwick	0	0	1	0	1
University of Winchester	0	1	0	0	1
