PhD project title
Development of marketing literacy

Supervisors
Caroline Oates

Research centre
CReiMS

Project description
Young people are exposed to many media and marketing messages which ask them to make choices based on a quite sophisticated understanding of the market. For example, in simple consumption contexts like the supermarket or a restaurant, there are claims which compete for attention, such as buy one get one free, buy one get another half price, 33% extra, two for a £1 and so on. These are often on products chosen and paid for by children themselves, like confectionery or soft drinks. How do children and teens understand these messages and do they evaluate products based on this information? And if a product is 50% bigger, is that still a bargain if you only want a small amount and the rest gets wasted? The proposed project has the aim of investigating children’s understanding of different kinds of marketing information with the objective of identifying any gaps in knowledge which may impact on children’s lifestyle choices, both now and in the future.

PhD candidate profile
The PhD candidate should meet the following requirements:
● Be enthusiastic, well-organised and have good inter-personal skills.
● High motivation and a keen interest in the research area.
● A first degree that is equivalent to a UK classification of upper second class honours or above. In addition, a good masters level qualification of merit or above, with a minimum of 60 per cent in the dissertation, research project element or equivalent experience. We also accept an MBA from an accredited school where the candidate can demonstrate that a significant research element has been undertaken. For further information on entry requirements, please see: http://www.sheffield.ac.uk/management/study/researchdegrees/howtoapply

Duration and start dates
Full or part time study for 3 or 6 years is available, and remote location study is also possible. We have two start dates a year for PhD students. Our preferred start date is 1 October, however we do recognise that not everyone will be able to commence studies at that time, so we also offer a second start date of 1 February. If you are unable to start in October or February, it may be also possible to start your PhD at a different time of the year.

Closing date for applications
Applications will be considered until a suitable candidate has been identified. For the 1 October start date, a full application must have been received by 15 July. For 1 February start date, a full application must have been received by 15 November.

How to apply
See http://www.sheffield.ac.uk/management/study/researchdegrees/howtoapply for full details of how to apply.
For an informal discussion about this opportunity, please contact Caroline Oates at c.j.oates@sheffield.ac.uk.