

International Summer School – Business and Management

Congratulations on achieving a place on the 2026 International Summer School, we are delighted to have you on board the Business and Management stream next month from 17th-21st August.

We have put together a course overview to give you some insight into what you will be learning during the summer school. There are no actions to take from this document it is just to provide an overview and learning outcomes for the week.

There will be 5 lectures released at 09:00 BST every day and a related written task.

Sessions:

Day 1: The World, According to Economists and Marketers

In this lecture, you will be introduced to economics and marketing. You will discover how economists and marketers see the world, and the types of disciplines they are. You will see how both disciplines would treat the world around you, and the types of questions that economists and marketers would ask.

Day 2: May the Market Forces Be With You

In this lecture, Dr. Tim Wakeley introduces you to an entrepreneur called 'Sticky'. Should Sticky give up his day job of being a delivery driver to seize the opportunity of selling bottled water? And what happens when another seller of bottled water, Ella, enters the market? By exploring this question, you will learn about market forces, the notion of opportunity cost, and profit. Be warned, there are graphs in this lecture.

Day 3: Buyers: How do they think and behave (according to economics)?

This lecture introduces you to the idea that buyers are rational actors, whose purchasing decisions are made with utility maximisation in mind. The idea that students are rational and they know their preferences is a controversial opinion, one that you will return to in lecture 5.

Day 4: May the Farce Be With You: On the Power of Branding

At this point in the series, we turn to marketing. In this lecture, Dr. Tim Hill explains how branding can be used to increase consumer demand, among other things. Specifically, you will be introduced to ideas and concepts from a cultural branding perspective. You will discover how one bottled water brand, Liquid Death, became the brand it is today by championing a 'healthy rebel' ideology. For entrepreneurs such as Sticky, this is helpful, as it shows how you can use branding to make commodities stand out and different.

Day 5: Consumers Do Not Know What They Want

In this, the final lecture of the series, we will return to ideas of consumer sovereignty, and economists' assumption that consumers have a clear set of preferences. To this end, Dr. Tim Hill will explain how psychologists and sociologists tackle this question. Psychologists show how our preferences are situational and constructed in the moment, whereas sociologists demonstrate how our preferences are constructed through things such as our gender and social class. The main focus of this lecture concerns the role of advertising in constructing our desires, and conspicuous consumption, the idea that our purchasing decisions can reflect our need to signal our status in the social hierarchy and display our wealth.

During the week of the summer school, we advise you watch the lecture first before looking through the task instructions, most lectures are between 30-60 minutes and the task should take another 30-60 minutes to complete. Once you have finished your task for the day, you will upload it onto the assignments tab on MS Teams, and feedback will be provided as soon as possible. There is no expectation for you act on the feedback or to resubmit the task after the feedback has been given.

You will need to complete all tasks and upload to the assignments tab throughout the week, but no later than Friday 28th August 2026. If you do not submit every task, you will not be eligible for the guaranteed conditional offer.

The academics who deliver these sessions:

Dr. Tim Wakeley and Dr. Tim Hill deliver these sessions. They introduce themselves in an introductory video, where they tell you about themselves and explain the reason for bringing economics and marketing together. And yes, we recorded it ourselves.



General Information and Guidance sessions:

Every day at 12pm (BST), we will also have an optional information session focusing on applying to study in the UK. You can join us live for these or if your time zone/schedule does not allow

this, they will all be recorded and uploaded to the International Summer School 2026 Team in the 'Files' tab for you to watch at a more convenient time.

Day and time	Theme
Monday 17 August 9am	Introduction to the Summer School & Why Bath?
Tuesday 18 August 12pm	Living in a New Culture
Wednesday 19 August 12pm	Getting Skills Ready for University
Thursday 20 August 12pm	Writing your Best Personal Statement
Friday 21 August 12pm	Student Life Q&A

If you have any questions or concerns ahead of the beginning of the summer school, please contact the International Summer School Team on internationalsummerschool@bath.ac.uk