



50 giving stories shared as part of The Marketors' Trust's 50th Anniversary celebrations in 2026

No 17: Putting marketing to the test

Way back in its early days, The Marketors' Trust decided on a big initiative. In 1983, only a few years after the Trust was set up, it funded a Chair in Experimental Marketing at London Business School. It was the first major education initiative in the Trust's history, and a clear statement of intent to promoting excellence in marketing.

In the early 1980s, marketing was still arguing for its place as a serious academic discipline. An endowed chair is one of the most significant commitments anyone can make to a field: it funds not a single project but a professorship, and the research and teaching that flow from it. By backing one, and one devoted to experimental marketing, evidence-led work that tests ideas rather than assuming them, the Marketors were saying that marketing deserved the same rigour as any science.

The funding ran for four years. That length mattered. It gave the work room to take root and to produce thinking that would outlast any single campaign or budget round, the kind of long horizon a young discipline needs if it is to grow up.

The instinct behind that decision has never really left the Trust. It shows up today in doctoral theses prizes, in bursaries for promising students, in teaching excellence awards and in support for marketing apprenticeships. Different vehicles, the same belief: that investing in how marketing is taught and understood pays forward for decades.

It also stands as one of the earliest signs of what this campaign celebrates: fifty years of the belief that good marketing, taken seriously and done well, can be a genuine force for good.

Website: www.marketors.org

How to give

Every gift, at whatever level, helps secure the Trust's grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketors-trust/support-ways-to-give>