

Partner institutions - Class of 2026 and Hallam Alumni

Postgraduate Progression Offers 2026/27

Briefing document for academic staff

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Overview of offer

The class of 2026 and alumni postgraduate study offers are intended to support both final year students and alumni by offering discounts and reduced fees to improve access to postgraduate study at Sheffield Hallam. For final year students particularly, this is an incentive to directly progress from UG study to PG study within the Sheffield Hallam community.

Students and alumni who have studied a full-time undergraduate or postgraduate degree, PGCE or PhD at Sheffield Hallam, or a Sheffield Hallam accredited course at a partner institution, are eligible for offers. Home and international students are eligible for the offer. Not all courses are eligible, the full list of eligible courses can be found on the offer page.

This year, students who graduated in both 2025 (last year's completers) and those graduating in 2026 (current final years) are eligible for the higher £2,000 discount for postgraduate courses in 2026/27.

	Class of 2025 and 2026 offer	Alumni offer
Discount	£2,000 discount on eligible courses.	£1,000 fee discount on course fees.
Eligibility	Home or international students who have completed a full-time undergraduate or postgraduate degree, PGCE or PhD at Sheffield Hallam OR earned a Sheffield Hallam accredited degree from one of our UK and overseas partners in the 2024-25 and 2025-26 academic years will be eligible for a £2,000 discount on fees for a full-time or distance-learning postgraduate courses starting in the 2026–27 academic year.	Graduates who completed their course at Sheffield Hallam OR earned a Sheffield Hallam accredited degree from one of our UK and overseas partners prior to the 2024/25 academic year. This includes part-time courses not on the eligible courses list for the class of 2026 offer. If the value of an existing scholarship or discount on an eligible course is higher, this discount will apply. Please see the alumni scholarship page.

Terms and Conditions

- To access the discount you just need to apply as normal, and the discount will be applied automatically. Some courses may have limited places, so we would encourage applications as soon as possible.
- Students will be entitled to the discount if you have already applied for or accepted an offer on an eligible course (and meet the other eligibility criteria).
- If entry is subsequently deferred to the 2027–28 academic year or later, the discount will not be applied.
- Students will not be eligible for these scholarships if you have only completed a foundation degree, degree apprenticeship or HND programme with us.
- Students who have only undertaken Exchange or Study Abroad, non-awarding programmes at Sheffield Hallam are not eligible.
- Some work experiences routes are included where clearly specified

Please note that standard [Postgraduate application deadlines](#) apply for each intake.

Suggested promotional activities

There are lots of helpful ways you can use your networks to share this offer with your students and alumni and generate conversation about postgraduate study routes.

At the end of lectures, particularly those about next steps and careers

We have circulated a powerpoint slide with an overview of the offer that you can add to your lecture presentations or distribute to students via email referencing eligible courses in your subject area. You can specifically mention courses in your department or others that students often progress onto and what this would mean for their career path, employability and earning potential. Showcasing postgraduate student quotes or getting a postgraduate student to do a talk is also beneficial.

You can direct final year students to [book onto a postgraduate open day](#). Postgraduate open days usually happen twice a year, once in spring and once in autumn.

They can find extra careers support to help with their transition to work or further study on the [Final Year page](#) on MyHallam.

You can also share examples of graduate success stories which can be found on the postgraduate student stories page, particularly those related to the further study offer below:

<https://www.shu.ac.uk/study-here/student-stories/postgraduate-student-stories/charlie-coy>

<https://www.shu.ac.uk/study-here/student-stories/postgraduate-student-stories/phoebe-cruz>

<https://www.shu.ac.uk/study-here/student-stories/postgraduate-student-stories/elizabeth-butler-clack>

Through 1:1 conversations with students

When speaking to students either via email or video call, if they're thinking about postgraduate study or aren't sure what to do next, you can make them aware of the offers available and encourage them to find out more via the web pages by sharing these links with them:

[MyHallam Final year and beyond page](#)

[Class of 2026 and Alumni further study discounts overview](#) - including a list of eligible courses

[Alumni scholarships page](#)

[Fees and funding page](#)

Please remember that **not all courses are eligible** and it is **only applied if they want to study in 2026/27**. The full list of eligible courses can be found [here](#).

Emails to course society presidents

If you work with course societies in your area you could get in touch with the society present to see if they would use their own channels to help promote the offer to society members.

Re-post and share content on social media

You can share content from the corporate channels to your followers on your personal social media or department social media you manage, adding in your own comments and recommendations - for instance, you could say a little about the eligible courses in your department, or the eligible courses you teach on. This could be particularly relevant for LinkedIn.

Corporate channels:

- Facebook: /Sheffieldhallamuniversity
- LinkedIn: sheffield-hallam-university
- Instagram: sheffhallamuni

Alumni:

- Facebook: /Sheffieldhallamalumni

Careers:

- Facebook: /SHUcareers
- Instagram: @shucareers

Post on social media

In addition to sharing other accounts' posts on social media, you can also post new content to promote the postgraduate study offers to current students and alumni, to your own personal social media or to any department level social media you manage. Examples of content you could post include:

- Links to postgraduate student stories, particularly if they are students from your department. Our **postgraduate student stories** are available [here](#).
- More information about eligible courses from your department or eligible courses you teach on, such as how the course works, any placements/work experience elements, the ways students can learn on the course, and the kinds of careers it can lead to.
- Comments and recommendations on courses or postgraduate study generally, highlighting that there are offers available to final year students and alumni, and linking to the page.

Notes on social media

- For guidance using social media, see the [social media guidelines for Sheffield Hallam University staff](#).
- Be clear about the offer, and encourage students to go to the webpage.
- Tag the Sheffield Hallam University social accounts and any other relevant accounts (such as department social media accounts).
- If your word count is limited, you can use www.shorturl.at to shorten URLs.
 - A shortened URL to the postgraduate study discount offer to Class of 2026 and alumni page is here: <https://shorturl.at/0JG58>
 - A shortened URL to the Alumni scholarships page is here: <https://shorturl.at/CtnbQ>

Consider the offer in other activities you're involved in which support postgraduate recruitment

If a course you're involved with is eligible for the offer, you can include information about the offer as part of any other work you're doing on encouraging students to apply for the course in the 2026/27 academic year.

Useful links and contact details

If you would like any additional information, resources not covered in the links below or support with promoting the offer to students and alumni, please email **Rachel Waterman** on rachel.waterman@shu.ac.uk.

The most up-to-date information, including course eligibility and availability, will always be on the [MyHallam final years page](#).

Information on postgraduate study

- [Alumni Scholarship information](#)
- [Postgraduate study pages](#)
- [Postgraduate student stories](#)
- [Speak to a careers adviser](#)
- [Careers support for graduates](#) (1:1 support for up to 5 years after graduation)
- [Postgraduate application information and deadlines](#)

Social media and promotion

- [Social media guidelines](#)
- [URL shortener](#)
- [Brand guidelines](#)