

WESTMINSTER BUSINESS SCHOOL

MA Marketing Communications

JANUARY 2019

FULL-TIME

As the Course Leader of the MA Marketing Communications course, I would like to take this opportunity to welcome you to Westminster Business School which has strong links to the Digital Marketing Institute, the Institute of Direct Marketing and the Chartered Institute of Marketing. I hope that you will enjoy your time here and that you will gain a great deal from this course.

International students are encouraged to attend the International Student Welcome Programme, on **Monday 14 January**. To find out more details and to book your place go to www.westminster.ac.uk/welcomeprogramme.

Your course begins on **Monday 14 January** with an intensive Orientation programme. In order to fully prepare you for your course you must be in London **before Monday 14 January** so that you can start the programme on time. If you are unable to attend all of your orientation events then please contact me directly to ensure you receive the appropriate information.

Your main teaching programme will normally require your attendance on four days of the week. The rest of your time will be spent on preparing for case study work in groups, pre-lecture and post-lecture readings, coursework preparations and in reviewing journals and bibliographies related to this subject area. Please note that students are sometimes required to come in for classes in the evening or weekends although classes are not normally scheduled on Saturdays.

You will receive more details about your programme of study during the orientation events. Contact details for key University services and administrative offices can be found at www.westminster.ac.uk/key-contacts. Academic staff contact details are available at www.westminster.ac.uk/academic-staff.

Essential Westminster is the University's student handbook and all new students will receive copies of this at their enrolment sessions. The guide provides an introduction to the University, its services and resources, with links to more detailed online information. You can also download a PDF version of the guide at www.westminster.ac.uk/essential-westminster

The 'Current students' webpage is your main gateway to the University's online resources. The latest news and events are also published here, so make sure you visit the page regularly to keep up to date with what's going on at the University. The webpage can be found at www.westminster.ac.uk/students.

I very much look forward to seeing you on **Monday 14 January**.

Anne Barker
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MA Marketing Communications
Westminster Business School
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MA Marketing Communications

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POSTGRADUATE ORIENTATION PROGRAMME January 2019

During this orientation programme we welcome you to the course. We ask you to attend all sessions as these will provide you with the information and resources that you will require to get the most from your studies.

In the induction programme we start to prepare you for the ongoing sessions with introductions to activities around marketing communications.

MONDAY 14 JANUARY 2019		
11.00-3.00pm	Time to manage personal business Banking, travel, etc.	
3.00 – 4.00pm	Welcome to the University – Studying PG at WBS	Hogg Lecture Theatre
4.00 – 5.30pm	Welcome to MA Marketing Communications Anne Barker	CG28

TUESDAY 15 JANUARY 2019		
10.00 – 11.00am	Overview of the MA Programme and the modules	Wood Lecture Theatre
11.00am – 12.00pm	Enrolment	Chiltern Hall
1.30 – 2.30pm	Introduction to Library services with Sara Goddard	CG28
3.00 – 5.00pm	Introduction to the UK Media with Carol Blackman & Trevor Wright	CG28

WEDNESDAY 16 JANUARY 2019		
9.30 – 10.30pm	Employability Nuala O’Sullivan, Christine Zarb, Louise Bamford, Zurria Qureshi	Cayley Lecture Theatre
10.30 – 1.00pm	The Marketing Landscape with Anna Zacharewicz	Wood Lecture Theatre
2.00 – 5.00pm	The Marketing Landscape with Anna Zacharewicz	Wood Lecture Theatre

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THURSDAY 17 JANUARY 2019

9.30 – 11.00am	Academic English Richard Paterson	Hogg Lecture Theatre
11.30 – 12.30 12.30 – 1.00pm	Consumer Insights with Mudara Mukesh Preparation for Workshop on Friday with Anne Barker	M603
2.00 – 3.00pm	Working in Teams with Chris Bestley	Wood Lecture Theatre
3.15 – 5.30pm	Introduction to the UK Marketing Communications Industry With Chris Bestley and Vincent O'Brien	Wood Lecture Theatre

FRIDAY 18 JANUARY 2019

10.00 – 11.00 am	How to be Masterly with Jon Pike/Carol Blackman	Hogg Lecture Theatre
11.30 – 1.00pm	Preparation for the presentations with Anne Barker	M603
2.00 – 6.00 pm	Case Study Presentations & meeting the current students with Anne Barker	CG28 (Orla Gough Theatre)

Post-Induction Activity

SATURDAY 19 JANUARY 2019

12.45 – 2.45pm	Understanding Financial Markets (Optional) Masar Hadla	Cayley Lecture Theatre
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TUESDAY 22 JANUARY 2019

10.30 – 4pm	Students' Union Freshers' Fair	Marylebone Learning Platform
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