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| **ORIENTATION WEEK**  **BA International Marketing** |
| **Welcome from Dr Leigh Doster Head of the School of Management and Marketing**  Welcome to Westminster Business School and to the School of Management and Marketing where your course is based. We are delighted that you have chosen to study with us and look forward to meeting you in September, but in the meantime, we thought you might like some more information about our School and what to expect when you arrive.Leigh - March 2017.jpg  We are a vibrant school of around 60 academics and pride ourselves on being business focused whilst creating a warm and friendly learning environment for our students. We offer five undergraduate courses plus a foundation programme and four postgraduate courses. Our fabulous location in the centre of London generates unique opportunities for events and interactions with industry that are not readily available elsewhere.  We are large enough to provide you with superb facilities and exciting options but small enough to get to know you all personally and for you to get to know each other. The way we do this is through a course focused approach. So during Arrivals from Friday 13 September you will get to meet your Course Leader and Team, your Personal Tutor and fellow students and take part in a range of activities that will ensure that you have all the information you need to be able to start your studies.  Becoming a university student presents you with an exciting challenge and I urge you to make the most of your time with us and take advantage of everything that comes your way, in that way you will enhance your experience with us and add value to your future career. I wish you the very best at the start of your journey with Westminster.  Best wishes, Leigh COURSE LEADER **WELCOME**  We are delighted you have chosen to study with us. We are your Course Leaders and, on behalf of the course team, we would like to warmly welcome you to the BA Marketing degree programmes. The next three or four years will be full of new experiences and during these years, you are likely to make a number of life-long friends.  Your Marketing degree Course will immerse you in contemporary marketing knowledge, skills and expertise as well as giving you a strong foundation in many aspects of business life. During your first year you will be introduced to the basic concepts of marketing management, marketing communications and marketing in an international context. You will have the opportunity to advance your knowledge and refine your business skills, as well as achieve a qualification that will further enhance your competitive advantage in the job market.  However, in order for you to gain the maximum benefit you need to engage fully and take ownership of your own learning and development. This may be different to your past experiences of education, where you are told what you need to learn and when you need to learn it by. The University environment will be new to many of you, so it is natural to be unsure and a little confused to start. However, after a few weeks you will have a better understanding about what is expected from you and what you should expect from us.  The orientation week activities and your personal tutoring session are important elements in ensuring that you have all of the knowledge required to do well in your studies. |
| **Carol Blackman and Jon Pike** |
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| READING LIST  BA Marketing Management:  Jobber and Ellis-Chadwick *Principles and Practice of Marketing* (9th Edition) (Chapter 1) McGraw Hill  BA International Marketing:  Cateroa, Money, Gilly, Graham *International Marketing* (18th Edition) (Chapter 1) McGraw Hill  BA Marketing Communications:  Smith & Ze Zook *Marketing Communications* (6th Edition) (Part 1)  Of general interest for all three courses:  Visser, Sikkenga, Berry *Digital Marketing Fundamentals from Strategy to ROI*  J.E Ford *Social Media Marketing for the Future*  You should also read the marketing press such as Marketing Week or Campaign which you can register for (free) online.  The Economist also has regular articles of interest. ADDITIONAL INFORMATION The Marketing Challenge will be based on the Tower of London. It is planned that students will visit the Tower on Thursday, September 19. This is subject to confirmation. |