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| **ORIENTATION WEEK SCHEDULE** **MA Marketing Communications** |
| Leigh - March 2017.jpg**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.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 post graduate 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  |
| **Welcome from Anne Barker Course Leader MA Marketing Communications****Assistant Head of the School of Management and Marketing**On behalf of the course team I am delighted to welcome you to the**MA Marketing Communications** course. We hope you will have aproductive and enjoyable year with us.This course has been running for over 20 years. It is very well established and now has nearly 2,000 alumni who have travelled this journey before you. Many of these alumni are now employed in prestigious and highly credible jobs in the marketing communications industry all over the world. We hope that after your year with us, you will join this group of exceptional professionals. This course is specifically directed at those who want to work in marketing communications agencies or with client companies. It is designed to equip those without prior experience in marketing/marketing communications with the knowledge needed for employment in the sector; and to enable those with workplace experience to consolidate their expertise and enhance their professional development. The course has a practical, industry focus and is continually updated and developed to meet the rapid changes that are taking place in the industry. We take advantage of our central London location, right in the heart of the communications industry. We work closely with employers and our alumni to build a strong community of practice around you and your peers: to help you transition successfully into professionalism and the workplace, both locally and internationally. We also offer you the opportunity to gain a Professional Diploma in Digital Marketing from the Digital Marketing Institute, in addition to your Master’s Degree. This will provide you with a further visible and distinctive mark of your professionalism in the marketplace. Successful completion of the course will qualify you with a vocational degree and a professional digital diploma, improve your personal and team effectiveness and develop your contribution in the work place, so that you can progress your career with confidence. We all look forward to working with you and helping you fulfil your potential. **All the best, Anne**  |
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| **MA Marketing Communications**  |
| **Friday 13th September 2019** |
| **Time** | **Event** | **Location** |
| **9.00 - 12.00** | **Personal time to manage accommodation, banking, travel arrangements**  |  |
| **13.00 - 16.00**  | **Welcome to the MA MC course& Overview of Orientation Activities**  | **CG28** **Marylebone Campus**35 Marylebone Road London NW1 5LS |
| **16.00 - 17.00** | **Enrolment**  | **Marylebone Campus** |

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| **Monday 16th September 2019** |
| **Time** | **Event** | **Location** |
| **10.00 - 10.15**  | **Welcome to the School** Head of School  | **CG28****Marylebone Campus** |
| **10.15 - 12.30** | **Overview of the MA MC course  -Introduction to Digital Learning (incl Blackboard) -Working Together**  | **CG28****Marylebone Campus** |
| **13.30 - 15.00** | **Guidance on Working in Teams**   | **CG28****Marylebone Campus** |
| **16.00 - 17.00** | **Meet the Fans & Current students(Allocate student mentors) & Personal Tutoring** | **CG28****Marylebone Campus** |

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| **Tuesday 17th September 2019** |
| **Time** | **Event** | **Location** |
| **10.00 - 12.00** | **Introduction to the Orientation Workshop Case Study <London’s West End Retail>**  | **Wood Lecture Theatre****Marylebone Campus** |
| **12.00 - 13.00** | **Consumer Insights**  | **M305****Marylebone Campus** |
| **14.00 - 17.00** | **West End Retail Tour**  | ***Course Leader will confirm meeting point in ‘Introduction to the Orientation’ session at 10:00*** |

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| **Wednesday 18th September 2019** |
| **Time** | **Event** | **Location** |
| **10.00 - 11.00** | **Library Introduction**   | ***Course leader to confirm details in ‘Welcome to the Course’ (16/09)*** |
| **11.00 - 12.00** | **Campus Registry Manager & Registry Services& Student & Academic Services & Health & Safety**  | **CG28****Marylebone Campus** |
| **13.00 - 15.00** | **Marketing Communications Landscape**  | **CG28****Marylebone Campus** |
| **15.00 - 17.00** | **Workshop Preparation** with Student Mentors  | **CG28****Marylebone Campus** |

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| **Thursday 19th September 2019****10:00 – 16:00: Arrivals Fair, Ambika P3 Marylebone Campus** |
| **Time** | **Event** | **Location** |
| **10.00-12.00** | **Workshop Preparation in Student Teams**  | **Cayley Lecture Theatre****Marylebone Campus** |
| **13.00-16.00**  | **Workshop Presentations**  | **Hogg Lecture Theatre****Marylebone Campus** |
| **16.30-19.00** | **Social Activity - Meeting the MAMC Alumni -with Course Team** | **MG14****Marylebone Campus** |
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| **Friday 20th September 2019****10:00 – 16:00: Arrivals Fair, Ambika P3 Marylebone Campus** |
| **Time** | **Event** | **Location** |
| **9.30 – 11.00** | **Academic EnglishAssessing the level of support that you need for effective English communication**  | **Hogg Lecture Theatre****Marylebone Campus** |
| **11.30 - 13.00** | **Introduction to the UK Media**Jackie Lynch/Carol Blackman | **CG28****Marylebone Campus** |
| **14.00 - 17.00**  | **Personal time to manage accommodation, banking, travel arrangements for week 1 !**  |  |
| **END OF ORIENTATION WEEK**  |
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| Additional information**(After Orientation Week)** | 3 day Residential Workshop to Cambridge: Date to be confirmed by the Course Leader | ***This a professional engagement residential working with industry partners on a marketing communications project***  |
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| **READING LIST:** There will opportunities for extensive reading on the course, with access to digital text books. For the pre-course reading we ask you to access two relevant and contemporary sources that should inspire you for the year ahead. The pre-course reading includes: 1. **Sharp, B. (2010)** How *brands grow: what marketers don't know*. Oxford University Press.

*This best-selling book is an important text that all brand and marketing communications managers can learn from and is widely referred to in the industry. This text will form the basis of many discussions during the course, so a pre-read would be very helpful.* 1. **WWP. (2017)** *Annual Report*. Available from <https://sites.wpp.com/annualreports/2017/>: [Accessed 1 May 2019]. *This an interesting and very informative Annual Report from WWP-(the owner of some of the largest and best global marketing communications agencies in the world) which discusses many of the current trends and challenges that impact the marketing communications industry today.*
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