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| ORIENTATION WEEK**Marketing Communications, MA Full-time** |
| **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.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.Leigh - March 2017.jpgWe 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, from Tuesday, 14 January 2020 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** |

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| **Welcome from Philip Holden, Course Leader MA Marketing Communications**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.International students are encouraged to attend the International Student Welcome Programme, on **Monday, 13 January 2020**. To book your place go to [www.westminster.ac.uk/welcomeprogramme](http://www.westminster.ac.uk/welcomeprogramme).Your course begins on **Tuesday, 14 January 2020** with an intensive Orientation programme. To fully prepare you for your course you should arrive in London by 13 January 2020 so that you can start the programme on time. This course has been running for over 20 years. It is very well established and now has nearly 2,000 alumni, many of which are now employed in prestigious 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 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 recognition from the Institute of Data & Marketing (IDM), the Institute of Practitioners in Advertising (IPA) and the Chartered Institute of Public Relations (CIPR) – all this in addition to your master’s degree. This provides you with a real distinction in the marketplace so that you can take the next step in your career with confidence.The year will be intense, with many challenges along the way, developing your knowledge, understanding and creativity, learning how to build and run effective teams and developing your unique contribution to the world of integrated marketing communications. We all look forward to working with you and helping you fulfil your potential. 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 <https://www.westminster.ac.uk/current-students/contact-us>Academic staff contact details are available at <https://www.westminster.ac.uk/about-us/our-people/academic-directory>The Student Hub webpage is your main gateway to the University's online resources and the webpage can be found at <https://www.westminster.ac.uk/current-students>I very much look forward to seeing you on **Tuesday, 14 January 2020**. **All the best, Philip** |

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| **TUESDAY, 14 JANUARY 2020** |
| **Time** | **Event** | **Location** |
| **10.30am – 2pm** | **Welcome to MA Marketing Communications**Overview of the MA Programme & OrientationPhilip Holden | **LG29 Wood Lecture Theatre**, ground floor, Luxborough Building**35 Marylebone RoadLondonNW1 5LS** |
| **2.30 – 3pm** | **Enrolment** | **Chiltern Hall**, ground floor, Chiltern Building |
| **3.30 – 4.30pm** | **Introduction to Library services** with Ruth Houghton | **LG29 Wood Lecture Theatre**, ground floor, Luxborough Building |
| **4.30 – 5pm** | **Welcome to the University**Head of College | **L294, Hogg Lecture Theatre,** 2nd floor, Luxborough Building |

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| **WEDNESDAY, 15 JANUARY 2020** |
| **Time** | **Event** | **Location** |
| **10am – 12 noon** | **The MA Marketing Communications Programme** Guide to modules and resourcesPhilip Holden | **M603**, **6th floor,** **Marylebone Building** |
| **12 noon – 2pm** | **Introduction to the Retail Challenge**Chris Bestley & Nic Sanders |
| **2 – 5pm** | **Retail Challenge fieldwork** | **Off-campus** |

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| **THURSDAY, 16 JANUARY 2020** |
| **Time** | **Event** | **Location** |
| **9.30 – 11am** | **Academic English**Richard Paterson | **L294 Hogg Lecture Theatre**, 2nd floor, Luxborough Building |
| **11.30am – 12.30pm** | **Consumer Insights**Mudra Mukesh | **M603**, **6th floor,** **Marylebone Building** |
| **1 – 2.30pm** | **Introduction to the UK Media** with Carol Blackman & Trevor Wright |
| **3 – 4pm** | **Working in Teams**Chris Bestley |

**Programme continues on the next page**

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| **FRIDAY, 17 JANUARY 2020** |
| **Time** | **Event** | **Location** |
| **11am – 1pm** | **Retail challenge team working**Time to finalise your presentations | **M603**, **6th floor,** **Marylebone Building** |
| **1 – 4pm** | **Retail Challenge Presentations** Chris Bestley & Nic Sanders |
| **5 – 7pm** | **Social Activity****Meeting the Course Team, students and alumni** | **MG28**, ground floorMarylebone Building |

**NB: Elements of the programme may be subject to minor modification** |
| 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. (2018)** Annual Report. Available from https://www.wpp.com/investors/annual-report-2018:

[Accessed 12 Dec 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. |
| ADDITIONAL INFORMATION |
| KEY CONTACTS FOR ORIENTATION WEEK |
| CONTACTS | NAME | TEL | EMAIL |
| Course Leader | Philip Holden | 020 3506 6587 | p.holden@westminster.ac.uk |
| Campus Registry Office | 020 7911 5000 x 4907 | marregistry@westminster.ac.uk |
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