

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
Course Leader
MA Marketing Communications
Westminster Business School
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MA Marketing Communications

ORIENTATION SCHEDULE 2019

MONDAY 14 JANUARY 2019

11-3pm	Time to manage personal business Banking, travel, etc.	
3 – 4pm	Welcome to the University – Studying PG at WBS	
4 – 5.30pm	Introduction to MA Marketing Communications Course Anne Barker + MAMC Team	

TUESDAY 15 JANUARY 2019

10.00 – 11.00	Working in groups – Briefing for Induction Workshop	
11.00am – 12.00pm	Enrolment	
1.30 – 5.00	Workshop Activity – marketing and building a brand	
5 – 6pm	External Speaker	
6 – 7.30pm	Welcome Social	

WEDNESDAY 16 JANUARY 2019

9.30 – 10.30pm	Employability	
10.30 – 1pm	The Marketing Landscape	
2 – 5pm	The Marketing Landscape	

THURSDAY 17 JANUARY 2019

9.30 – 11am	Academic English	
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11.30 – 1pm	Group work Preparation for Presentation	
2 – 6pm	Working with Figures	

FRIDAY 18 JANUARY 2019

10 – 11.30am	How to be Masterly	
11.30 – 1pm	Group preparation	
2 – 6pm	Group Presentations	

SATURDAY 19 JANUARY 2019

10 – 12pm	Preparing Financial Statements (Optional)	
12.45 – 2.45pm	Understanding Financial Markets (Optional)	

TUESDAY 22 JANUARY 2019

10.30 – 4pm	Students' Union Freshers' Fair	Marylebone Learning Platform
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SATURDAY 2 FEBRUARY 2019

10 – 1pm	Interpretation of Company Accounts (Optional)	
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Key

Core Activity

Shared Activity

Optional activity