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| ORIENTATION WEEK  **Marketing Management, MA/MSc Part-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.  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, 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.  Leigh - March 2017.jpg  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 Dr Donna Mai, Course Leader MA/MSc Marketing Management**  As the Course Leader of the MA/MSc Marketing Management course, I would like to take this opportunity to welcome you to Westminster Business School. 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, 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.  The attendance will affect your performance on the course. 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 before starting the course there is some essential pre-course reading:  Kotler, P and Keller, K.L. (2015) Marketing Management - Global Edition, 15th ed., New Jersey: Pearson.  It is also advisable for you to complete the following online marketing (free) course:  <https://learndigital.withgoogle.com/digitalgarage/certification>  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>  A person smiling for the camera  Description automatically generated  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**.  Dr Donna Mai |

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| |  |  |  | | --- | --- | --- | | **TUESDAY, 14 JANUARY 2020** | | | | **Time** | **Event** | **Location** | | **2 – 2.30pm** | **Enrolment** | **Chiltern Hall**, ground floor, Chiltern Building  **35 Marylebone Road London NW1 5LS** | | **2.30 – 4pm** | **Introduction to MA/MSc Marketing Management**  Donna Mai | **C279**, 2nd **floor,**  Chiltern **Building** | | **4 – 4:30pm** | **Skills for Studying MA/MSc Marketing Management**  Donna Mai | | **4.30 – 5pm** | **Welcome to the University**  Head of College | **L294, Hogg Lecture Theatre,** 2nd floor, Luxborough Building |  |  |  |  | | --- | --- | --- | | **WEDNESDAY, 15 JANUARY 2020** | | | | **Time** | **Event** | **Location** | | **10 – 11am** | **Student Expectations**  Jaafar El-Murad | **C279**, 2nd **floor,**  Chiltern **Building** | | **11am – 1pm** | **Essentials of Marketing and Group Exercise Allocations**  Jaafar El-Murad | | **1 – 3:30pm** | **Group Exercise** | **Off-campus** | | **3.30 – 5pm** | **Essentials of Marketing Group Discussions/Presentations** | **C279**, 2nd **floor,**  Chiltern **Building** |  |  |  |  | | --- | --- | --- | | **THURSDAY, 16 JANUARY 2020** | | | | **Time** | **Event** | **Location** | | **9.30 – 11am** | **Academic English**  Richard Paterson | **L294 Hogg Lecture Theatre**, 2nd floor, Luxborough Building | | **11am – 1pm** | **Marketing Environment**  Pinar Demir | **C279**, 2nd **floor,**  Chiltern **Building** | | **2 – 4pm** | **Segmentation, Targeting and Positioning**  Clive Helm | | **4 – 5pm** | **Group Discussions/Presentations**  Pinar Demir + Clive Helm |   **Programme continues on the next page**   |  |  |  | | --- | --- | --- | | **FRIDAY, 17 JANUARY 2020 continues on next page** | | | | **Time** | **Event** | **Location** | | **2.15 – 3.15pm** | **Introduction to the CIM and Membership** Phil Preston, Volunteer Partnerships Manager. The CIM | **C279**, 2nd **floor,**  Chiltern **Building** | | **3.30 – 4.30pm** | **Preparing for Career Development and Characteristics of a Marketing Manager**  Rafaella Paciolla, Group Director, Digital, Technology & Operations at Dentsu Aegis Network, and Donna Mai | | **4.30 – 5.30pm** | **Sharing Our Experience, Q&A and Summary**  Current students and Donna Mai | | **6.30 – 9.30pm** | **MA/MSc Marketing Management Networking Dinner**  All current students, Staff and Alumni | **Mumtaz London**  4-10 Park Road,  Marylebone,  London NW1 4SH |   **NB: Elements of the programme may be subject to minor modification** | | | |
| ADDITIONAL INFORMATION | | | |
| KEY CONTACTS FOR ORIENTATION WEEK | | | |
| CONTACTS | NAME | TEL | EMAIL |
| Course Leader | Dr Donna Mai | 020 3506 6660 | D.L.Mai@westminster.ac.uk |
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