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| **ORIENTATION WEEK**  **MA/MSc Marketing Management** |
| **Welcome from Dr Leigh Doster**  **Head of the School of Management and Marketing**  Leigh - March 2017.jpgWelcome 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 Orientation Week (w/c 16th 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  **Welcome from Dr Donna Mai**  **Course Leader, MA/MSc Marketing Management**  A person smiling for the camera  Description automatically generatedI am very pleased to welcome you to [MA/MSc Marketing Management](https://www.westminster.ac.uk/business-and-management-marketing-courses/2017-18/january/full-time/marketing-management-ma-msc) and would like to congratulate you on receiving your MA Marketing Management offer to study with us at Westminster Business School.    The course begins with enrolment and orientation. This will give you key information about your degree, as well as the opportunity to meet and work with fellow students and help you to settle into academic life.  The principal aim of the MA/MSc Marketing Management is to enable participants and hence the organisations they will go on to work for to improve their managerial effectiveness in the field of marketing. This will be accomplished by giving you a sound education in both the theoretical basis and the practical application of strategic marketing management, incorporating current marketing thinking and equipping you with the key concepts and tools necessary for strategic marketing planning in an international context.  It is important to distinguish between the MA and MSc streams. In the MA variant of the course, special emphasis is laid on enhancing your analytical and creative skills that are crucial for sound decision-making, imaginative problem-solving, and on developing and implementing marketing strategies in a fast-changing, global business environment. In contrast the MSc looks to stimulate the same strategic overview and solutions-focused mind-set crucial to marketing management but emphasises the analytical, methodical, and data-driven skills essential to the profession. All students will be initially enrolled on the MA route and for those wish to study an MSc, they can transfer to MSc after enrolment.  The MA/MSc Marketing Management has established strong ties with the [Chartered Institute of Marketing (CIM)](http://www.cim.co.uk/). You will be given one-year CIM Membership, allowing you to access CIM member resources, and Continuing Professional Development (CPD) opportunities and networking events with other students and marketing professionals. Finally, the course has a built-in [residential weekend](http://blog.westminster.ac.uk/wbs/2017/03/16/2017-marketing-mamsc-residential-latimer-place/), usually held at an out-of-town executive conference centre. This enables students to focus on a range of activities relevant to their course and future careers in a competitive professional environment. Some of these activities focus on team building and teamwork, which is a key feature of the course and which prepares students for the marketing workplace.  In terms of pre-course reading, it is strongly suggested that you read the following before you start your course: Kotler, P and Keller, K.L. (2015) *Marketing Management* - Global Edition, New Jersey: Pearson.  It is also advisable for you to complete the following online marketing (free) course:  <https://learndigital.withgoogle.com/digitalgarage/certification>  I look forward to meeting you in September.  Best wishes,  Donna  Email: [D.L.Mai@westminster.ac.uk](mailto:D.L.Mai@westminster.ac.uk) |
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| **MA/MSc Marketing Management (Full-Time/Part-Time)**  **Orientation Programme**   |  |  |  | | --- | --- | --- | | **Friday 13th September 2019** | | | | **Time** | **Event** | **Location** | | **15:30 – 16:00** | **Enrolment** | **Marylebone Campus**  35 Marylebone Road  London NW1 5LS | |  | | | | **Monday 16th September 2019** | | | | **Time** | **Event** | **Location** | | **11:00 – 13:00** | **Course Leader Welcome/Introduction + Icebreaker**  **Donna Mai** | **M324**  **Marylebone Campus** | | **14:00 – 14:15** | **Head of School Welcome** | **M322**  **Marylebone Campus** | | **14:15 – 17:00** | **Skills for Studying MA/MSc Marketing Management** | **M322**  **Marylebone Campus** | | **17:00 – 17:30** | **Introduction to Blackboard and Student Hub** | **B16**  **Marylebone Campus** |  |  |  |  | | --- | --- | --- | | **Tuesday 17th September 2019** | | | | **Time** | **Event** | **Location** | | **10:00 – 11:00** | **Student Expectations** | **L195**  **Marylebone Campus** | | **11:00 – 13:00** | **Essentials of Marketing** | **L195**  **Marylebone Campus** | | **14:00 – 15:30** | **Essentials of Marketing**  **Group Exercises (on-campus and off-campus)** | **M212**  **Marylebone Campus** | | **15:30 - 16:30** | **Group Discussions/ Presentations** | **M212**  **Marylebone Campus** |  |  |  |  | | --- | --- | --- | | **Wednesday 18th September 2019** | | | | **Time** | **Event** | **Location** | | **10:00 - 12:30** | **Marketing Environment** | **LA103**  **Marylebone Campus** | | **12:30 – 15:30** | **Marketing Environment – Group Work (on-campus and off-campus)** | **LA103**  **Marylebone Campus** | | **15:30 – 16:30** | **Group Discussions/Presentations** | **M322**  **Marylebone Campus** |  |  |  |  | | --- | --- | --- | | **Thursday 19th September 2019**  **10:00 – 16:00: Arrivals Fair, Ambika P3 Marylebone Campus** | | | | **Time** | **Event** | **Location** | | **10:00 - 12:30** | **Segmentation, Targeting and Positioning** | **M324**  **Marylebone Campus** | | **12:30 – 15:30** | **STP Exercises** | **M323**  **Marylebone Campus** | | **15:30 – 16:30** | **Group Discussions/Presentations** | **M321**  **Marylebone Campus** |  |  |  |  | | --- | --- | --- | | **Friday 20th Sept 2019**  **10:00 – 16:00: Arrivals Fair, Ambika P3 Marylebone Campus** | | | | **Time** | **Event** | **Location** | | **9.30 - 11.00** | **Academic English Assessing the level of support  that you need for effective  English communication** | **Hogg Lecture Theatre**  **Marylebone Campus** | | **11:30 – 13:00** | **BREAK** |  | | **13:00 - 14:00** | **Introduction to the CIM and Membership** | **M324**  **Marylebone Campus** | | **14:00 - 15:00** | **Preparing for Career Development and Characteristics of a marketing Manager** External Speaker | **M324**  **Marylebone Campus** | | **15:00 - 16:00** | **Sharing Our Experience** | **M324**  **Marylebone Campus** | | **16:00 - 16:30** | **Orientation Summary and Q&A** | **M324**  **Marylebone Campus** | |
| **READING LIST**  Kotler, P.T. 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 on the Fundamentals of Digital Marketing:  <https://learndigital.withgoogle.com/digitalgarage/certification> |
| ADDITIONAL INFORMATION |
| Information on the “Employability and Career Services” and “How to use e-resources” will be introduced in Week 2 and Week 3. |
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