

MA/MSc Marketing Management

PART-TIME

Congratulations on being accepted onto the Marketing Management MA/MSc. My colleagues and I look forward to working with you and we will endeavour to ensure that your time with us will be creative, exciting and fulfilling.

On the attached pages you will find details of your time with us at the start of the year. During Orientation week we will go through the course programme with you in detail. We have arranged a number of activities to help you settle in and prepare for your time with us. This will include familiarising you with workspaces, who you will be working with, the campus and its community before you start the formal, scheduled learning weeks.

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.

Your course begins on **Thursday 13 September** with an intensive Orientation programme. In order to fully prepare you for your course you must be in London before 13 September so that you can start the programme on time.

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. Classes are not normally scheduled on Saturdays.

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.

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 **Thursday 13 September**.

Donna Mai
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MA/MSc Marketing Management PT

POSTGRADUATE ORIENTATION WEEK 2018

During this first week with us you will attend a number of sessions that will provide you with the information and resources you will require to begin your studies. It is essential that you attend each of these sessions to ensure you receive all relevant material, such as your student ID card, module selection and timetable, and details of where to access the resources you will need. Please bring something with which you can take notes.

THURSDAY 13 SEPTEMBER 2018		
12 – 1pm	Enrolment	Chiltern Hall
2 – 5pm	Introduction to MA/MSc Marketing Management Donna Mai	M321 3 rd floor Marylebone building
FRIDAY 14 SEPTEMBER 2018		
12 – 1pm	Refreshments with PG Course Leaders (optional)	MG28 Ground floor Marylebone building
2 – 5pm	Getting Ready for MA/MSc Marketing Management Donna Mai	M321 3 rd floor Marylebone building
MONDAY 17 SEPTEMBER 2018		
10 – 11.30am	How to be Masterly Jon Pike	Cayley Lecture Theatre
11.30 – 12.30pm	Student Expectations Jaafar El-Murad	M321 3 rd floor Marylebone building
1.30 – 5pm	Essentials of Marketing Jaafar El-Murad	M321 3 rd floor Marylebone building
5 – 6pm	Welcome to the University – Studying PG at WBS Head of WBS, Head of Schools and Course Leaders	Hogg Lecture Theatre
6 – 7.30pm	Welcome Social	MG28 Ground floor Marylebone building
TUESDAY 18 SEPTEMBER 2018		
10 – 11am	Employability Zurria Qureshi (Mentoring Team Coordinator) Rebecca Legg (Work Experience and Recruiter Engagement Coordinator)	Hogg Lecture Theatre

11 – 5pm	Segmentation, Targeting and Positioning STP Exercise La Toya Quamina	M603 6 th floor Marylebone building
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WEDNESDAY 19 SEPTEMBER 2018

9.30pm – 12.30pm	The Marketing Landscape Anna Zacharewicz	MG28 Ground floor Marylebone building
1.30 – 3.30pm	The Marketing Landscape Anna Zacharewicz	MG28 Ground floor Marylebone building

THURSDAY 20 SEPTEMBER 2018

10.30am – 4pm	Students' Union Arrival Fair	Marylebone Learning Platform
9.30 – 11am	Academic English Richard Paterson	Hogg Lecture Theatre
11 – 1pm	Brand Me: Purpose, Motivation and Commitment for the UoW MA/MSc MM Anna Zacharewicz	M321 3 rd floor Marylebone building
2 – 3pm	CIM and Membership Phil Preston, Network Manager	M321 3 rd floor Marylebone building
3 – 4pm	Preparing for Career Development and Characteristics of a marketing Manager Raffaella Paciolla, Account Director, Digital Display Team, Amplifi	M321 3 rd floor Marylebone building
4 – 4.30pm	Q&A and Summary Donna Mai	M321 3 rd floor Marylebone building

SATURDAY 22 SEPTEMBER 2018

10 – 12pm	Preparing Financial Statements Natalia Krasnikova	Cayley Lecture Theatre Ground floor Luxborough building
12.45 – 2.30pm	Understanding Financial Markets Masar Hadla	Cayley Lecture Theatre Ground floor Luxborough building

SATURDAY 29 SEPTEMBER 2018

10 – 1pm	Interpretation of Company Accounts TBC	Hogg Lecture Theatre
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NB: Elements of the programme may be subject to minor modification