

WESTMINSTER BUSINESS SCHOOL

MA/MSc Marketing Management

JANUARY 2019

FULL-TIME

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 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 14 January 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 **Monday 14 January**.

Dr Donna Mai
Course Leader
MA/MSc Marketing Management
Westminster Business School
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WESTMINSTER BUSINESS SCHOOL

MA/MSc Marketing Management

ORIENTATION SCHEDULE 2019

MONDAY 14 JANUARY 2019

1– 3pm	Introduction to MA/MSc Marketing Management Donna Mai	TBC
3 – 4pm	Welcome to the University – Studying PG at WBS The Dean of WBS.	TBC

TUESDAY 15 JANUARY 2019

10.30 – 11.00am	Enrolment	TBC
11.15 – 12:30pm	Student Expectations Jaafar EI-Murad	TBC
1.30 – 5pm	Essentials of Marketing Jaafar EI-Murad	TBC
5 – 6pm	External Speaker	TBC
6 – 7.30pm	Welcome Social All PG Students, Course Leaders and Module Leaders	TBC

WEDNESDAY 16 JANUARY 2019

9.30 – 10.30am	Employability	TBC
10.30 – 1pm	The Marketing Landscape Anna Zacharewicz	TBC
2 – 5pm	The Marketing Landscape Anna Zacharewicz	TBC

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THURSDAY 17 JANUARY 2019

9.30 – 11am	Academic English	TBC
11 – 1pm	Segmentation, Targeting and Positioning La Toya Quamina	TBC
2-5pm	STP Exercise La Toya Quamina	TBC

FRIDAY 18 JANUARY 2019

9.30 – 11am	How to be Masterly	TBC
11 – 1pm	Brand Me: Purpose, Motivation and Commitment for MA/MScMM Anna Zacharewicz	TBC
2 - 3pm	Introduction to the CIM and Membership Phil Preston, Volunteer Partnerships Manager. The CIM	TBC
3 – 4pm	Preparing for Career Development and Characteristics of a marketing Manager Donna Mai + Gabriel Cabral, Head of Marketing at OHMME	TBC
4 – 5pm	Sharing Our Experience Current students and Donna Mai	TBC
5 – 5.30pm	Q&A and Summary Current Students and Donna Mai	TBC
6.30 – 9.30pm	MA/MSc Marketing Management Social Networking Event	Shakeshuka 134 Marylebone Rd, Marylebone, London NW1 5PH

SATURDAY 19 JANUARY 2019

10 – 12pm	Preparing Financial Statements	TBC
12.45 – 2.45pm	Understanding Financial Markets	TBC

THURSDAY 22 JANUARY 2019

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

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

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