Get ready for BA(Hons) Business Management and Marketing

Welcome to UWE! I am really pleased that you will be joining the programme and look forward to welcoming you to the start of your studies.

I will be here to help you as you move through the levels of study, and to celebrate with you as you graduate and prepare for the working world or further study.

The information below will provide you with some useful tips on how to approach your studies here at UWE, suggestions for getting a good start on your modules in the first semester, and ways in which you will be supported academically over the next three or four years.

Adele Fox
Programme Leader

Before you start

We are looking forward to welcoming you in the week commencing 14 September for Starting Block and the beginning of your programme.

Starting Block will help you settle into university and to help you get to know your teaching team and course mates. We will help you find your way around, get used to our systems, and practice the skills you need to make a strong start. Look out for further emails and explore the Starting Block website with more details.

Your timetable will be available to you via MYUWE (login required) once you have started the enrolment process. Please visit the 'Understanding your teaching timetable' website to find out when your timetable will be published.

Preparing and arrival

You can find everything you need to know about enrolment, Starting Block and the start of teaching, on our Preparing and Arrival webpage. Take a look at our website to familiarise yourself with our facilities and services such as the library, study skills, academic support, health and wellbeing support and much more.

Enrolment

Once you have satisfied all admissions requirements, we'll send you your login details for our IT systems to enable you to activate your university email account. Once your account has been activated, you'll gain access to the MYUWE platform where you can register. Note

that your login details for MYUWE are different to those used for the UWE Welcome website. Enrolment for September programmes will only be open from August onwards. You can find guidance and further information on our Enrolment website.

ID card - upload your photo now

We can only print your ID card if you have added your photo to MYUWE. To avoid delays, upload your photo as soon as you receive login details. For help, go to our student card guidance.

Engage with your programme

Start your learning

Have a go at these activities to start preparing for your programme and induction:

- For a degree like Business Management and Marketing it is really important to stay informed about what is going on in the world. It's a good idea to keep up to date with current events in Business by reading one of the broadsheet newspapers (e.g. The Guardian, The Independent,The Financial Times and The Wall Street Journal, etc.) There are a number of excellent Marketing trade magazines and websites that provide insights on current affairs, campaigns and events in business and marketing. These include: Marketing Week; Campaign; and AdAge.

Read around your subject

A key skill which is required to achieve a high level of success within your chosen programme is the ability to think critically about key issues and practices. To help you to enhance these skills and be ready to engage with your studies, you should start to read and research around your subject before you arrive. Explore the Library web pages to see the wide range of resources available to you once you become a UWE Bristol student.

For most of your modules you will be expected to purchase what is known as a 'core' textbook that underpins module content. Your Module Leader will give you details of core texts at the beginning of each module, and you will find details, together with a full reading list, in your module handbook and on Blackboard module pages. You might want to start with:

- Fundamentals of Marketing - Baines, Paul; Whitehouse, Sophie; Antonetti, Paolo; Rosengren, Sara 2021

- Principles of Marketing by Philip Kotler; Gary Armstrong; Lloyd C. Harris; Hongwei He 2020

- Go to https://www.ted.com/ and search for talks on Marketing...there's some interesting and thought-provoking presentations!

Make your module choices

As a second year, third year or Masters student you will have an opportunity to choose or change your optional module choices in the first few weeks of term. Please note that there are no optional modules for first year students. On specific programmes the university will preselect optional modules for you, but you will have an opportunity to change them at the start of the term. For further information about who is eligible and how to change module choices, please visit the 'How to choose your modules' website.

Be prepared

Access support

Check the information on our Disability web pages so you know what you need to do. If you need any urgent additional mobility or other support to fully access all activities during your studies, contact me as your programme leader.

Get equipped

The University has computers on all our campuses for you to use in your studies. These provide access to our core digital learning tools and any specialist software required for your course. You may have scheduled sessions in computer labs or other specialist facilities, and you will be able to use open-access PCs for self-study.

UWE Bristol licenses many specialist software packages for use on personal laptops for the duration of your course. If you're struggling to meet the financial demands of your course, please contact the Student Money Service for advice and guidance.

See the UWE webpage for detailed information on choosing your IT equipment including recommended specifications.

For this programme we recommend the **Core Specification**.

International students

The Global Student Support Team offer information and advice to ensure you receive all the support you need to get the best from your time at UWE Bristol. They are here to help you to settle in when you first arrive at UWE Bristol and organise social events to help you to adapt to your new environment.

Next steps

Before you arrive, you will receive an online workbook to introduce you to the School and help you to prepare for university life. You can go through the workbook then, and it will be revisited during your induction activities.

Who to contact if you have questions

For any questions about the programme, please contact me: **Adele Fox** via email at adele.fox@uwe.ac.uk.

Please note: this information has been provided on the assumption that you will meet the conditions of your offer and be eligible to take up your place.

Entry: September 2026 Last updated: Spring 2026