

# Get ready for BA(Hons) Marketing

I hope that you're enjoying your summer and you're looking forward to starting with us here at UWE Bristol. As your Programme Leader, I warmly welcome you onto [BA\(Hons\) Marketing](#).

I've provided some information below that will help you to prepare for starting with us.

I look forward to both meeting and getting to know you over the next three or four years.

**Sarah Openshaw**  
Programme Leader

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## Before you start

We're looking forward to welcoming you in the week commencing 15 September for Starting Block and the beginning of your programme.

Starting Block will help you settle into university and get to know your teaching team and course mates. We'll 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](#) for more details.

Your [timetable](#) will be available to you via MYUWE (login required) once you've started the registration process. Please visit the website to find out when your timetable will be published.

## Preparing and arrival

You can find everything you need to know about registration, 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.

## Registration

Once you've 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 [platform where you can register](#). [Note that your login details for MYUWE](#) are different to those used for the UWE Welcome website. Registration for September programmes will only be open from August onwards. You can find guidance and further information on our [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:

- If you have not already done so, create your LinkedIn profile and connect with me on the platform. It will be integral to your time at UWE, connecting with your classmates, and then in your career going forward.
- There are also some excellent TED Talks you might find inspiring – you can take a look at these here: [The best 8 TED Talks for Marketers](#)
- The [Chartered Institute of Marketing's Content Hub](#) also has a range of different content including blogs, podcasts, and webinars covering a vast array of marketing topics.

### **Read around your subject**

To succeed within your chosen programme, you'll need to think critically about key issues and practices. Here are some resources to help you to understand the scope of your programme.

When you get to university, there will be recommended textbooks which will cover the syllabus. If you want to have a look at one of those before you start in September, once you've registered, you'll be able to access this book online via the Library webpages:

- Baines, P., Whitehouse, S., Rosengren, S. and Antonetti, P. (2021) *Fundamentals of Marketing*. 2nd ed. Oxford: Oxford University Press.

This is one of your 1st Year core texts so will provide you with a solid foundation in the subject.

It's also a good idea to keep up to date with current events in business by reading one of the broadsheet newspapers such as the [Financial Times](#). There are many excellent marketing trade magazines such as [Marketing Week](#) and podcasts such as [The Digital Marketing Podcast](#) which will give you insights into trends, as well as current campaigns and techniques in marketing. Many of these sites have profiles on social media platforms such as X so it is worth following them.

### **Choose your modules**

As a 3rd Year student, you'll 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 1st and 2nd Year students – the programme has been designed this way to give you the fundamental knowledge and skills you need by to secure an industry placement after completing your 2nd Year, if that's what you choose to do. For further information about who is eligible and how to change module choices, please visit the 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 during 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 team 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're 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'll receive an online workbook to introduce you to Bristol Business 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: **Sarah Openshaw** via email at [Sarah.Openshaw@uwe.ac.uk](mailto:Sarah.Openshaw@uwe.ac.uk)

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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: Autumn 2025

Last updated: Spring 2025