Get ready for MSc Marketing and Marketing Communications

I hope that you are looking forward to starting at UWE Bristol. As your Programme Leader, I warmly welcome you onto the MSc Marketing and Marketing Communications programme.

I have provided some information below that will help you to prepare for starting with us in September.

I look forward to meeting you soon.

Dr Lucy Woodliffe
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 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

Please click on the following links, to access some pre-course exercises. These will help you to understand the approach we take to Masters level courses, and the type of thinking that we expect Masters students to develop. Please access to the following activities (you will have to log into Blackboard to do this, so make sure you have completed your enrolment):

a. **Slideshow**: *Introduction to Intellectual skills*: Please open this slideshow and view it as a slideshow so that you can hear the commentary. The commentary is delivered by Dr Ed Little, former programme leader for MSc Marketing and currently Associate Director (Academic Enhancement) for Postgraduate Business and Management Programmes.
b. **Reading exercise**: Please read this article and answer the questions posed here
c. **Feedback**: This feedback document gives some thoughts on the article and the conclusions that you may have reached about it. Please complete the reading exercise above before reading this feedback document.

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.

When you get to university, there will be recommended text books which will cover the syllabus. In the meantime, if you fancy some light reading to inspire you ahead of the first semester, have a look at the following resources:

- **Winner of the 2025 HBR Prize**, awarded to the single most outstanding Harvard Business Review article of the year (available in the UWE online library): Anand B. and Wu A. (2025) The GEN AI Playbook for Organisations *Harvard Business Review* 2025 (Nov/Dec) pp. 119-129;
- **What is your unique personal blueprint, and how can understanding this help you excel in business, and life?** Find out your Human Design energy type here, and read this book: Palmer, J. (2023) *Human Design for Business* Morgan James Publishing;
- **In an age of AI, this book is more important than ever:** Handley A. (2022) *Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content*. Wiley.
- **Can advertising cultivate individual, institutional, and societal well-being?** This article, written for the 50th anniversary of the Journal of Advertising, argues how it can: Gurrieri, L., Tuncay Zayer, L., & Coleman, C. A. (2022). Transformative Advertising Research: Reimagining the Future of Advertising. *Journal of Advertising.* 51(5), pp. 539–556.

Key dates

Please keep a note of the term dates for the academic year. You are required to be available during ***all*** exam and resit periods.

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 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 course, please contact the Programme leader: **Dr Lucy Woodliffe** via email at lucy.woodliffe@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: September 2026 Last updated: Spring 2026