Get ready for BA(Hons) Marketing (with Foundation Year)

I hope that you are enjoying your summer holiday and are looking forward to joining us here at UWE Bristol on our highly successful Foundation Year within the College of Business and Law. It gives me great pleasure to welcome you, to introduce myself as Programme Leader for the Foundation Year and to provide additional information to help you prepare to start your university career. We've witnessed Foundation Year students become confident members of a supportive community and develop the skills and knowledge they need to succeed in their upcoming years of study, and we're excited to see you do the same.

I have provided some information below that will help you to prepare for starting with us. The team is looking forward to meeting you and working closely with you during the year to give you the best possible chance of future success.

Adrian Rivers
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 get to know your teaching team and course mates. We will help you find your way around, get used to our systems, and practise the skills you need to make a strong start. We can also help you to sort out any issues you may have that could hamper your start to the year. 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.

More about the Foundation year

The Foundation Year provides a strong platform upon which to build your degree studies and introduces many of the key areas of interest to undergraduate students in Business and Law, no matter which programme of study you are following.

It also provides the flexibility to develop and explore areas of interest and the opportunity to switch to one of the other Business or Law subjects if you decide that is more suitable for you. Most Foundation students stay with their initial choice, but this

year about 10% of Foundation Year students have taken the opportunity to switch to another degree within the College of Business and Law.

We have a diverse set of students on the Foundation Year and you will have the opportunity to interact with them, providing a rich and varied environment with a variety of influences that benefits us all.

Students who have completed and passed the Foundation Year say that they have enjoyed the year and that they are going forward to Level 4 with increased confidence and optimism.

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
Think about some social or political issues which could impact upon yourself or society in general. This will help you to be ready to take part in debates and discussions in class.

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.

Read newspaper articles and visit reputable news sites, looking into topics which relate to your chosen degree. This will help to put your studies in context.

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.

Who to contact if you have questions

For any questions about the programme, please contact me: **Adrian Rivers** via email at adrian.rivers@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