

Royal Docks Business School

Marketing Programmes



UEL
University of
East London

uel.ac.uk/rdb



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Welcome

Welcome to the University of East London's Royal Docks Business School (RDBS) – a leader in global business education.

At RDBS we pride ourselves on providing an environment in which you can think beyond the boundaries of traditional disciplines, embrace a diverse and innovative learning approach and benefit from programmes that match academic excellence with industry experience.

We are known locally and internationally for our research and excellence in entrepreneurship, finance, and diversity and we support a number of leading research centres in these areas. The school is also recognised for its cutting-edge programmes in finance, sports, hospitality and management.

When it comes to transforming the student experience, we are consistently ranked as a leading business school in London. As an RDBS student you have the opportunity to study abroad and undertake an internship and we make sure that throughout your time with us, you receive the support and experience you will need to make your mark in an ever-evolving world economy.

I hope you enjoy learning more about our marketing programmes and look forward to welcoming you to the RDBS community.



Dr Nora Ann Colton

Dean of the Royal Docks Business School



Why choose us?

UEL is one of the UK's fastest-growing universities and plays an integral role in local, regional and international development. We empower individuals, communities and businesses through diversity, partnership and excellence in teaching and research.

At the Royal Docks Business School we provide a vibrant, international learning environment within our purpose-built site in the heart of London's historic Royal Docks. UEL boasts a bespoke, modern Docklands campus – the first new university campus to be built in London in over 50 years – which was opened in 2000.

RDBS has created and continues to foster a thriving research environment which naturally feeds into the rigour of our academic programmes. Some of our current research activities include work with twelve international partners on issues surrounding sustainability, work with a host of universities in Europe to develop and disseminate knowledge around transnational entrepreneurship, and collaborations with universities in Thailand to promote entrepreneurship education through the Prime Minister's Initiative (PMI).



As a UEL student you will be studying in a major business capital and one of the most cosmopolitan cities in the world. And, as one of 400,000 students, 100,000 of whom come to the UK capital from overseas, you will be part of a diverse student body and a cultural melting pot that's hard to rival.

You will also be joining us at an exciting time of huge geographical transformation. Our location on the doorstep of the entrepreneurial and creative hub that is east London, and within just a few miles of the 2012 London Olympics site, means you will be living and learning within the very heart of the action, able to take advantage of all the latest that east London has to offer, and the socio-cultural dynamism of the wider capital.



Why study marketing with us?

What is marketing?

Marketing is much more than just selling products or services. In today's digitally monopolised world, communication is rapid and it's digital marketing, relationship marketing and SME marketing that are fast becoming the growth sectors. Marketing is now as much about technology and the speed with which a product can make it to market as it is about creating value and customer benefit.

So, if you are interested in how products are launched within a digital age, how relationships between brands and consumers are built, or how businesses design and communicate a message, then a programme in the marketing field could be perfect for you.

Marketing at Royal Docks Business School

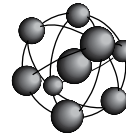
At UEL's Royal Docks Business School, you will be joining a thriving academic environment. You will be learning from an expert team of dedicated lecturers, and active researchers within the marketing research group, who have on-the-ground experience within this diverse discipline and can ensure you are equipped with the right mix of academic theory and field-based learning.

And, as well as learning from world-class academics, you will have access to the ongoing support of personal tutors and a wealth of academic support services so you have help on hand as you study.

We're also proud to be working with some of the leading professional bodies in the business field which means, wherever we can, we build Chartered Institute of Marketing (CIM) professional accreditation into our programmes so that you have already started on the road to a professional qualification by the time you graduate. And, because accreditation means many of our marketing programmes are mapped against strict industry criteria, you will be ready to face the world of work.

We are currently applying for Market Research Society (MRS) accreditation of our Master's programmes. This means that as a postgraduate student, if you successfully complete your programme with three years' relevant research experience, you will automatically meet the qualification requirement for full MRS membership.

Additionally, all our undergraduate marketing programmes give you the opportunity to study abroad and experience your programme from an international perspective – essential if you are looking to work within a global economy.



EFMD

The Royal Docks Business School is a member of the European Foundation for Management Development and the Association to Advance Collegiate Schools of Business (AACSB). To find out more about our memberships and professional body partners visit:
uel.ac.uk/rdbspartners

Getting your career on track

At UEL's Royal Docks Business School our programmes are designed to get your professional career on track. We specialise in delivering degrees that match academic excellence with industry experience so that you really do benefit from the best of both worlds. Many of our programmes include on-site field-based experience as well as opportunities to work on placement within industry giving you an insight into how you can apply your learning in the real world.

We also host a series of guest speaker programmes where you can learn first-hand from the industry's elite and have a range of services to support you. Our dedicated Employability Centre is your one-stop-shop for planning your career from scratch while The Petchey Centre for Entrepreneurship offers advice and support to students starting their own business.





Getting your career on track

So, whether you want to work at the top of one of the world's largest firms, start your own enterprise or simply get into a competitive field such as advertising, we can help you achieve your ambitions. Here's a round-up of the services our Employability Centre offers:

- **Internships**
Every year we help all RDBS students find post-programme internships.
- **One-to-one careers sessions**
Our in-house careers team can help you find the role that's right for you and offer advice on applications and assessments.
- **Employability workshops**
These customised workshops focus on planning your job search, improving your CV, maximising your employability and marketing your skills.
- **Employer networking events**
Designed to connect you with prospective employers, these events help you find out about future opportunities first.
- **Getting Down to Business Week**
RDBS runs this event every year, giving you an invaluable insight into a range of employment sectors and what recruiters are looking for.
- **Interview skills sessions**
These simulated sessions provide feedback from employers and the Employability Team in developing strong interview skills.
- **RDBS Leadership Award**
Designed to enhance your career opportunities with potential employers, the Leadership Award is given to students who engage in events and activities beyond their programme of study. To qualify, you must create a portfolio showcasing your personal development and achievement.

- **RDBS Elite Programme**

This recently launched programme gives you the chance to develop your networking skills, build upon your CV, meet the School's key stakeholders and attend high-profile events such as conferences with UEL staff.

- **Business Mentoring**

Matching UEL students with professional, corporate and business mentors, this programme gives you support, guidance and help towards your career. The Employability Centre works in partnership with a number of organisations to give you mentors who can offer an invaluable insight into the world of work over a minimum of four months.

- **Ongoing graduate support**

You can continue to benefit from the Employability Centre after you graduate.



The benefits of studying marketing

- benefit from professionally accredited programmes tailored towards industry
- learn from a dedicated team of lecturers and the industry elite
- fast-track your professional career with our dedicated Employability Centre
- add an international dimension to your undergraduate degree with our Study Abroad and Go Global programmes
- apply your knowledge in practice through on-site industry field trips
- take part in a work-based module and earn credits towards your degree
- engage in a learning programme that's truly transformational, giving you the knowledge and opportunities to succeed in a global industry
- experiential / work-based learning in the form of one-hour interactive workshops with every module.







The programmes we offer

Our programmes are designed to maximise your employability and blend the knowledge base you would expect from leading academics with real world practice from professionals working within the field. Within the marketing field we offer:

MSc Brand Management

MSc International Marketing Management

BA (Hons) Marketing

BA (Hons) Entrepreneurship



BA (Hons) Marketing

Designed for those interested in starting their own business or already pursuing or considering a marketing career, the programme gives you a conceptual and practical knowledge of the field and develops the qualitative and quantitative analytical skills you will need within any marketing management role. You will gain a specialist, rigorous and holistic grounding in marketing theory and practice and explore marketing management from a socio-cultural and managerial perspective. You will also apply your knowledge through a series of on-site industry field trips and study marketing from the perspective of both production and consumption. Modules include Marketing Principles and Practice, Globalisation, and Career Management in Business.

*This programme is currently applying for full accreditation by the Chartered Institute of Marketing (CIM).

Find out more at: uel.ac.uk/bamarketing



MSc International Marketing Management

Aimed at those looking to develop their knowledge and skills within a marketing management role, the programme blends current academic knowledge from marketing and consumer research with practical examples of the global marketplace. You will gain an understanding and appreciation of major markets and discover what determines global trends.



You will also gain experience in conducting market assessments and analysing data and learn how to apply marketing theories, tools and techniques. Modules include International Marketing Strategy, Critical Perspectives in Contemporary Marketing, and Buyer Behaviour and International Marketing Research.

Find out more at: uel.ac.uk/internationalmarketing



Dual Award Accredited



MSc Brand Management

This specialist Master's programme is designed for graduate students who want to prepare for a career in brand management or for those working full-time who want to develop their knowledge and skills in this area.

It offers a contemporary theoretical perspective that blends socio-cultural and managerial understandings of brands and considers implications for practitioners, consumers, marketing organisations and wider society. The content of the programme blends managerial and socio-cultural understandings of brands with a strong emphasis upon the practical application of theory. You will be introduced to module content that is unique to this programme and fosters strategic thinking about brands and the ways in which their meanings are communicated and consumed in the global marketplace. Modules include Strategic Global Marketing, Brand Consumer Research, and Brand Valuation and Financial Reporting.

Find out more at: uel.ac.uk/brandmanagement



Dual Award Accredited



*These programmes are fully accredited by the Chartered Institute of Marketing (CIM), the world's largest professional marketing body. This is the highest level of accreditation that CIM currently offers academic institutions in the UK. This means that by successfully completing all UEL modules you will be entitled to undertake two additional CIM practice modules in marketing and project management to receive a CIM Professional Diploma in Marketing. This accreditation gives you an additional benefit and enhances your employability prospects.

Find out more at: www.cim.co.uk



BA (Hons) Entrepreneurship

This programme has been designed to provide a comprehensive enterprise-based experience so you can develop your skills for employment and build your enterprise knowledge. You will be introduced to activities built around sales training and development, market identification and effective business start-up and management, and learn how to work with client based assignment protocols and develop new relationships with clients, potential employers or joint venture partners. You will also develop your knowledge of a range of areas from recognising the role of research in developing ideas and solutions to creating a coherent and effective business plan and structuring a business pitch. Modules include Marketing: Principles and Practices, Understanding Consumers, and Entrepreneurship and Enterprise in Action.

Find out more at: uel.ac.uk/baentrepreneurship





Our services and facilities

UEL's Student Village houses nearly 1,200 students who study at both our Docklands and Stratford campuses. Situated on the Royal Albert Dock, our studio and shared flats boast superb views over the towering skyline of Canary Wharf, the O2 Arena and London City Airport. A whole host of social spaces are within easy reach including a range of cafés and restaurants, offering menus for every taste, UEL's own Underground bar, and Aqua East, a student space featuring pool tables and private study areas.

As a UEL student you will also be just moments away from our £21million SportsDock, a modern specialised sports facility housing Team USA during the 2012 Olympic and Paralympic Games. Featuring a futuristic fitness centre, strength and conditioning room, two outdoor, 3G, five-a-side football pitches, two indoor arenas and a dance and aerobics studio, SportsDock caters towards every kind of sporting activity from archery to Zumba.





As a postgraduate RDBS student you have exclusive use of our our new Molex suite, a modern teaching space for our Master's programmes. Funded by the Molex Corporation, the suite includes teaching facilities, informal and team-working areas, a Thompson Reuters training centre and a dedicated social space. Our 24-hour on-site library also offers a thriving learning centre and boasts a modern, airy learning environment open to all RDBS students.

In addition, UEL is home to the Knowledge Dock Business Centre (KDBC), part of the university's enterprise development service. Connecting students, entrepreneurs, SMEs and organisations to the expertise and resources available at the university, it is London's only European Business Network (EBN)-accredited Business Innovation Centre. The centre offers on-site access to expert facilities and support and is the perfect place to develop enterprise opportunities and connect businesses.

An international learning landscape

With over 120 nationalities currently represented within our learning community, UEL is one of the most diverse universities in the world.

The 2011 International Student Barometer voted RDBS best in the UK for:

Language Support
Visa Advice
Accommodation Quality
Internet Access
Eco-friendly Attitude

This multitude of student experience is the bedrock that shapes and enriches class discussion, giving you an authentic international dimension to your chosen programme of study without even leaving the campus. It also gives you access to an invaluable global contacts network and we encourage all students to nurture and develop the working relationships they build with fellow students during their programme.

Our global exchange programmes

Every undergraduate RDBS student has the opportunity to study abroad and global partnerships are a major part of UEL's global reach strategy.

If you are an international student, our Study Abroad programme gives you the opportunity to study with us for a semester or an academic year, and take the credits you earn back to your home institution. As a UEL student you can also study a semester in a range of international locations.



As an undergraduate RDBS student you can also take part in a student exchange programme where you will study part of your degree at UEL and part with one of our partners. The credits you gain are then put towards your final degree classification. Our partners include:

Manhattan Institute of Management (USA)

American University of Washington (USA)

University of Electronic Science and
Technology of China (UESTC)

Shanghai Institute of Foreign Trade (China)

Higher School of Economics (Russia)

Fraser Valley University (Canada)

Columbia College Chicago (USA)

Duquesne University (USA)

Sacred Heart University (USA)

The American University of Cairo (Egypt)

Hanyang University (South Korea)

James Cook University (Australia)





We also offer franchised programmes, articulation agreements and top-up programmes in a range of disciplines. Franchised programmes are UEL programmes run through our partners throughout South East Asia and Europe, so you study your chosen programme in your home country. Articulation agreements and top-up programmes are also available so that, as an international student, you can transfer to UEL from an overseas partner institution to complete your studies. Here's a brief overview of some more of our global programmes and partnerships:

Going Global programme

The Going Global programme is for students who, for whatever reason, may be unable to travel overseas for a whole semester or year on an exchange or study abroad placement.

The scheme enables you to apply for part-funding to undertake short overseas travel as part of your course - ideal if you want to integrate an international dimension to your degree.

Global Scholars Scheme

The Global Scholars Scheme offers RDBS students the opportunity to be part of an exciting civic and enterprise programme aimed at developing global society.

The scheme gives you cross-cultural experiences so you can develop enterprising projects that are sustainable and make a genuine difference to the lives of others in different parts of the world. Recent projects have taken place in Asia and Africa.



International Partnerships

UEL has a long history of working collaboratively with partners across the globe, creating additional opportunities for students, staff and institutions. By working with each other we are able to offer top-up programmes, summer schools, study abroad and exchange programmes and much more. Our current partners include the following institutions:

Malaysia

Legenda Education Group
HELP Academy
WIM College
Stamford College
Olympia College
UITM

Hong Kong

Compass College

Singapore

Stamford Raffles College
Informatics Academy

Europe

Rheinische Fachhochschule – Germany
AKMI Metropolitan College – Greece
SKEMA Business School – France
LEDRA College – Cyprus

UK

International Correspondence School Ltd
Barking & Dagenham College

Vietnam

International School Vietnam National University (ISVNU)

Find out more: uel.ac.uk/internationalpartners









How to apply

If you would like to apply for any of our undergraduate or postgraduate programmes you can do so via our website. Visit uel.ac.uk/apply to get started.

To find out more about the Royal Docks Business School and its full range of courses, visit uel.ac.uk/rdbs

Contact us

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