

# APPLICANT VISIT DAY SCHEDULE

**Salford Business School**  
**BSc (Hons) International Business**  
**Saturday 24 February 2018, 10.30am – 12.30pm**

**Foundation Year students are welcome to attend.**

- 10:30am – 10:55am **Meet our students**  
Current students talk about their experiences of studying at Salford Business School.
- 10:55am – 11:25am **Why study International Business at Salford?**  
Hear Programme Leader, Simon Ireland, explain what sets us apart and discuss the benefits of studying an International Business degree at the University of Salford.
- 11:25am – 11:40am **Break**  
Refreshments available
- 11:40am – 12:30pm A choice of two taster lectures.  
*Either:*  
**Taster Lecture: Cases in Business Procurement**  
This interactive presentation by Senior Lecturer in Operations Management, Dr Jonathan Owens, will review some different procurement routes that may facilitate smoother operations and costing.  
*Or:*  
**Taster Lecture: Marketing Solutions for Beginners. The 4 Ps Explained.**  
This interactive presentation by Lecturer in Marketing, Dr Neil Robinson, will review how the four Ps can be used to gain customers and beat the competition.

**Work experience year** - real-world experience is an important part of our curriculum; that is why all our students have the opportunity to have a work placement for a year.



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