

APPLICANT VISIT DAY SCHEDULE

Salford Business School
BSc (Hons) Marketing
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 Marketing at Salford? Hear Programme Leader, Dr Neil Robinson, explain what sets us apart and discuss the benefits of studying a Marketing degree at the University of Salford.
11:25am – 11:40am	Break Refreshments available
11:40am – 12:30pm	A choice of two taster lectures. <i>Either:</i> Taster Lecture: Marketing Solutions for Beginners. The 4 Ps Explained. This interactive presentation by the BSc (Hons) Marketing Programme Leader, Dr Neil Robinson, will review how the four Ps can be used to gain customers and beat the competition. <i>Or:</i> 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.

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.



University of
Salford
MANCHESTER