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| BA Public Relations and Advertising  ORIENTATION TIMETABLE | |
| **COURSE LEADER – JOHN BRISSENDEN/HEAD OF SCHOOL – MICHAELA O’BRIEN** | |
| Congratulations on being accepted onto the BA Public Relations and Advertising. My colleagues and I look forward to working with you over the next few years and we will endeavour to ensure that your time with us will be creative, exciting and fulfilling.    On the attached pages you will find details of your time with us at the start of the year. During Orientation week we will go through the course programme with you in detail. We have arranged a number of activities to help you settle in and prepare for your time with us. This will include familiarising you with workspaces, who you will be working with, the campus and its community before you start the formal, scheduled learning weeks.    We have also included a short list of resources that will help you to get a good start in your studies pre-arrival, as well as a note on equipment and materials. If you are extra keen, don’t worry, there will be plenty more later!    If you have any queries, please do not hesitate to contact me at the email address below.    You can follow me on Twitter @brssndnUoW and follow the course @PRAdvUoW.    Best wishes and welcome to University life. We look forward to seeing you in September.    Kind regards      John Brissenden  Course Leader  BA Public Relations and Advertising  [j.brissenden@westminster.ac.uk](mailto:j.brissenden@westminster.ac.uk) | |
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| |  |  |  | | --- | --- | --- | | **Monday 16 September 2019** | | | | **Time** | **Event** | **Location** | | **09:30-13:00** | **Level 4 Course Welcome** | **Lecture Theatre 1 Harrow Campus HA1 3TP** |  |  |  |  | | --- | --- | --- | | **Tuesday 17 September 2019** | | | | **Time** | **Event** | **Location** | | **10:00** | **Welcome meeting** | **Auditorium** | | **10:45** | **Enrolment** | **Forum** | | **14:00-15:30** | **Welcome to Life in London for Level 4 students** | **Lecture Theatre 1** |  |  |  |  | | --- | --- | --- | | **Wednesday 18 September 2019** | | | | **Time** | **Event** | **Location** | | **11:00 – 16:00** | **Arrival Fair *(Optional event)*** | **Forum** | | **11:00** | **Field Trip** | **Details TBC** |  |  |  |  | | --- | --- | --- | | **Thursday 19 September 2019** | | | | **Time** | **Event** | **Location** | | **10:00-11:00** | **Level 5 Course Welcome** | **Kodak Theatre** | | **11:00-15:00** | **Small group meetings for Level 4 students with Course Leader and Year Tutor** | **J1.15** |  |  |  |  | | --- | --- | --- | | **DATE**  **Friday 20 September 2019** | | | | **Time** | **Event** | **Location** | | **10:00-11:00** | **Level 6 Course Welcome** | **Kodak Theatre** | | |
| **READING LIST**  Welcome to Westminster!  Getting the most out of your time on this course requires a curiosity about the world, and about how people interact and influence each other.  You will be joining a group of diverse and accomplished students who come from around the world. Each of you will learn so much from one another during your next three years of study.  Being curious means that you follow key news sites, blogs, social media accounts and events and exhibitions. We encourage you to adopt this approach as you begin your studies in public relations and advertising at Westminster.  Below is a sample of some interesting sites to explore before this autumn.  adland – complete coverage of major advertising around the world - <http://adland.tv/commercials>  Adbusters – non-profit organisation dedicated to fighting the mental takeover of an ever-present ad industry - <http://www.adbusters.org>  Ragan’s PR Daily – great roundup about PR and advertising happenings - <https://www.prdaily.com/Main/Home.aspx>  The Ad Contrarian –interesting advertising blog - <http://adcontrarian.blogspot.co.uk>  Spinwatch - investigates the way that the public relations (PR) industry and corporate and government propaganda distort public debate and undermine democracy - <http://www.spinwatch.org/index.php>  Ads of the World – spend a few hours just exploring the archive - <http://adsoftheworld.com>  PRSay – published by the Public Relations Society of America with great tips - <https://prsay.prsa.org>  Advertising Age – complete information about the advertising industry - <http://adage.com>  PR Week - the world's leading PR and comms publication, with sites covering the UK, US and Asia <https://www.prweek.com/uk>  Public Relations & Communications Association – you automatically become a member as a PR and Advertising student at the University of Westminster - <http://www.prca.org.uk>  Chartered Institute of Public Relations - the biggest member organisation for PR practitioners outside of North America - <https://www.cipr.co.uk>  Adweek: <http://www.adweek.com/>    Brand Channel: www.brandchannel.com    Campaign Live: <http://www.campaignlive.co.uk/>    Institute of Practitioners of Advertising: www.ipa.co.uk    Thinkbox: <http://www.thinkbox.tv/?gclid=CKTui9CxrpYCFR8cEAoda14fLw>    Key UK news sites:  The Guardian, The Daily Mail, The Independent, The Times & The Sunday Times, BBC    Other news sites:  The New York Times, CNN, vice.com, The Washington Post    **EQUIPMENT**  You will find your studies much easier if you have a computer (desktop, laptop or a tablet) and a mobile phone. There are computers on campus, and any specialised equipment needed for particular assignments will be made available to you. | |
| ADDITIONAL INFORMATION During this first week with us you will attend a number of sessions that will provide you with the information and resources you will require to begin your studies. It is essential that you attend each of these sessions to ensure you receive all relevant material, such as your student ID card, module selection and timetable, and details of where to access the resources you will need. Please bring something with which you can take notes. | |
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