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| Leeds University  Business School |

**Welcome and Induction Timetable 2023-24**

**Programme Title: Advertising and Marketing**

**Programme Director: Dr Vita Kadile**

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| **Date** | **Time** | **Title** | | **Contact (person running the session)** | **Delivery Method (Zoom/Teams/Collaborate/Face to Face)** |
|  |  | **Week 1** | |  |  |
| **19/9/23** | 10:00 -12:00 | Welcome to your programme | | Vita Kadile | Esther Simpson 1.01 |
| **20/9/23** | 10:00 – 11:00 | Tao Jiang | | School Welcome | Online |
|  | 11:30 – 12:00 | Personal Tutor meetings and what is involved | | Tony Byng | Zoom Meeting |
|  | 13:00 – 15:00 | Meet the Marketing Team | | All teaching staff | Refectory South |
| **21/9/23** | 10:00 – 12:00 | Culture and Cultural Sensitivity | | Caterina Presi | Zoom Meeting |
|  | 13:00 – 15:00 | International Orientation | | International Office | Conference Auditorium 1 |
| **22/9/23** | 10:00 – 12:00 | Principles of Marketing | | PGR tbc | Zoom Meeting |
|  |  | **Week 2** | |  |  |
| **25/9/23** | 10:00 – 11:00 | Discovering Academic Information | | Library staff – Amy Allhouse Hsu | Zoom Meeting |
| **26/9/23** | 10:00 – 11:30 | Learning at Leeds | | Tony Byng | Zoom Meeting |
|  | 15:00 – 17:00 | Stepping up to Masters | | Vita Kadile | Esther Simpson 1.01 |
| **27/9/23** | 11:00 – 17:00 | Treasure Hunt | | TBC |  |
| **28/9/23** | 10:00 – 11:00 | Basic Academic Skills | | Vita Kadile and Aulona Ulqinaku | Zoom Meeting |
|  | 13:00 – 14:00 | Good Academic Practice | | Dion Ang | Zoom Meeting |
| **29/9/23** | 10:00 – 12:00 | Principles of Marketing II | | PGR tbc | Zoom Meeting |
|  | 12:00-13:00 | Team and Me – Welcome Competition Launch  (optional) | | Chris Hoy and Tao Jiang | Conference Auditorium 2 |
|  | 13:00 – 17:00 | Meetings with Personal Tutors | Tony Byng (all PTs involved) | | Maurice Keyworth 1.03, 1.04, 1.05, 1.06, 1.31 & 1.09 |

**Additional resources (also available on Minerva):**

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| Principles of Business | <https://www.linkedin.com/learning/understanding-business/the-foundation-of-a-career-in-business?u=57895809> |
| Principles of Basic Stats | <https://www.linkedin.com/learning/statistics-foundations-the-basics/introduction-to-data-and-charts?u=57895809> |