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| Leeds University Business School |

**Welcome and Induction Timetable 2023-24**

**Programme Title: Consumer Analytics and Marketing Strategy**

**Programme Director: Aulona Ulqinaku**

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| **Date** | **Time**  | **Title** | **Contact (person running the session)** | **Delivery Method (Zoom/Teams/Collaborate/Face to Face)** |
|  |  | **Week 1** |  |  |
| **18/9/23** | 10:00-12:00 | Welcome to your programme | Aulona Ulqinaku | Maurice Keyworth G.02 |
| **20/9/23** | 10:00-11:00 | Tao Jiang | School Welcome | Online |
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|  | 11:30-12:00 | Personal Tutor meetings and what is involved | Tony Byng | Zoom |
|  | 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 |
|  | 13:00-15:00 | International Orientation | International Office | Conference Auditorium 1 |
| **22/9/23** | 10:00-12:00 | Principles of Marketing | PGR tbc | Zoom |
| Description of session: |
|  |  | **Week 2** |  |  |
| **25/9/23** | 10:00-11:00 | Discovering Academic Information | Library staff – Amy Allhouse | Zoom |
|  | 13:00-15:00 | Stepping up to Masters | Aulona Ulqinaku | Maurice Keyworth G.02 |
| **26/9/23** | 10:00-11:30 | Learning at Leeds | Tony Byng | Zoom |
|  | 15:00-16:00 | SES Q&A (optional) | SES Staff | Online |
| **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 |
|  | 13:00-14:00 | Good Academic Practice | Dion Ang | Zoom |
| **29/9/23** | 10:00-12:00 | Principles of Marketing II | PGR tbc | Zoom |
|  | 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 |