



BUCKINGHAMSHIRE
NEW UNIVERSITY

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COURSE WELCOME PACK



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Welcome to Buckinghamshire New University!

We are looking forward to you joining **BA (Hons) Digital Marketing with Foundation Year** at our **Nottingham Campus**.

In case you need a reminder or have missed anything, here are links to important information you will need before you join us:

[Enrolment](#)

[Digital and Technical Services](#)

[Disability and Inclusion Service](#)

[Bucks Students' Union](#)

[Our new student checklist can be found here.](#)

Looking for something in particular? Here are quick links to areas of this document:

[Your Induction](#)

[About Your Course](#)

[Your Course Leader](#)

[Pre-Joining Work](#)

[Student ID Photo](#)

YOUR INDUCTION AT BNU

Your Welcome and Induction activity will take place on **Saturday 11th April** at our **Nottingham Campus, 292 Haydn Road, Nottingham, NG5 1EB**. Please arrive by **10am** and make your way through the rear entrance to main reception, where you will be met and shown to your room. Your day will end by 4.30pm.

As part of your induction day you will complete your face-to-face enrolment, so please ensure that you have completed [online enrolment](#) before this date and that you bring all the paperwork that is required with you on the day.

Further information will be on the [Welcome Page](#) on our website so please check that regularly.

ABOUT YOUR COURSE

Get ready to dive into the thrilling world of digital marketing with our BA (Hons) Digital Marketing with Foundation Year at Buckinghamshire New University, Nottingham Campus, accredited by the Chartered Institute of Marketing (CIM)!

Starting with the Foundation Year, you'll build key academic skills and confidence before exploring dynamic modules like Business in Practice, Strategic Marketing, Branding and Advertising, Content Marketing, and Digital and E-commerce Strategy. You'll tackle real client briefs, master video production, and you'll have the opportunity to earn certifications from HubSpot and Google, all while developing creativity and problem-solving skills.

You'll graduate workplace-ready, with exciting trips to industry leaders and a tailored path to launch your marketing career!



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YOUR COURSE LEADER

Your course leader is Safak Sahin who can be contacted via safak.sahin@bnu.ac.uk.

YOUR PRE-JOINING WORK

In preparation for joining BNU think about your goals and objectives: Why have you decided to undertake this programme? What do you hope to learn? Do you have any career ambitions for life after university? Do you have any questions for your Course Leader?

Keep abreast of marketing news. What is happening in the marketing environment right now and what might be the implications? Try Marketing Week, The Drum, PR Week, Harvard Business Review, BBC Business news, Forbes and McKinsey. Many of these allow you to sign up for free to receive notifications.

PLEASE SEND US A PHOTO!

You will need to email us a head and shoulders photograph of yourself before you start at BNU. This photo should be in a JPEG format and sent to students@bnu.ac.uk with the subject line "Student ID." Please include the following information in your email:

- Your student ID (if you know it)
- Your full name (include all forenames and surname)
- Your date of birth
- The name of the course you will be starting

If you have any general questions before you start please contact welcome@bnu.ac.uk, or for course specific questions please get in touch with me via safak.sahin@bnu.ac.uk.

We look forward to welcoming you soon!

Safak Sahin

Course Leader, BA (Hons) Digital Marketing with Foundation Year

We will consider any request for accessible formats that may be required. Please send your request to welcome@bnu.ac.uk.



High Wycombe Campus

Queen Alexandra Road
High Wycombe
Buckinghamshire HP11 2JZ

Aylesbury Campus

Walton Street
Aylesbury
Buckinghamshire HP21 7QG

Uxbridge Campus

106 Oxford Road
Uxbridge
Middlesex UB8 1NA

**BNU based at
Pinewood Studios**

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Iver Heath
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SL0 0NH

Nottingham Campus

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