



BUCKINGHAMSHIRE
NEW UNIVERSITY

EST. 1891



COURSE WELCOME PACK



Welcome to Buckinghamshire New University!

We are looking forward to you joining **MSc Digital Marketing Leadership** in April.

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](#)

[Recommended Reading](#)

[Pre-Joining Project](#)

[Student ID Photo](#)

[Accommodation](#)

YOUR INDUCTION AT BNU

Your Welcome and Induction activity will take place on **Thursday 9th April and Friday 10th April at our High Wycombe Campus. You are expected to attend in-person on both days** so that you can complete your enrolment and have all the information you need before your teaching starts.

Please arrive no later than 9.30am on Thursday 9th April and 1.00pm on Friday 10th April. When you arrive make your way to the desk that will be outside the entrance to Gateway building. On Thursday 9th April your day will finish by 5.00pm and on Friday 10th April you will be here until 4.30pm.

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

ABOUT YOUR COURSE

Welcome to the Future of Marketing Leadership!

Whether you're stepping up from undergraduate study or pivoting your career, this one-year, full-time course blends cutting-edge theory with real-world practice.

You'll gain hands-on experience through virtual placements, live briefs, and simulations, while earning industry-recognised certifications from Google and HubSpot. Our curriculum is shaped by leading employers and aligned with professional bodies like the Chartered Institute of Marketing (CIM), giving you a competitive edge.

Expect immersive learning through flipped classrooms, collaborative workshops, and authentic assessments that mirror real leadership challenges. You'll also benefit from expert teaching across business, law, sustainability, and digital technology – all within a supportive, digitally enabled environment.



With strong links to the Thames Valley Chamber of Commerce and a vibrant network of guest speakers and alumni, you'll build valuable connections and graduate career-ready.

YOUR COURSE LEADER

Your course leader is Michael Johnson who can be contacted via michael.johnson2@bnu.ac.uk.

YOUR RECOMMENDED READING

Details of your full reading list will be made available to you when your teaching starts. There is no need to buy books before you join as all your recommended reading will be available through our [library](#). However, if you would like to do some reading before you join us, we recommend the following book to get you thinking about your course:

- Hanlon A. (2024). *Digital Business Strategy, Management & Transformation*. SAGE

YOUR PRE-JOINING PROJECT

Exploring Digital Strategy in Action

Task: Choose a digitally innovative company (e.g. Spotify, ASOS, or a local business). Using just **Chapter I** of *Digital Business Strategy, Management & Transformation* by Hanlon (2024), explore how the company uses digital tools to lead in its market.

Steps:

1. Read Chapter I: Introduction to Digital Business Strategy.
2. Research your chosen company's digital strategy (website, news, reports).
3. Identify 2–3 key digital practices (e.g. customer experience, data use, platforms).
4. Create a short summary (300 words or 3 slides) explaining how these practices support leadership and innovation.

Helpful Resources:

- [Whatfix: Digital Transformation Examples](#)
- [MoldStud: Innovative Digital Strategies](#)
- Company websites, blogs, and annual reports.

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



ACCOMMODATION

Looking for accommodation?

We still have a few limited spaces available in our halls, don't miss out! Spaces are allocated on a first-come, first-served basis and please note that at this time of year, we cannot guarantee accommodation availability.

Need help with private sector housing?

We can guide you through the process and even offer contract checking for your peace of mind.

For any accommodation enquiries, please email us at accommodation@bnu.ac.uk.

FIND YOUR WAY AROUND CAMPUS!

Use **MazeMap**, our campus wayfinding app for High Wycombe, to quickly get to your classroom, the library, workshops, and more. Download the MazeMap mobile app from your app store, then [click this URL](#) to access BNU profile to start navigating.

FOLLOW US!

Before you arrive to start your course at BNU, why not check out our social media feeds to see what we are doing. You can keep up with what is happening on [Instagram](#) and [LinkedIn](#).

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 michael.johnson2@bnu.ac.uk.

We look forward to welcoming you soon!

Michael Johnson
Course Leader, MSc Digital Marketing Leadership

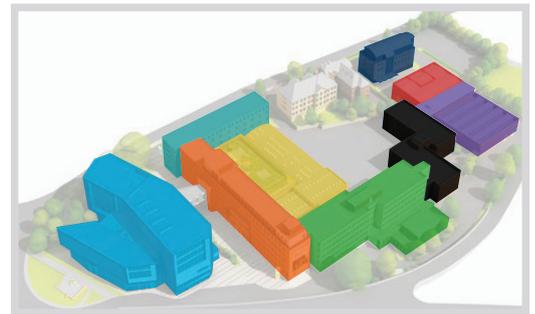
We will consider any request for accessible formats that may be required. Please send your request to welcome@bnu.ac.uk.



High Wycombe Campus



- Gateway Building (e.g. G.1.01)
- East Wing (e.g. E.1.01)
- Dove
- South Wing (e.g. S.1.01)
- North Wing (e.g. N.1.01)
- Timberlake (e.g. T.1.01)
- West Wing (e.g. WW.1.01)
- Red Shed
- Owen Harris (e.g. OH.1.01)



Key locations on campus

Gateway Building (e.g. G.1.01)

- + Security and First Aid Hub
- + School of Business and Law
- + School of Creative and Digital Industries
- + Dance Studio / Drame Studio
- + Events Hall
- + Garden Cafe
- + Gateway Gym
- + Gateway Lecture Theatre

East Wing (e.g. E.1.01)

- + Main Reception Entrance
- + Apprenticeships Hub
- + Dance Studios

Dove

- + School of Engineering and the Built Environment
- + A&E Simulation Centre
- + Atrium / Student Hub
- + Beeches Cafe
- + Radiography Lab
- + Roof Garden
- + Winter Garden

South Wing (e.g. S.1.01)

- + School of Health and Social Care Professions
- + School of Human and Social Sciences
- + Health Hub
- + Running Track
- + Sports Clinic

North Wing (e.g. N.1.01)

- + Students' Union
- + Accommodation Hub
- + Counselling Service
- + Teaching Rooms

Timberlake (e.g. T.1.01)

- + Graphic Design Suites
- + Workshops

West Wing (e.g. WW.1.01)

- + Dance Studios
- + Acting and Theatre
- + Teaching rooms

Red Shed

- + School of Art, Design and Performance
- + Art Studios
- + Textile Studios

Owen Harris (e.g. OH.1.01)

- + Lecture Theatres

In you require further assistance please visit the main reception

bnu.ac.uk



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High Wycombe Campus

Queen Alexandra Road
High Wycombe
Buckinghamshire HP11 2JZ

Aylesbury Campus

Walton Street
Aylesbury
Buckinghamshire HP21 7QG

Uxbridge Campus

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Middlesex UB8 1NA

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