

MA INTERNATIONAL MARKETING COMMUNICATIONS

PRE-ENROLMENT FREQUENTLY ASKED QUESTIONS

How is the course organised?

The course is split into two semesters. The Autumn Semester is spent in London and the Spring Semester in Poitiers. Following completion of the Spring semester you will continue work on your dissertation and/or undertake a work placement.

What will I be learning about?

The course aims to equip participants with a knowledge and understanding of the key theories, practices, skills and techniques required to operate in the international marketing communications environment. However, the course is much more than a training programme. In common with all Masters programmes, you will also learn how to “think critically” and you will be required to appraise situations and opportunities using a wide range of analytical tools.

Where is Poitiers and what is it like?

The ancient city of Poitiers lies in the Poitou-Charentes region of France, about 90 minutes south-west of Paris by high-speed train. The city has an exceptional historical heritage and is a major seat of learning. The cities of London and Poitiers are linked at certain times of the year by a direct low-cost airline service.

How long do I spend at each campus?

Approximately five months.

What are the respective term dates?

The exact dates change each year. Broadly speaking, the London semester lasts from late September to late January, and the Poitiers semester from late January to early June. The London semester covers the Christmas and New Year period when teaching does not take place and students are free to travel (and, of course to work on their dissertation and end of term assessments). However, if you plan to return to a home country outside Europe, we recommend that you confirm in advance that your visa will permit you to re-enter the UK and subsequently gain entry to France.

How do I find accommodation, and when?

Once you have accepted a place on the course you will be issued with details of the various types of accommodation available to London Metropolitan students, together with an accommodation application form. Simply complete the form stating your requirements and return this to us. Please note that, should you elect to secure accommodation other than through the University, no responsibility can be accepted by the University for these arrangements. During your semester in London you will receive information on the accommodation arrangements for your stay in Poitiers.

Please be aware in planning your budget that it is normal for private accommodation in Europe to be let for a standard six-month period. This period is not normally negotiable. This means that, depending on the semester dates at either campus, there may be a short period of time when you will be paying for accommodation which is unoccupied. This is not within the control of either institution.

Who will be teaching me?

You will be taught by qualified, experienced staff in both campuses. Staff possess high level academic qualifications and/or hold, or have held, senior positions in relevant commercial practice.

How is class time organised?

Teaching is organised differently between the two campuses. In London you will take three modules, classes for each of which take place weekly. Each class consists of a formal lecture and seminar/tutorial. In Poitiers you will take a larger number of more specialised modules, each of which is delivered over a concentrated two-week period covering formal lectures, seminar/tutorials and project work. Class contact time in Poitiers is scheduled over one half of every day during which each module is delivered.

How much does it cost, on average, to live in each place?

Your living costs will obviously depend on the type of accommodation you select. However, as a rough guide we suggest you budget on a sum of £ 3000 to cover your first semester in London. Living costs in Poitiers are generally lower.

If you have secured a grant or loan in order to assist with your studies, you should ensure that the terms of the advance you have received will allow funds to be applied to either or both semesters of your programme of study.

How much should I budget for books?

You will be given a detailed booklist for each module at the start of each semester. Reading requirements will vary between modules. A book budget of £ 300 should cover your essential purchasing needs. The books will be useful throughout the entire course – not simply for one semester.

What other nationalities can I expect to meet on the programme?

The programme draws students from all continents and has a highly multi-cultural participant profile.

When will I be able to graduate?

If you successfully complete all stages of the programme, and submit and pass your dissertation at the first available opportunity, students registered through London Metropolitan will be able to graduate and receive their MA in the December of the year following their enrolment. Students registered through ESCEM are able to graduate the following January. The first opportunity for all students to graduate together (assuming all the requirements of the course are met) is at the ceremony in France (held towards the end of January).

Do I need to be able to speak French?

All teaching on the programme, at both campuses, takes place in English. A knowledge of French will be useful for your Semester in Poitiers, but is not essential.

Can I learn French?

Yes. London Metropolitan offers an introductory French language programme for an additional fee but this does not form part of the MA programme. In Poitiers, introductory language classes are provided free of charge

How does the work placement operate?

The work placement is normally undertaken from June to September following completion of the taught programme. Successful completion of a work placement is a requirement of the ESCEM award. Exemptions from the work placement are also granted by ESCEM. It is students' responsibility to find a work placement opportunity, although further guidance will be given to assist you during the first semester. The work placement can be taken in the UK, France or anywhere else in the world.

What is the average age of students?

Most students are in their mid-20s but the programme also attracts students with extensive work experience.

What assessment methods are used?

Each module has its own assessment profile. You can expect to encounter assessment methods such as examinations (seen and unseen), group and individual presentations and written coursework, and other module-specific project/exercise work.

Will I need a visa to enter the country ?

If you are not an EU citizen you will need to obtain a UK student visa covering the period(s) of your stay in the UK.

Will I need a visa to travel between the countries?

If you are not an EU citizen, or are otherwise exempted by virtue of your nationality, you will also need to apply for a visa to enter France.

How do I obtain a visa?

First, in order to apply for a visa to enter the UK, you should submit your London Metropolitan offer letter, together with your application, to the British Embassy in your country of residence.

Second, in order to apply for a visa to enter France, you need to apply for a visa to the French consulate in London once you are in London. You should not apply for the French visa in your home country. Once you are a student at London Met, information concerning the visa application procedure for France will be given to you.

In general, you are strongly advised to *leave as much time as possible* for completing visa applications. Due to the structure of the teaching programme at ESCM, it is *not possible* for students to join the course after its official start date.

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