



MSc International Strategic Marketing

ORIENTATION WEEK	
DESCRIPTION	DATE/LOCATION/FORMAT
Programme Induction The programme induction session is an essential component of your orientation week, providing you with a comprehensive introduction to your academic journey ahead. The session will familiarise you with the teaching staff who will guide you throughout the year. It also offers a valuable opportunity for you to meet and connect with your peers, fostering a sense of community and collaboration right from the start. Together, you will explore the structure of your program. Through interactive presentations and discussions, you will have the chance to engage with your classmates, exchange ideas, and build relationships that will support and enhance your learning experience at the University of Glasgow. By the end of the session, you will have the knowledge necessary for your academic journey and a network of classmates to share this exciting journey with.	Date: Tuesday 16 September 09:00 – 11:00 Location: Lecture Theatre 375, James Watt Building
University welcome events To complement your programme induction, the University will run a range of events during Welcome Week, Freshers' Week and International Welcome Week. This will include social events both online and on campus.	Various days/times Check the links and sign up for events of interest.

MICRO-CREDENTIALS (to be completed online within one month of joining us)	
DESCRIPTION	DATE/LOCATION/FORMAT
Academic Navigation (30 minutes): The Postgraduate programme at the Adam Smith Business School may be different from what you're used to. In this course, we will introduce you to essential study skills, academic support services, academic integrity practices, and valuable library resources. You will gain a comprehensive understanding of academic expectations and be well-prepared for the teaching and assessment methods used at the Business School.	You should complete these sessions within one month of joining the School. Sessions can be found on the Postgraduate Student Information Point which will be available to you from Induction Week.
Careers and Community (30 minutes): Maximise your one-year programme by learning about careers and employability support at the Business School, exploring clubs and societies, and registering for the Adam Smith Skills Award. This extracurricular programme will help you develop your skills, engage with the student community, and plan for your future.	
Wellbeing and Student Support (30 minutes): Gain the knowledge and tools needed to prioritise your well-being, access support services effectively, and thrive academically and personally. We are dedicated to your success and are here to support you every step of the way.	

Information for new students

Important information for new students can be found at <https://www.gla.ac.uk/myglasgow/students/new/>