

STUDENT CLASS AND EXTRACURRICULAR TIMETABLE - WEEK 1

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8:00		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9:00			Seminar 4 Marketing Mix	Seminar 8 Marketing Strategies	Seminar 12 Market Research and Analysis	Seminar 15 Product Design	London Excursion <i>Visit London's top museums, palaces, landmarks and shopping districts</i>
10:00			Break	Break	Break	Break	
11:00		Seminar 1 Core Marketing Concepts	Seminar 5 Marketing Mix	Seminar 9 Measuring Campaign Effectiveness	Seminar 13 Consumer Behaviour	Seminar 16 Product Design	
12:00		Break	Break	Break	Break	Break	
13:00		Seminar 2 Core Marketing Skills	Seminar 6 Marketing Mix	Seminar 10 Market Campaign Case Studies	Seminar 14 Segmentation, Profiling & Targeting	Seminar 17 Branding & Brand Management	
14:00	Student Arrival & Check In	Seminar 3 Project Launch	Seminar 7 Project	Seminar 11 Project	Tournament Afternoon	Seminar 18 Project	
15:00							
16:00	Welcome Talk <i>Parents & Students</i>	Immersive Quest Launch & Walking Tour	Academic Workshop	Guided Cultural Exploration			
17:00					Run Club		
18:00	Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	
EVENING ACTIVITIES	Student Induction Talk	Study Support	Study Support	Study Support	Study Support		Campus Cinema
	Welcome Activities	Public Speaking & Debate Society	Public Speaking & Debate Society	Public Speaking & Debate Society	Public Speaking & Debate Society	Friday Night Party	Tabletop Games Championship
		Capture the Flag	Shaping Your Future Seminar Series	Shaping Your Future Seminar Series	Shaping Your Future Seminar Series		
			Social Activities <i>Arts & Crafts, Sports in the Park</i>	Social Activities <i>Fashion Show, Football</i>	Social Activities <i>Yoga, Chess Tournament</i>		
Curfew (22:30)	Curfew (22:30)	Curfew (22:30)	Curfew (22:30)	Curfew (22:30)	Curfew (22:30)		

STUDENT CLASS AND EXTRACURRICULAR TIMETABLE - WEEK 2

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8:00	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9:00		Seminar 19 Customer Journey	Seminar 23 Digital Marketing	Seminar 26 Ethics, Sustainability & CSR	Challenge Day <i>Use the new skills and knowledge gained on this full day subject challenge.</i>	Exhibition Day <i>Students will present what they have learned at a simulated exhibition event.</i>	Student Departure
10:00	Guided Cultural Exploration	Break	Break	Break			
11:00		Seminar 20 Customer Relationship Management	Seminar 24 Social Media & Influencers	Seminar 27 Ethics, Sustainability & CSR			
12:00	Study Support	Seminar 21 Marketing Communications	Seminar 25 Marketing Technologies AI, VR & AR	Seminar 28 Careers in Marketing			
13:00		Lunch Break	Lunch Break	Lunch Break			
14:00		Seminar 22 Project	Marketing Practical Workshop	Seminar 29 Project Presentation			
15:00	Olympics in the Park						
16:00		Academic Workshop	Punting				
17:00							
18:00	Dinner	Dinner	Dinner	Dinner			
EVENING ACTIVITIES	The Big Quiz	Headline Address	Study Support	Study Support	Public Speaking & Debate Grand Final	Graduation Party	
			Public Speaking & Debate Society	Public Speaking & Debate Society			
			Social Activities <i>Sports in the Park, Cinema Trip</i>	Shaping Your Future Seminar Series	Talent Show		
					Karaoke		
Curfew (22:30)	Curfew (22:30)	Curfew (22:30)	Curfew (22:30)	Curfew (22:30)	Curfew (22:30)	Curfew (22:30)	