Invitation to Introduction

Invitation for exchange students to the introduction of study programmes of the first semester (Winter Semester, period 1 and period 2) of the academic year 2018-2019:
- International Marketing Research/International Sales II
- Electives
- Minor English History & Culture
- Minor Spanish Language and Culture.

Welcome

Dear exchange student,

On behalf of all teachers, lecturers and all other staff we would like to give you a warm welcome to the School of Marketing Management, the department where you will study for a semester as per 3 of September 2018.
Programme

You are expected to attend the introduction of the next academic year on the following days, at the indicated times:

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-08-2018</td>
<td>12.00 – 16.00</td>
<td>Zernike-Campus</td>
<td>Pre-Welcome Day Non-EU</td>
</tr>
<tr>
<td>31-08-2018</td>
<td>10.00 - 16.00</td>
<td>Zernike-Campus</td>
<td>Main Welcome Day Non-EU and EU</td>
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<td>*More information: <a href="#">here</a></td>
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<tr>
<td>03-09-2018</td>
<td><strong>09.00 - 10.30</strong></td>
<td><strong>E226</strong></td>
<td>Introduction Exchange students School of Marketing Management</td>
</tr>
<tr>
<td>03-09-2018</td>
<td>10.30 - 12.30</td>
<td>E119, E144, E146, E226, E47</td>
<td>Meeting with Student Counsellor</td>
</tr>
<tr>
<td>03-09-2018</td>
<td>12.30 - 13.15</td>
<td>Canteen Atrium</td>
<td>Lunch</td>
</tr>
<tr>
<td>03-09-2018</td>
<td>13.15 - 14.30</td>
<td>E226</td>
<td>Presentation on Project Based Learning and household regulations</td>
</tr>
<tr>
<td>03-09-2018</td>
<td>14.30 - 15.15</td>
<td>Zernikeplein 7</td>
<td>Guided Tour Hanze University</td>
</tr>
<tr>
<td>04-09-2018</td>
<td>10.30 - 14.30</td>
<td>U205, U220, U222, U224, U226</td>
<td>Individual meeting with study counsellor</td>
</tr>
<tr>
<td>07-09-2018</td>
<td>11.30 - 12.30</td>
<td>E216</td>
<td>Class ILV2E meets classmates</td>
</tr>
</tbody>
</table>

10-09-2018 Start of lectures

**Introduction on Monday 3 September 2018**

Next to the Welcome Day on the 30 and 31 August 2018 the International Office of the School of Marketing Management will give you information about the courses and the projects planned for this semester. Date: 3 September 2018. Your attendance is compulsory. In addition you will – amongst other things – get an instruction how to work with Hanze IT systems, how to enrol for the courses and meet your classmates. Also the schedules and class lists will be handed out. Questions about your schedule or class list can be asked during the introduction. Please bring an electronic device to the introduction so that we can show you the Hanze website and the digital learning environment.
Important: read carefully information on the website

In this email we would also take the opportunity to ask your special attention for the downloadpage (www.hanzegroningen.eu/startsmm) on our website. On this page you can find essential and very useful information during your stay and your studies at the School of Marketing Management.

Please visit this page and make sure you read the following information and documents carefully:

- The curriculum overview: compulsory subjects and electives
- The student year plan of the academic year 2018-2019 + the examination planning (here you will find all relevant dates regarding the Introduction, lectures, exams and holiday breaks).
- Information about way of teaching, household regulations, attendance rules and language requirements (see the website www.hanzegroningen.eu/smm under "Organisation" > "Practical Matters" > "Need to know")

Important: choice electives

With regard to the programme *International Marketing Research* and *International Sales II* (WinterSemester): the compulsory programme units consist of 12 credits (EC) per part/period, a total amount of 24 EC per semester (= 2 periods). In order to obtain more EC, you can choose electives of 3 EC at the Hanze Language Centre. (The Hanze Language Centre is organized within the context of the School of Marketing and Management). Several courses are especially suitable for international students. These courses are taught in English. For more information and offered electives visit the Hanze Language Centre website

Could you inform us as soon as possible, which two electives of 3 credits each you would like to follow in period 1 and period 2 of the Winter Semester, so that we can start planning the groups. Please be aware that electives can be full or may be cancelled if there are not enough participants.

We would like to stress that we highly recommend you to enroll for the electives English Support 1 and English Support 2. We do strongly advise the English Support electives specially to all exchange students who have not followed English taught lectures in higher education before.
Arrival date

Please inform us by email if you arrive in Groningen on another date than 31 August 2018. We strongly advise you to start your study with the Welcome Day, on 3 September 2018 with the introduction programme School of Marketing Management (starting at 9:00 AM) and 10 September 2018 with the lectures, but, if you cannot make it to arrive in time, please inform us in advance and email your arrival date to intofficemm@org.hanze.nl.

Make sure that you have read this email and the information on our website carefully.

Questions & Contact

If you have any questions about the exchange programme or the introduction, don't hesitate to contact me.

My contact details are:
Ms. Lydia Altenburg
email: intofficemm@org.hanze.nl
telephone: +31 50 595 4056

We are looking forward to meeting you soon!

Kind regards,

Lydia Altenburg (MA)
International Officer School of Marketing