Subject
Start academic year 2019-2020

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 2nd of September 2019.

**Invitation to the introduction and start of the academic year 2019-2020**

To help you prepare for the start of your studies, Hanze University of Applied Sciences offers a Welcome Day for incoming international students. In addition the School of Marketing Management organises an Introduction.

- **Welcome Day** for incoming EU and Non-students (not Dutch Marketing Management-students). This is the main Welcome Day programme, for both EU and Non-EU students, and it will take place on the **30th of August 2019**. Non-EU students will have a Pre-Welcome Day programme on the **29th of August 2019**. For more detailed information and registration we refer you to the website of the Welcome Day [hanzegroningen.eu/welcomeday](http://hanzegroningen.eu/welcomeday).

- **Introduction Day** for all exchange students
  The Introduction Day will take place on the **30th of August**. All new students are expected at 15.00 pm in room U117, Zernikeplein 7, Groningen, the Netherlands.

Attention! Participation in the introduction day is mandatory.
The complete programme of the introduction week can be found on the website: www.hanzegroningen.eu/startssmm. On this page you can also 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 2019-2020 + 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”)

Classes start on Monday the 9th of September!

**Arrival date**
Please inform us by email if you arrive in Groningen on another date than 29 August 2019. We strongly advise you to start your study with the Welcome Day, on 30 August 2019 with the introduction programme School of Marketing Management (starting at 15:00 pm) and 9 September 2019 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**
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: intoficemmm@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