



Introducing your Programme Leader ANDREW PATERSON (ANDY)



Career history and interests

- Ex Welsh U21's Rugby player
- Leeds United supporter
- PhD in Marketing
- Published paper in Augmented Reality
- Interest in research surrounding Virtual, Augmented and Robotics

What to expect in your first few weeks

During the first semester you will be learning key frameworks and looking at the way organisations use marketing

Course Expectations

- Be on time for lectures and seminars.
- Complete the designated work between sessions.
- Become familiar with the Study Hub – research and read!

What you can do to prepare

- Sign up for LinkedIn and [connect with me](#)
- Follow me on Twitter @ucfbAndy
- Look at the marketing from your favourite club on Twitter, Facebook, TikTok, Instagram
- Also follow different football clubs and sporting teams
- Read Newspapers like Independent, The Times

Reading list

Armstrong, G, Kotler P, & Opresnik M O, (2017) Marketing an introduction, 13th Edition : Harlow: Pearson

Juska, M, J (2018) Integrated Marketing Communication: Advertising and promotion in a digital world, Abingdon: Routledge

Smith, P. and Zook, Z. (2016) Marketing Communications: An Integrated Approach. 6th ed. London: Kogan Page Ltd