



**RICHMOND**  
**THE AMERICAN INTERNATIONAL**  
**UNIVERSITY IN LONDON**  
ESTABLISHED 1972



# THE AMERICAN UNIVERSITY MADE IN LONDON



**SINCE 1972**

**UNDERGRADUATE**  
PROSPECTUS

**GAIN A UK & US DEGREE**

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# WELCOME TO RICHMOND

**“HAVING BEEN APPOINTED RECENTLY AS THE EIGHTH PRESIDENT AND VICE-CHANCELLOR OF RICHMOND, I'D LIKE TO WISH YOU A VERY WARM WELCOME TO THE UNIVERSITY. I'M HONOURED TO HAVE JOINED THIS VIBRANT AND INTERNATIONAL COMMUNITY”**



Richmond has a strong educational and social mission. We're very proud of the fact that our graduates have a commitment to the well-being of others and society, with a learning culture which aims to support the development of the whole person. We welcome students with diverse interests and backgrounds and offer undergraduate education in over 18 subjects and a portfolio of professional postgraduate degrees.

Since being founded in 1972, Richmond has a strong tradition as the UK's American University in London, with its international orientation, strategic location and heritage in liberal arts education. The multi-disciplinary curriculum and international exchanges are all beneficial to students and their careers. Guest speakers, field trips and internships provide a real insight into potential careers, giving our students a huge competitive advantage.

Located in a beautifully historic building, our main campus is in Richmond, in south-west London and covers a six-acre site originally founded in 1853 as 'Richmond College, part of the University of London'. We also have a campus in Kensington in central London, as well as study centres in Rome, Florence and Leeds. Our alumni community of over 15,000 come from over 100 countries.

Having been granted recently Taught Degree Awarding Powers by the Privy Council, we have huge appeal as the only university that offers all students both a UK and US accredited degree.

On top of all that, the dedication from our team of Richmond faculty and staff across our three Schools to encourage success and our own student community in supporting each other makes us special.

My qualifications and career have given me a great understanding of what students both need and want from an international university. I've experienced and enjoyed the benefits of a transatlantic education, studying in America and Britain. The programmes at Richmond blend the best of both systems, combining the broad US curriculum with the British system of specialisation.

I hope you will become part of our community and experience everything we can offer you.

**Professor Lawrence Abeln  
(PhD Cambridge)**

**President and Vice-Chancellor  
Richmond, The American International  
University in London**





# WHY CHOOSE RICHMOND?

WE ARE A GLOBAL COMMUNITY WITH STAFF, STUDENTS AND ALUMNI FROM OVER 100 COUNTRIES, CREATING AN ACADEMIC ENVIRONMENT THAT IS WELCOMING, NURTURING AND DIVERSE

## UK AND US DEGREE

Richmond's unique academic environment ensures you learn from an international perspective, in preparation for a global career.

Our degree programmes combine the very best of UK and US teaching, blending the American focus on the Liberal Arts and personal development, with the British emphasis on subject specialisation.

Study one programme, gain **two degrees**.

The University uniquely awards a UK and US qualification at both undergraduate and Master's degree levels. Richmond is able to award UK degrees having been granted Taught Degree Awarding Powers (TDAP) by the Privy Council. The University also holds US degree-granting authority from the State of Delaware under accreditation by The Middle States Commission for Higher Education (MSCHE). Degree results are assessed and expressed in both US (GPA) and UK (BA or BSc Hon classifications).

## TWO AMAZING LONDON LOCATIONS

We can offer two fantastic locations in a city which has been ranked as the best city in the world for university students, based on factors like the local jobs market, the diversity of the culture and the quality of life (according to the QS higher education group which publishes the annual World University Rankings 2018).

Our two London campuses each have superb public transport links. Undergraduate students are based in Richmond upon Thames, south-west London, for their first one or two years of study, where the campus is set in an historic six-acre site, just a short walk away from beautiful Richmond Park and the river Thames.

Students move to our second campus in the Royal Borough of Kensington and Chelsea, in the heart of cosmopolitan London, for the final two years of their degree.

## DEDICATED TEACHING

Our lecturers are inspirational and approachable experts in their field. Our students benefit from an average class size of 18, with **15 hours** of teaching per week (compared to a typical UK contact of only nine hours per week) from fully qualified and supportive staff who give individual attention.

## UNITY IN DIVERSITY

Our commitment to embracing internationalism is captured in our motto, 'Unity in Diversity'. This diversity is shown in our undergraduate student body, with students from the US, UK, EU and internationally. Richmond's focus on the power of internationalism is based on the notion that success in the 21st century will depend upon leaders who embrace the diversity that exists in the world and who are able to celebrate and harness its true potential. This ethos permeates all of our programmes and classes, while we seek to engage and support the next generation of global leaders as they take the first steps on their international career path.

## SCHOLARSHIPS

If you would like some help to fund your studies, we offer a wide range of scholarships, bursaries and grants in terms of category (UK/EU/Non EU, including US), circumstances and academic achievement.

All awards are given as waivers towards tuition and are subject to terms and conditions. The continuation of all awards depends upon the ongoing academic standing of the student. Scholarships and other financial support are only valid for full-time study.

Please visit [richmond.ac.uk/admissions/scholarships-financial-assistance/undergraduate-scholarships/](http://richmond.ac.uk/admissions/scholarships-financial-assistance/undergraduate-scholarships/) for further details.

See page 50 for information on tuition fees.

## INTERNSHIPS

All of our undergraduates have the opportunity to do an eight or nine week internship which provides credits towards their degree and enhances their career options.



# OUR SOCIAL MISSION

Ever since Richmond was founded in 1972 by the social entrepreneur and politician Sir Cyril Taylor, chairman of the American Institute for Foreign Study (AIFS), the University has had a strong social mission.

Sir Cyril Taylor's vision was that Richmond would be a community with 'a scholarly yet social purpose' and for all students to have access to international learning opportunities, regardless of any differences in ethnicity, religion, nationality, gender or economic status.

It's a vision that's as strong today as ever.

Our liberal arts approach helps students develop a strong sense of personal and social responsibility, enhancing self-understanding and preparing them to deal with complexity, diversity, and change.

One example of this is that all of our undergraduates do some form of volunteer work or service learning in a structured way as part of their degree programme.

A survey conducted among our students showed that service learning had a life-changing impact on them, with all of those questioned saying that their volunteering had a positive impact on others.

Not only that, but 86 per cent said they plan to continue volunteering at the same or a different organisation and 90 per cent said that doing work in the community provided them with transferable employability skills.

It's not just the students who have benefitted from working in the community. In the last academic year, Richmond students worked with 140 voluntary organisation in Greater London, completing approximately 1,800 hours of voluntary work.

The organisations have been diverse, from Great Ormond Street Hospital to Oxfam, with projects including working with refugees and the homeless.

## PROFESSORS WITHOUT BORDERS



Our social mission also comes to life through our association with Professors Without Borders, a social enterprise which, by providing university lecturers and professors, aims to make first class education available for students in developing countries without the need to go abroad.

Since the inception of Professors Without Borders by one of our alumni in 2015, Richmond has had a strong association with the organisation, supplying academic staff and students to work either overseas or in the UK on various projects.

Tessy de Nassau, co-founder of Professors Without Borders and former student at Richmond, commented, ***"In two years, we have operated five summer schools, three in Sierra Leone, followed by our first project in Asia in Bangkok and another one in Uganda at the first women's university in Africa. We've worked in challenging conditions, facing storms and floods, flat tyres and logistical mountains with administrators and bureaucrats."***

***What's made it all worthwhile is that we have touched so many lives already, inspired students and worked with lecturers locally to address the needs of the community. I am incredibly grateful to all the people who have volunteered their time and all our talented lecturers and interns. I really enjoyed my time at Richmond and I'm delighted to be now working with the University. Many of the students who've been on internships with us have said the experience has been incredibly formative for their education and careers."***

Tessy de Nassau

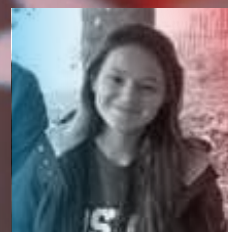


## OUR SOCIAL MISSION IN ACTION

One of our students, Leah Wood, volunteered to help the Wandle Trust, an environmental charity which aims to deliver healthy river ecosystems across the south east of England. Leah worked in a team helping to clean the river Thames, and she also helped Richmond's 'Great British Bake-off Club', providing cakes for the volunteers.

***Leah said, "Being a part of the Wandle Trust was an honour. We left the site knowing we made a difference, leaving the park and river cleaner and safer for people to enjoy."***

Leah Wood





# RICHMOND BUSINESS SCHOOL

NEW FACILITY FOR 2019

WE'RE DELIGHTED TO BE ADDING A NEW, CONTEMPORARY SPACE TO OUR PORTFOLIO OF BUILDINGS FOR THE RICHMOND BUSINESS SCHOOL

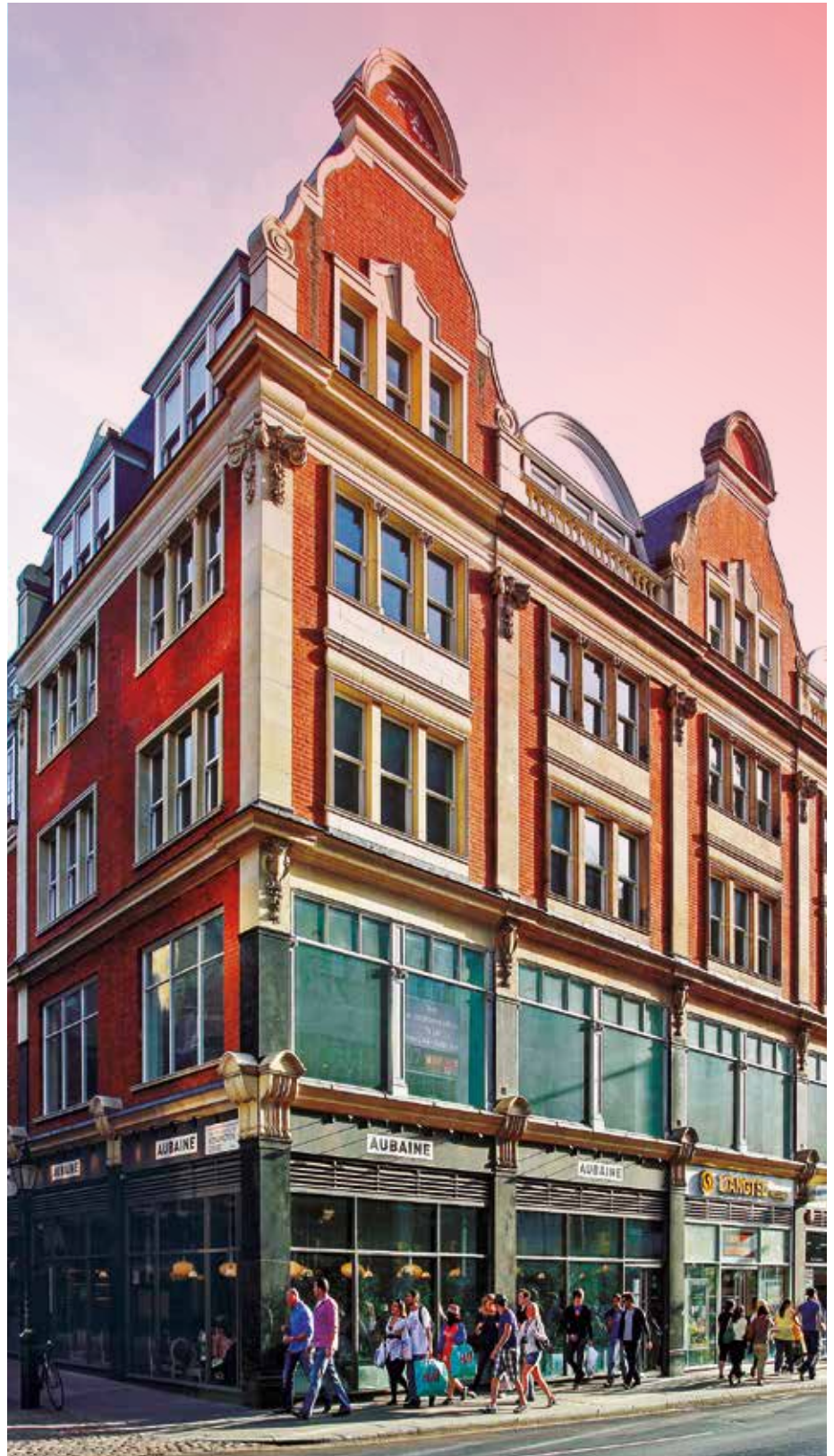
Located in Kensington High Street, in the heart of London, the newly refurbished building will include a great space for students and faculty alike, with a small lecture theatre, study areas, classrooms and an open-plan seating area.

The new facility is less than five minutes' walk from our other Kensington campus buildings, home to our library, IT labs and dining hall.

It will be a great learning environment for our Business students.

**Professor Lawrence Abeln**  
(PhD Cambridge)

**President and Vice-Chancellor**  
**Richmond, The American International**  
**University in London**



### Richmond Business School undergraduate programmes:

- Accounting & Finance (BSc)
- Business Management: Entrepreneurship (BA)
- Business Management: International Business (BA)
- Economics (BA)
- Fashion Management & Marketing (BA)
- Finance & Investment (BA)
- Marketing (BA)

### Richmond Business School postgraduate programmes:

- Luxury Brand Management (MA) (in partnership with Condé Nast College)
- Master in Business Administration (MBA)
- Master in Business Administration (MBA): Human Resource Management (subject to validation)
- Master in Business Administration (MBA): Marketing (subject to validation)





# INTERNSHIPS

**RICHMOND OFFERS ALL UNDERGRADUATES THE OPPORTUNITY TO TAKE AN EIGHT/NINE WEEK, FULL-TIME WORK PLACEMENT (SUBJECT TO GRADE AND REFERENCE REQUIREMENTS BEING MET), WHICH PROVIDES CREDITS TOWARDS THEIR DEGREE. OUR INTERNSHIP TEAM HAS A STRONG NETWORK WITH LONDON AND OVERSEAS BASED COMPANIES AND WORKS CLOSELY WITH VARIOUS AGENCIES SPECIALISING IN WORLDWIDE PLACEMENTS**

There can be a big difference between learning theories in the classroom and applying them in the workplace. The hands-on, practical experience of an internship will give you the opportunity to use your academic knowledge in a real situation, reinforcing what you have previously learnt through your studies.

It could also help you to get your foot in the door at a world-leading organisation, one you've always dreamed of joining. We have close relationships with organisations from a wide range of industries, and work individually with each student to place them in an internship that matches their interests and aspirations as closely as possible.

## **Other benefits of our internship programme include:**

- Gaining valuable experience, with full supervision and regular feedback, which will enhance your employability and help you stand out from other graduates
- Improving your communication and presentation skills, and developing your critical thinking and creativity
- Acquiring first-hand industry knowledge that you would not learn anywhere else
- Learning about your chosen role, and ensuring it's the right career path for you

- Networking opportunities, and the chance to gain personal references for your Curriculum Vitae (CV or résumé) and examples for your portfolio
- Having the opportunity to prove yourself, grow in confidence and gain a sense of achievement that will give you renewed focus when you return to your studies.

If you choose to complete your internship abroad, you will also have the chance to immerse yourself in a new culture and learn/practise another language.





Below are some of the many organisations which have welcomed our undergraduates as interns:

### Art, Design and Visual Culture

Proud Gallery  
Design me Textiles

### Fashion and Beauty

Emilio de la Morena  
Atelier Tamam  
HalfPenny London  
Motasem

### Finance and Accounting

IHS Markit  
Bfinance  
Modern Money  
Intelligent Partnership

### History

Fulham Palace  
Jewish Museum of London  
Museum of Brands,  
Packaging & Advertising

### Marketing and Market Research

SIS International  
Saunders 1865  
CISI  
Simbiotik  
Go Mammoth

### Media, Journalism and Publishing

Zest Media  
Taylor Magazine  
KCW Today  
Westside Radio

### Non Profit and NGO

Street Invest  
Sport Inspired  
Choice International  
SEO  
Pathway CTM

### Psychology and Research

Fulham Hammersmith  
Mind  
Solace Women's AID  
King's College  
Castle Craig  
The Mix

### Political Science and International Relations

Labour Party  
Fulbright Commission  
Professors without borders  
US Commercial Service  
House of Commons

### PR and Communications

Me:Mo  
Good Work  
CCD PR  
Bacchus PR

### Theatre and Film

Omnibus  
The Space  
Lift-off Film Festival

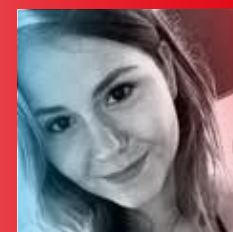


*"I'm a Psychology major and I'm currently in my last semester. During my internship I was a research assistant helping with a Social Relationships Study at Kings College London's Denmark Hill campus. The study looks at the gender differences in Autism Spectrum Disorder in adults.*

*The internship has benefited me as now I know what the job of a research assistant looks like and the tasks involved. I also developed a greater sense of professionalism and I'm more confident about my future transition from the classroom into the workplace. In addition, the placement has shaped my future career choices as I am now considering pursuing a career in research.*

*Overall it was a very good experience and I would recommend every student at Richmond to do an internship if they have an opportunity to do so."*

**Oliwia Gorzyska**  
from Poland, studying BA in Psychology



*"This summer I had the chance to work as a Research Intern for an MP. During my internship I learned a lot from the people I met, worked with, or listened to.*

*However, I also felt like I was making a concrete contribution through my work and that was extremely satisfying. Experiencing the 'behind the scenes' of Parliament at Westminster and understanding better the political processes of the country I now consider home has been truly amazing. After this summer, walking by Westminster Palace will always feel a bit special."*

**Miriam Antonini**  
from Italy, studying BA in  
International Relations



# STUDY ABROAD OPPORTUNITIES

AT RICHMOND, WE BELIEVE IN PROVIDING ACCESS TO EDUCATION ON A GLOBAL SCALE. STUDYING ABROAD GIVES YOU THE CHANCE TO BROADEN YOUR HORIZONS - TO IMMERSE YOURSELF IN A NEW CULTURE, EXPLORE A NEW CITY, MEET NEW PEOPLE AND EXPERIENCE DIFFERENT LANGUAGES AND TRADITIONS



Carley Bucknell, studying BA in Art History and Visual Culture, talks about her Study Abroad experience, having spent a semester in Florence.

*"Being in Florence was a phenomenal experience, it is a remarkable city which will stick with me as my second home for the rest of my life."*

*"My love for Florence comes from the city, the culture and the food. The people were fantastic, the staff were excellent. It is safe to say my experience would not have been half as amazing without the work and care of everyone on the Richmond in Florence team. I learnt so much about life, Italy and art, it helped me to adapt and taught me how to immerse myself in another culture."*

*"I implore everyone, anyone reading this to seriously consider Florence as your next stop in your life. It was one hundred percent the best thing I have ever experienced."*

Carley Bucknell



## Richmond's study centres: Rome and Florence, Italy

We have study centres based in the heart of Rome and Florence, where students can enjoy a cultural experience alongside their academic studies. In addition to classes, for example, students may undertake academic field trips and weekend visits to Pompeii, Pisa and Venice. Accommodation and meals are included.

## International Partnership Programme

We offer students the opportunity to study abroad with our partners in New York, Shanghai, Australia, New Zealand, Athens, Brussels, Paris, Florida, Buenos Aires, South Korea, Madrid and many more places around the world.

Students are able to study for a summer, a semester or a full year abroad and then transfer all their credits back to Richmond to complete their degree, all without the need to pay for expensive international fees or adding extra time to their programme. This gives students an exciting international experience to help them seek employment after graduation.

Please refer to [richmond.ac.uk](http://richmond.ac.uk) for a full list of our international partners.

## Summer School

We are launching an exciting new initiative which will extend our Study Abroad opportunities even further. Through International Field Research, students will be able to study for two weeks in London, then four weeks at a university in Mexico, gaining six credits towards their degree and experiencing a fantastic international study opportunity.



## INTERNATIONAL COMMUNITY AND ALUMNI

Richmond's alumni community is truly international, with over 15,000 former students living in 100 countries. Our graduates automatically become members of our global alumni network, creating a lifelong connection to the University that will help you build your career and social contacts.

Our alumni network is a great source of support and expertise, and we hope you will take part in our many social and business opportunities throughout your career, wherever you are in the world. We also encourage our alumni to share their Richmond stories and keep us up to date with developments in their lives. By doing so, our graduates help us to inspire and motivate future cohorts of students, providing them with a valuable insight into the world of work.

### The benefits at a glance

- Professional networking and career support
- Opportunities to promote your company to other alumni via our business directory
- Social networking
- Regional support through local charities and groups
- Access to the latest Richmond and alumni news via our dedicated newsletters
- Invitations to events in your area
- Volunteering and giving opportunities

Wherever your career path leads, Richmond will be there to support you.



## OUR ALUMNI

Chanel is the USA Today best-selling author of Reese Witherspoon Book Club pick 'Next Year in Havana'. She gained a BA in International Relations from Richmond.

Originally from Florida, Chanel grew up on stories of her family's exodus from Cuba following the events of the Cuban Revolution. Her passion for politics and history continued during her years spent studying. She loves to travel and has lived in the Caribbean, Europe, and Asia.

***"Studying at Richmond was an invaluable experience that really shaped my view of the world. I learned so much from my fellow classmates and their diverse experiences. For an International Relations major, I couldn't have asked for a better opportunity to examine global events and history. My years at Richmond have certainly been influential in my writing career and life."***

### Chanel Cleeton

Author



Marc graduated from Richmond in 2006 with a BA in International Business Management and Finance.

He is the CEO and co-founder of Dogtown Media, a mobile technology studio based in Venice, California and Montevideo, Uruguay. His company has been recognised as one of the Top Mobile App Developers globally (Clutch Research) and ranked #271 on the INC 500 list of Fastest Growing Companies in America.

***"Richmond instilled me with a deep appreciation for the nuances of applying business acumen to different markets, vital for an entrepreneur to make the transition from a start-up concept to a profitable business."***

***I'm actively engaged in social impact initiatives as a youth mentor with the Network for Teaching Entrepreneurship and as a board member of Beautify Earth, a non-profit focused on revitalising urban areas through local art initiatives."***

### Marc Fischer

CEO Dogtown Media, Forbes Technology Council and a contributing writer to Entrepreneur.com, Forbes, and INC.com



# AMERICAN APPROACH TO LEARNING

BASED ON THE US EDUCATIONAL SYSTEM, YOUR MAIN SUBJECT SPECIALISM IN OUR BA DEGREE WILL BE A 'MAJOR'. YOU CAN ALSO CHOOSE TO TAKE A MINOR, AN OPTIONAL SUBSIDIARY SUBJECT. IT'S YOUR CHOICE: YOU CAN EITHER STUDY A MAJOR, A MAJOR/MINOR COMBINATION OR YOU MAY DECIDE TO 'DOUBLE MAJOR'. STUDENTS WHO CHOOSE TO TAKE A DOUBLE MAJOR WILL GRADUATE WITH A MAJOR IN TWO OF OUR SUBJECTS. THIS CHOICE WILL USUALLY INVOLVE TAKING A NUMBER OF ADDITIONAL COURSES, WITH AN EXTENDED DURATION OF STUDY

## Minors

Some students choose to minor in a subject that they are passionate about. Others opt for a subject that will make them stand out in the job market, or when applying for postgraduate study. The majority of majors are also available as a minor, but some subjects are only available as a minor.

For example, you may decide to study a BA degree in Psychology with a minor in Philosophy, a BA degree in International Relations with a minor in Economics, a BA degree in International Business with a minor in Communications or you may choose to double major in History and Political Science. In each case, you will initially apply for just one major. However, all majors and minors completed will be listed individually on your transcript when you graduate from Richmond.

You have the option of taking one of the following subjects as a minor alongside your major:

- Accounting\*
- Accounting & Finance\*
- American Studies
- Art History & Visual Culture
- Chinese Studies
- Communications
- Economics
- Environmental Studies
- European Studies
- Fashion Marketing
- Film Studies
- Finance\*\*

- History
- International Business
- International Relations
- Law
- Literature
- Marketing
- Mathematics
- Philosophy
- Political Science
- Psychology
- Sociology
- Theatre Arts

*\*Please note, this minor is not available for students majoring in Business Management.*

*\*\*The Finance minor is not available for students majoring in Accounting & Finance.*





## THREE YEAR PATHWAY

A new initiative this year, we're delighted to be able to offer some of our subjects as three year pathway programmes.

The three year pathways are now available in American Studies, Art History and Visual Culture, Communications: Advertising and Public Relations, Communications: Media Studies, Film and Photography, Film Studies, International History, International Relations and Political Science.

All of our students on these pathways will still benefit from our liberal arts framework, so that, over a shorter period, they will gain a multi-disciplinary knowledge of the world combined with focused study in a specific area of interest.

Contact our Admissions team to find out more about whether you qualify for our three year pathways.

## FOUR YEAR PATHWAYS AND CREDIT TRANSFER

All of our undergraduate programmes are offered on a four year pathway, based on the US educational approach and liberal arts tradition, making Richmond the only UK university where all undergraduate degrees can be studied within this framework.

We welcome applications from students who have completed university-level work which is recognised or accredited by the relevant governmental agencies in their own country. In this case, transfer credits may be awarded, contact our Admissions team for more details.



# THE SCHOOL OF LIBERAL ARTS

**WE'RE ENORMOUSLY PROUD OF OUR AMERICAN HERITAGE. RICHMOND IS THE ONLY UNIVERSITY IN THE UK WHERE ALL UNDERGRADUATE DEGREES ARE OFFERED IN THE AMERICAN SYSTEM OF EDUCATION, BASED IN THE LIBERAL ARTS, ALLOWING YOU TO SHAPE YOUR OWN LEARNING ACCORDING TO YOUR INTERESTS AND NEEDS. FOLLOWING THIS ACADEMIC PATH PROVIDES A WEALTH OF OPPORTUNITIES THAT FEW UK UNIVERSITIES CAN MATCH**

## SO WHAT IS A LIBERAL ARTS EDUCATION?

### Strong heritage

The tradition of the liberal arts traces its roots to ancient Europe and medieval universities. Greeks and Romans considered a liberal arts education necessary in order for a human being to be free. Meanwhile the study of medieval liberal arts emphasised civic duty, grammar, rhetoric, logic and the development of the individual in order to achieve one's full potential.

The core aim of a liberal arts education remains true to these roots today, which is to develop well-rounded individuals with knowledge ranging from science and literature to maths and global development and other innovative combinations.

It encourages you to be innovative, explore a wide range of subjects, and develop your intellectual curiosity. It reaches across disciplines, building connections between different academic areas such as philosophy, science, writing, business, creativity, communications, digital futures, international relations, history, and psychology.

By opening your eyes to the way subjects connect, it enables you to gain a broader perspective of the world around you.

All of our undergraduates experience our liberal arts approach through our core curriculum during the first years of their academic studies, so our School has strong links with other departments and programmes, including Communications, Economics and Psychology.

Inter-disciplinary skills are becoming increasingly important in education, and a crucial skill in the workplace. The curriculum is designed to ensure that you receive the best possible start when adapting to the academic world of university, and that you also begin to learn and develop the key transferable skills that employers are looking for, giving you the competitive edge when you graduate.

Do please explore more and find out what our liberal arts approach can offer you. It could be exactly what you're looking for.

### Professor Mary Robert

**Dean of The School of Liberal Arts**





# LIBERAL ARTS CORE CURRICULUM

Upon entry to Richmond, all students follow the liberal arts core curriculum before specialising in their chosen field. So what are the advantages?

## Flexibility

You do not have to choose your specialisation at the point of entry. In the freshman (first) year, students typically study a variety of subjects prior to confirming their main area of study (major) later in the programme. You can tailor your programme to suit your aspirations.

## Choice

Alongside your major, you can also choose to study a minor (a smaller specialisation). This allows you to diversify your degree, specialising in more than one area of study. Some students elect to 'double major', taking two subjects as equal major specialisms.

## Careers

Employers today look for the right skills, rather than the right major. A liberal arts degree from Richmond provides you with key transferable skills: written and verbal communication, problem solving, cultural sensitivity, creativity, and flexibility. Upon graduating from Richmond, you will go out into the workplace with the ability to make sound judgements and think critically and independently.

## Subject exemptions

You may be exempt from some of these subjects and could complete your degree sooner. For guidance, contact [admissions@richmond.ac.uk](mailto:admissions@richmond.ac.uk) or phone +44 (0)20 8332 8330.

## PROGRAMME STRUCTURE

Your degree at Richmond will usually take four years (or eight semesters), although this can be shortened through the transfer of eligible academic credit.

In the first years you will study a variety of subjects from the core curriculum. The liberal arts core curriculum consists of ten three credit courses, some of which are outlined below.

### Transitions: London Calling I

Our mission is to develop you as a student, an active citizen and a future employable graduate. Think of this course as an opportunity to consider your transition to university, reflecting on your development as an independent learner and a critical thinker. You will research and create a plan for service learning or voluntary work in the London area. You will learn to use a range of digital platforms for individual and group project work, focusing heavily on effective communication, including oral presentation, and taking into account issues of accessibility for all.

### Transitions: London Calling II

Your development will continue as you make full use of the research undertaken in 'London Calling I'. Learn how you can use London, with all of its attractions and problems, to help others while helping yourself.

### Creative Expression

Explore the ways we can interpret and appreciate different types of art across cultures. How can we make sense of an art installation that consists of a pile of stones on a gallery floor? How can we understand music and the creative expression behind it? Through examples from the fine arts, film, theatre, music, design and fashion, you'll consider the role artistic and creative thinking plays in education, social relations, urbanism and the creative economy.

### Scientific Reasoning

Explore the impact of science, both on everyday life and academic enquiry. What do you take into account when you consider your carbon footprint? How do you evaluate the quality and conclusions of a double blind trial? You will explore scientific areas ranging from ethics to evolution, physics to physiology, climate change to conservation, trials and testing to thinkers and innovators.

### Research and Writing I

Develop your ability to read and think critically, and to analyse texts from a range of genres. How do you successfully negotiate a path through a sea of information and then write it up? Using information literacy skills to help with guided research, you will develop your ability to produce effective and appropriate academic writing across the curriculum.

### Research and Writing II

You will learn how to produce well-researched writing that demonstrates critical engagement. How do you develop your critical research and writing skills to be effective in the academic and professional arenas? How do you design and structure an argument that is convincing? You will be able to answer these questions and more as you develop confidence in your writing skills.

### Humanities and Social Sciences

Choose one course from a selection (your choice must not overlap with a course used to fulfil a major requirement) from such topics as Foundations of American Studies, Culture and Development, Modern Economic History and Introduction to Philosophy.

### Quantitative Reasoning

Develop an understanding of basic mathematical concepts and their practical application. Is it possible to use mathematics to predict the next new trends in music? Topics such as interest rates, interpreting graphs and mathematics in the environment and creative arts will be covered.

**“ONE OF THE GREATEST ASPECTS OF STUDYING AT RICHMOND WAS THE LIBERAL ARTS ELEMENT TO MY INTERNATIONAL RELATIONS DEGREE. AS WELL AS BEING ABLE TO STUDY MY MAIN SUBJECT, I WAS ABLE TO SUPPLEMENT THIS WITH OTHER COURSES THAT I WOULD NOT HAVE NECESSARILY BEEN ABLE TO STUDY IN A TYPICAL BRITISH UNIVERSITY.”** RYAN BALDRY, FROM THE UK, BA IN INTERNATIONAL RELATIONS



# SCHOOL OF COMMUNICATIONS, ARTS & SOCIAL SCIENCES

A CULTURAL, POLITICAL AND COMMUNICATIONS HUB, THERE IS NO BETTER PLACE FOR STUDYING COMMUNICATIONS, ARTS AND SOCIAL SCIENCES THAN LONDON. WITH A WEALTH OF FASCINATING AND INFORMATIVE LOCATIONS TO VISIT ON THE DOORSTEP, THE CLASSROOM COMES ALIVE FOR OUR STUDENTS AS THEY EXPLORE EVERYTHING THAT LONDON HAS TO OFFER

We're a thoroughly international and cosmopolitan institution with students from all over the world. On arriving in London, students have many questions relating to issues of identity, culture, language, religion, society and citizenship – all of which are addressed in the study of our undergraduate programmes.

Our students often comment on the ready availability of our faculty. Average classes at Richmond are both much smaller and more ethnically diverse than at most other universities. With a typical junior or senior level class-size of between 10 and 20 students, we emphasise individual attention, small group work, student participation, personal research paper writing and seminar-style discussion, rather than large, impersonal lectures and 'multiple-choice' styles of testing.

Our aim as faculty is to ensure that, by the time you graduate, you have a solid theoretical and methodological grounding in your subject, ending with a substantial piece of individual research. An optional internship provides invaluable work experience. Our success here is one of the main reasons why Richmond's alumni have gained entry to leading graduate schools all over the world and occupy top positions in a wide range of international organisations and companies.

We invite you to join us and to add your own creativity to the exploration of the rich and diverse disciplines in which we specialise.

**Dr Alex Seago**

**Dean of The School of Communications,  
Arts and Social Sciences**









# BA AMERICAN STUDIES

3 YEAR PATHWAY - UCAS CODE: RU01

4 YEAR PROGRAMME - UCAS CODE: T700



UK & US DEGREE



## Studies duration:

Available as a three year pathway and four year programme.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London, for the second part. Students also have the opportunity to study at one of our international partner universities.

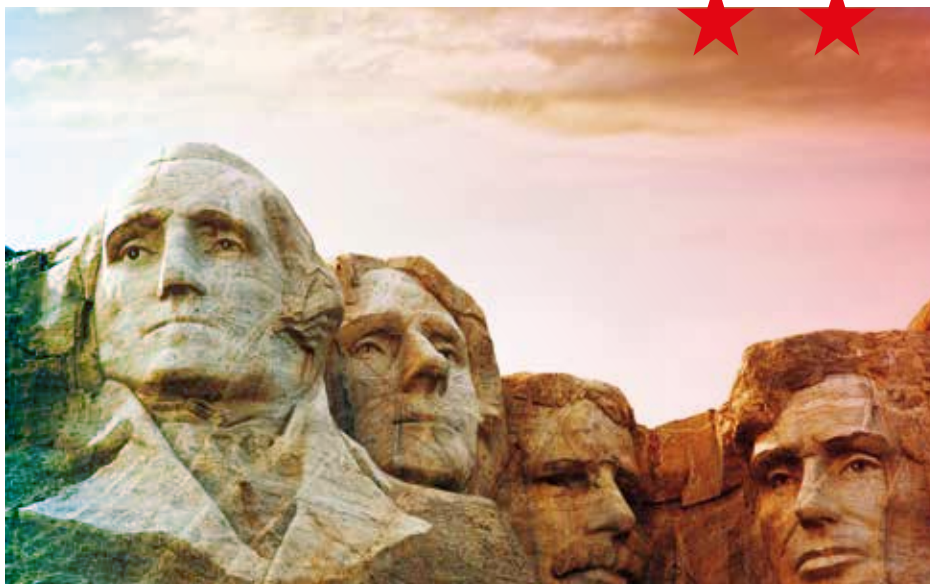
## PROGRAMME OVERVIEW

A global superpower, and one of the most influential countries in modern history, America touches all of our lives. If it's a country that you find fascinating, explore US culture, history, and politics with our BA in American Studies.

Why study American Studies in a non-American university? You'll be able to study this subject in a truly American environment, with a programme which is based on the American liberal arts system of learning.

As well as American history, politics and foreign policy, you'll study courses on Latin America and the Caribbean, alongside courses on US film, literature, pop culture (including music and art) and contemporary cultural issues in the USA.

You could get a taste of America through visits to the Benjamin Franklin House in London and the British Museum. There's also the chance to do an internship and benefit from the numerous exchange possibilities with universities and colleges in the US, Canada and Latin America.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Develop a broad understanding of American Studies, touching on a variety of disciplines including International Relations, Political Science, Cultural Studies, Film Studies, Communications and Art & Design
2. Opportunity to study alongside American and international students creates lively discussions and brings American Studies alive
3. Build expertise in the changing relationships between North America and South America
4. Specialise in specific aspects of politics, history, and culture in the Americas
5. Chance to study abroad in the USA, Canada or Latin America through Richmond's partner programmes

## WHERE DO RICHMOND'S AMERICAN STUDIES GRADUATES GO?

Embassy of the Dominican Republic, European Commission, Moody's Investors Service, PwC, US Department of Homeland Security, AXA Rosenberg, Deutsche Bank, Mercedes-Benz, The Albert Baker Funs, BB, Bloomberg L.P., EMI Music, 19 Entertainment, Walt Disney Entertainment

## CAREER PATHS FOR AMERICAN STUDIES GRADUATES

Media, Marketing, Advertising, Music, Film and Television Industry, Events Management

**"I WANTED TO GAIN A BROAD UNDERSTANDING OF AMERICAN POLITICS AND CULTURE AND IT WAS IMPORTANT FOR ME TO STUDY IN A GENUINELY AMERICAN ENVIRONMENT."**

ALICE SPARKHALL



BA

# ART HISTORY & VISUAL CULTURE

3 YEAR PATHWAY - UCAS CODE: RU02

4 YEAR PROGRAMME - UCAS CODE: 4A36



UK & US DEGREE



## Studies duration:

Available as a three year pathway and four year programme.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London, for the second part. Students also have the opportunity to study at one of our international partner universities, as well as at the Richmond study centres in Florence and Rome.

## PROGRAMME OVERVIEW

Discover why art matters with our BA Art History & Visual Culture programme, perfect for those who want to work in the arts or creative world or go on to do postgraduate study.

Begin your journey with an exploration of photography, media and communications. You'll study how art changes across cultures and explore everything from the history and theory of painting and sculpture to print, photography, film, advertising and fashion, developing your communication and research skills.

London becomes the second classroom in year three, as you'll get a taste of all the arts and visual culture in the city's world-leading museums and art galleries. Field trips to art centres in the UK and abroad will extend your perspective.

Themes in Contemporary US Art, History of Design and Working in the Art World are all core topics in the second half of this programme. Take your pick from some exciting electives which include Questioning Renaissance Art, Fashion and Media, Film in the Americas and Art in Prehistoric Europe.

Gain practical experience through our course content and an optional internship within a leading arts or creative organisation, to improve your employability after graduation.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Explore the history and contemporary contexts of art and design across cultures while using London as your base
2. Gain fascinating insights into the latest debates within art history and visual culture through a faculty which is very active in research
3. Experience original artworks and collections in London's museums and galleries first hand
4. Benefit from field trips in the UK and key European art centres
5. Develop networks in the global art world and cultural industries through the programme and via the integrated internship, boosting your career options

## WHERE DO RICHMOND'S ART HISTORY & VISUAL CULTURE GRADUATES GO?

Barons Court Theatre, Boston Ballet, Christies, Vogue Magazine Graduate School, V&A Museum

## CAREER PATHS FOR ART HISTORY & VISUAL CULTURE GRADUATES

Museum Curation, Archivism, Journalism, Arts Administration

**"LONDON IS AN AMAZING RESOURCE. IT IS INCREDIBLE THAT WE CAN WALK IN AND OUT OF A MUSEUM AND HAVE A LECTURE WHILE BEING SURROUNDED BY MASTERPIECES."**

MATILDE TARIELLO



**BA** (PREVIOUSLY KNOWN AS MARKETING COMMUNICATIONS & PUBLIC RELATIONS)

# COMMUNICATIONS: ADVERTISING & PUBLIC RELATIONS

3 YEAR PATHWAY - UCAS CODE: RU03 - 4 YEAR PROGRAMME - UCAS CODE: NP52



UK & US DEGREE



## Studies duration:

Available as a three year pathway and four year programme.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London, for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

Looking to launch a career in Communications? Explore the ever-evolving world of Advertising and Public Relations with a programme which will provide you with a thorough grasp of both of these exciting industries.

In the first two years of this degree, you'll learn the principles of communication; all of our BA in Communications students take the same core courses to develop their knowledge and skills.

The third and fourth years of this programme are devoted to more specialisation in Advertising and Public Relations, when you'll have the option to choose electives from an array of exciting topics, including Celebrities, Sport, Video Production, Fashion Marketing and Retailing and Political Communication.

Not only that, you'll also have the opportunity to put your ideas into practice by pursuing an internship with a leading communications company or global organisation.

Gain membership of The Public Relations and Communications Association (PRCA) - Europe's largest and most influential PR and communications membership body



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Explore the worlds of advertising, PR and communications in London, the hub of the global marketing communications industry
2. Learn from experienced academics and guest lecturers and become a student member of the PRCA – Europe's largest PR body
3. Gain vital work experience through an internship chosen from a wide range of leading international organisations in London, the USA and China
4. Develop strong communication skills in small classes within an international environment, alongside students from all over the world
5. Chance to specialise in electives of your choice which could open up specialist career opportunities for you

## WHERE DO RICHMOND COMMUNICATIONS: ADVERTISING & PR GRADUATES GO?

BBC, Bloomberg L.P, EMI Music, 19 Entertainment, Omnicom, MediaCom, Viacom, Disney Television International

## CAREER PATHS FOR COMMUNICATIONS GRADUATES

Media, Marketing, Advertising, Corporate Communications, Music industry, Events Management, Public Relations

**“STUDYING FOR A BA IN COMMUNICATIONS AT RICHMOND, I HAVE HAD THE OPPORTUNITY TO HAVE FANTASTIC LECTURERS WHO ARE PROFESSIONAL, FUN AND EXTREMELY KNOWLEDGEABLE ON THEIR SUBJECTS, WHICH IS INCREDIBLY ENCOURAGING FOR MY FUTURE.”** LISA MAHR

# BA COMMUNICATIONS: MEDIA STUDIES

3 YEAR PATHWAY - UCAS CODE: RU05  
4 YEAR PROGRAMME - UCAS CODE: P300



## Studies duration:

Available as a three year pathway and four year programme.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

If you'd like to make your passion in film, television or digital media into a career, take a look at our BA degree in Communications specialising in Media Studies.

During the first two years of the programme, with our other BA Communications students, you will study the principles and context of communications and media. Gain industry experience and insight from renowned guest lecturers from the worlds of film, television and digital media.

In the third and fourth years of this programme you'll be specialising in Media Studies, with a choice of electives from American Television Drama to Photojournalism, Modern Popular Music to Gender in Film.

Put your ideas to the test with the opportunity to pursue an internship with a media company or global organisation in London or internationally. An internship can be life-changing, providing you with the experience to get the first rung on the career ladder.

You'll have membership of The Public Relations and Communications Association (PRCA) – Europe's largest and most influential PR and communications membership body, which organises training, conferences and events for communications professionals



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Combine a broad understanding of communications with in-depth knowledge of film, television and digital communications, a winning combination for a career in media
2. Benefit from the teaching of our renowned academics and guest lecturers
3. Gain vital work experience through an internship in a wide range of leading international organisations in London, the USA and China
4. Develop strong communication skills in small classes within an international environment, alongside students from all over the world
5. Chance to study in London, a hub of the global media communications industry

## WHERE DO RICHMOND COMMUNICATIONS: MEDIA STUDIES GRADUATES GO?

BBC, Bloomberg L.P, EMI Music, 19 Entertainment, 20th Century Fox Entertainment, Sony, Disney Television International, Omnicom, Viacom, Mediacom

## CAREER PATHS FOR COMMUNICATIONS GRADUATES

Media, Marketing, Advertising, Corporate Communications, Music industry, Events Management, Public Relations

**“MY CHOSEN MAJOR, COMMUNICATIONS: MEDIA STUDIES, IS AN INCLUSIVE PROGRAMME AND PROVIDED ME WITH THE TOOLS AND EXPERIENCE TO MOVE CONFIDENTLY INTO ANY CAREER OF MY CHOOSING.”** LIVIA RANDACCIO





# BA FILM & PHOTOGRAPHY

3 YEAR PATHWAY - UCAS CODE: RU10

4 YEAR PROGRAMME - UCAS CODE: P400



UK & US DEGREE



## Studies duration:

Available as a three year pathway and four year programme.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

An exciting career in film and photography will be open to you after you've graduated in this BA programme, having explored the fast-moving world of film and photography. Whether you prefer the still or moving image, it will be challenging and inspiring, with a combination of theoretical and practical experience.

The programme begins with an overview of mass media and communications, and an introduction to photography and film. You will explore the international history and theory of filmmaking and photography, looking at the milestones within both industries as well as the pioneers and their key achievements.

Industry-leading guest lecturers will provide their perspective on the film and photography world, provoking discussion and critical thought.

In the second part of this programme, there's a strong emphasis on the practical as you'll be specialising in filmmaking, as well as the development of photographic techniques, with a choice of electives from Documentary Theory and Production to Animation and Motion, Scriptwriting to Advanced Digital Video.

The home of many world-leading film production companies and photography studios, London is a great location for this programme and you can do an optional internship with a London-based film or photography company.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Gain career-boosting skills through specialist focus on film and photography
2. Benefit from the teaching of our experienced academics and guest lecturers
3. Gain vital work experience through an internship, choose from a wide range of leading international organisations in London, the USA or China
4. Develop strong communication skills in small classes within an international environment, alongside students from all over the world
5. Study in London, a hub of global film production and photography organisations

## CAREER PATHS FOR FILM & PHOTOGRAPHY GRADUATES

Film Production, Directing, Screenwriting, Photography, Journalism, Teaching, Media, Communications

**“LONDON IS A TRULY INTERNATIONAL CITY AND A LIBERAL ARTS DEGREE STANDS OUT TO EMPLOYERS AS IT SHOWS AN INDIVIDUAL WITH A WELL-ROUNDED ACADEMIC BACKGROUND.”**

KATRINA SAHLBERG

# BA FILM STUDIES

3 YEAR PATHWAY - UCAS CODE: RU06  
4 YEAR PROGRAMME - UCAS CODE: P303



UK & US DEGREE



## Studies duration:

Available as a three year pathway and four year programme.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London, for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

For anyone interested in a career in film, this programme is a must. It incorporates the historical, critical and theoretical aspects of film, including television and new media, in a multi-disciplinary context.

You'll be living in London, one of the world's top cultural centres and home to world-leading film production companies and studios.

Our programme begins with a look at mass media and communications, photography and an introduction to Film Studies. There's an emphasis on the history of film, third world/postcolonial cinema and the programme explores some fascinating film themes, including gender, horror, fantasy and science fiction.

A strong practical element will include video production, acting and screen writing, and documentary film production.

Choose from electives like Screen Acting Techniques, Psychology and Cinema, American Television Drama and Animation and Motion to extend specialist skills. Not only that, but a minor in Media Production may be added to your major in Film Studies.

There's the opportunity to do an integrated internship, gaining great experience by working within the film industry.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Gain in-depth understanding of the theory and practice of the film industry
2. Develop strong practical skills such as screenwriting, film production, editing, which are highly attractive to employers
3. Opportunity to study a multi-disciplinary programme that combines areas of study in the Humanities
4. London location provides great opportunity to explore the world of film at first hand, with visits to cinemas, studios, and production companies
5. Gain vital work experience that is desirable to employers in the film industry by doing an integrated international internship

## WHERE DO RICHMOND'S FILM STUDIES GRADUATES GO?

Vogue Magazine, NBC News, Al Jazeera, Boston Ballet, Christies

## CAREER PATHS FOR FILM STUDIES GRADUATES

Film production, Directing, Screenwriting, Journalism, Teaching, Media, Communications

**"I GET TO STUDY IN ONE OF THE WORLD'S MOST EXCITING CITIES AND HAVE THE OPPORTUNITY OF BEING TAUGHT BY EXPERIENCED PROFESSORS WHO HAVE WORKED IN THE FILM INDUSTRY FIRST HAND."**

EMILY RAGO



# BA INTERNATIONAL HISTORY

3 YEAR PATHWAY - UCAS CODE: RU07

4 YEAR PROGRAMME - UCAS CODE: V100



UK & US DEGREE



## Studies duration:

Available as a three year pathway and four year programme.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London, for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

Explore international history from ancient to contemporary times with this exciting and diverse programme.

Based in London, where the streets are filled with history, you'll have access to some of the world's top museums and galleries.

Our programme begins with a broad introduction to International History, including such topics as World Cultural History and The Global Cold War.

You'll continue with an exploration of empires and imperialism, flows of peoples, material culture, war and peace, and the international significance of cultural and visual history.

Some fascinating courses are available so that you can specialise in topics which appeal to you, such as Culture, Power and Empire, Visualising Enlightenment, Games of Thrones, Migration and Diasporas.

You'll have the option of doing an accredited internship programme, which can provide invaluable work experience. Plus consider whether you'd like to do a minor in another subject, such as Media Production, American Studies or Marketing.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. London provides the perfect backdrop to study International History – with world-leading museums and collections on the doorstep
2. Interdisciplinary programme combining areas of study from the Humanities and other fields ensures breadth of approach
3. Opportunity to learn from highly qualified, internationally renowned professors who are very active in research
4. You can participate in exciting educational trips to historical institutions in London and overseas
5. Gain vital work experience with an integrated international internship

## WHERE DO RICHMOND'S INTERNATIONAL HISTORY GRADUATES GO?

Whitgift School, University of Virginia, Oxford University, Cambridge University, LSE, Greenpeace USA, WorldStrides - Capstones Programs, The United Nations Children's Fund, BBC, Bloomberg L.P, NBC News, Al Jazeera

## CAREER PATHS FOR INTERNATIONAL HISTORY GRADUATES

Research, Teaching, Museums, Galleries, Media, Communications, Advertising, Public Relations, Graduate Study/Academia

**“THIS PROGRAMME OFFERS AN EXCELLENT ASSORTMENT OF BOTH CLASSICAL AND CONTEMPORARY STUDIES, FROM ANCIENT ROME TO THE COLD WAR.”**

JOHN BLAIR



# BA INTERNATIONAL RELATIONS

3 YEAR PATHWAY - UCAS CODE: RU08  
4 YEAR PROGRAMME - UCAS CODE: L240



UK & US DEGREE



## Studies duration:

Available as a three year pathway and four year programme.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London, for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

Delve into the ever-changing political landscape and explore big global challenges as you blend politics, economics, history and law with a BA in International Relations.

It will provide you with specific knowledge in three core areas: International Relations theory and concepts, global institutions, and contemporary issues in international affairs.

You'll be able to choose topics from a variety of electives including 'International Human Rights', 'Conflict and Peace Studies', 'Foreign Policy Analysis', 'Diplomatic Studies', 'US Grand Strategy', 'Global Energy Politics', and 'Critical Globalization Studies'.

You can specialise in the International Relations of different regions, including the USA, Latin America, the EU, Asia, Russia, Africa and the Middle East.

It's a broad remit as you'll investigate security, nationalism and warfare while also addressing politics within international law and institutions, the global economy, and issues related to development and developing states.

Gain vital work experience with an international internship, enhancing your career opportunities.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Acquire an analytical grasp of contemporary social, political and economic issues as well as conflicts at international and regional level
2. Broaden your perspective by understanding the main actors and institutions in the international system and their impact on society
3. Gain vital work experience with an international internship
4. Take part in classes held in the Houses of Parliament and jointly taught with MPs, a truly unique experience
5. Learn from faculty academics leading research in specialist areas from 'US Grand Strategy' to 'International Human Rights'

## WHERE DO RICHMOND'S INTERNATIONAL RELATIONS GRADUATES GO?

The Embassy of Dominican Republic, the European Commission, Moody's Investors Service, KPMG, The ECB, the Federal Reserve Bank, Microsoft Corporation, PricewaterhouseCoopers and the US Department of Homeland Security

## CAREER PATHS FOR INTERNATIONAL RELATIONS GRADUATES

Government, Diplomacy, Foreign Affairs, NGOs, Media, Banking, Research

**"INTERNATIONAL RELATIONS CLASSES HERE ARE SO ENRICHING AND ENGAGING, NOT ONLY BECAUSE I LOVE WHAT I'M STUDYING BUT ALSO BECAUSE OF THE STRUCTURE IN WHICH CLASSES ARE TAUGHT."**

SKY HARSCH



# BA POLITICAL SCIENCE

3 YEAR PATHWAY - UCAS CODE: RU09

4 YEAR PROGRAMME - UCAS CODE: L210



UK & US DEGREE



## Studies duration:

Available as a three year pathway and four year programme.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London, for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

We live in an era of political change and upheaval. This BA goes behind the headlines to discover the structures and ideas that shape global politics, and will open up a wide range of exciting career possibilities for you.

Our programme focuses on three core areas of Political Science: political thought, political systems and public policy, from the theory of each to real world political situations.

You'll enjoy a broad study of political thinkers and theories, going beyond the classroom to experience practical policy issues. Discover British politics in the setting of the Houses of Parliament.

A number of fascinating electives are on offer, such as 'Gender, Politics and IR', 'Democracy and Democratization', 'Politics of Environmentalism', and 'Religion, Identity and Power'.

You can also take courses which allow you to specialise in the politics of different regions, including the USA, Latin America, the EU, Asia, Russia, Africa and the Middle East. Many of our students also gain international political experience through an accredited internship.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Acquire an analytical grasp of contemporary social, political and economic issues of concern to policy makers, business, the media and civil society
2. Access to leading non-governmental, governmental and political institutions will bring your studies alive
3. Gain vital work experience with an international internship
4. Take part in classes held in the Houses of Parliament and jointly taught with MPs, a truly unique experience
5. Learn from faculty academics leading research in specialist areas from 'Politics in the USA' to 'Religion, Identity and Power'

## WHERE DO RICHMOND'S POLITICAL SCIENCE GRADUATES GO?

The Embassy of Dominican Republic, the European Commission, Moody's Investors Service, KPMG, The ECB, the Federal Reserve Bank, Microsoft Corporation, PwC and the US Department of Homeland Security

## CAREER PATHS FOR POLITICAL SCIENCE GRADUATES

Government (for instance, the Diplomatic Service and Ministry of Defence in the UK), NGOs, Charities, Social Enterprises, Law, Journalism, Banking, Research and Policy Think Tanks, Consultancies, Humanitarian Organisations and International Organisations

**"MY EXPERIENCE OF STUDYING POLITICAL SCIENCE AT RICHMOND HAS BEEN WONDERFUL."**

TEYAH PAYNE

# BA PSYCHOLOGY

4 YEAR PROGRAMME - UCAS CODE: C880



## Studies duration:

Available as a four year programme. See [richmond.ac.uk](http://richmond.ac.uk) for details of exemptions.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first two years of your degree, then in Kensington, central London, for the third and fourth years. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

Uncover the fascinating world of human behaviour with our BA in Psychology which is accredited by the British Psychological Society (BPS).

With this programme, you will explore memory, language, creativity, personality, social interaction and brain processes and the reasons for psychological differences between people.

From an introduction to Psychology in the first year, you'll dig deeper into the discipline in your second year as you study Conceptual and Historical Issues in Psychology, Developmental Psychology and Biological Psychology.

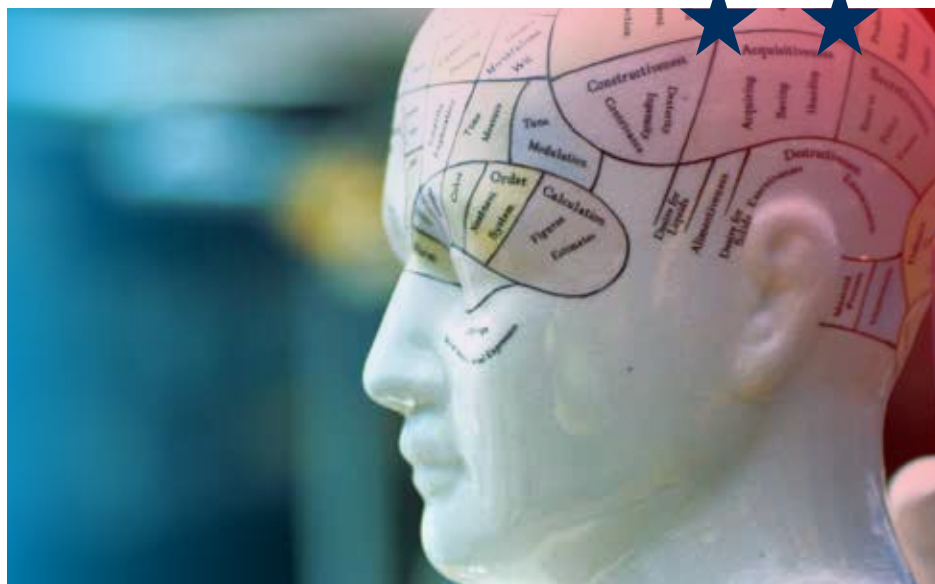
An exciting range of subjects are on offer in the final two years, from Cognitive Neuroscience to Experimental Methods in Psychology, with really interesting electives where you can specialise such as Psychology and Cinema; the Psychology of Happiness and Well-being; Clinical Psychology and Criminology.

An option to do an accredited internship opens up a world of opportunities.



The British  
Psychological Society

Accredited Undergraduate Psychology



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. The BPS accreditation offers access to the widest range of training, development and employment opportunities
2. Equips you with the ability to put theories into practice in counselling, clinical, legal, forensic science
3. Provides scientific insights into human and organisational behaviour transferable into areas such as Neuroscience, Law, Management, HR and Marketing Research
4. Opportunity to be a member of the only Psi Chi chapter in the UK, the International Honor Society in Psychology
5. American liberal arts system provides inter-disciplinary approach which broadens skills and knowledge

## WHERE DO RICHMOND PSYCHOLOGY GRADUATES GO?

Stanford University School of Medicine, Surrey and Borders Partnership NHS Foundation Trust, ChildNet Youth and Family Services, Swiss International Scientific School in Dubai, West London NHS Trust, Education for Change Public Schools, FBI

## CAREER PATHS FOR PSYCHOLOGY GRADUATES

Clinical Psychology, Counselling, Neuroscience and Criminology, Forensic Psychology, Market Research, Teaching, Education and Management

**“WHAT I HAVE GAINED DURING MY FIRST THREE YEARS OF BA IN PSYCHOLOGY IS EXPERIENCE, CONFIDENCE, AND THE OPPORTUNITY TO FURTHER MYSELF.”**

ALESSANDRA BARATELLI





# RICHMOND BUSINESS SCHOOL

**THE SCHOOL SPECIALISES IN OFFERING HIGH QUALITY, VOCATIONALLY RELEVANT UNDERGRADUATE AND POSTGRADUATE DEGREES IN BUSINESS MANAGEMENT AND ECONOMICS. WITH OUR TWIN CAMPUS LOCATION IN KENSINGTON AND RICHMOND, WE AIM TO DELIVER AN INNOVATIVE HIGHER EDUCATION EXPERIENCE DEDICATED TO TEACHING EXCELLENCE AND EXCEPTIONAL STUDENT LEARNING OPPORTUNITIES**

As a student in our Business School, you will be taught by leading faculty and business practitioners in small classes, where you will be encouraged to develop your full academic and personal potential. Our graduates are highly valued by employers, with recent alumni now working for a range of leading organisations including Apple Inc., Citigroup, Goldman Sachs and KPMG.

We offer a specialist suite of Business and Economics programmes at undergraduate level and an innovative MBA delivered at our Kensington campus. Whichever programme you choose, you will be joining a vibrant Business School dedicated to supporting you in achieving your academic and career goals.

We're proud of the fact that the Business School is an accredited Higher Education Partner of the Chartered Management Institute (CMI) - the only Chartered professional body in the UK dedicated to promoting the highest standards in management and leadership excellence. It means our graduates are eligible to receive a dual award from the CMI in Management and Leadership, giving them professional recognition in their discipline area.

All in all, it's a great place to study.

I hope you will join us.

**Professor Adrian Wilkins**  
**Dean of The Richmond Business School**









# BSc ACCOUNTING & FINANCE

4 YEAR PROGRAMME - UCAS CODE: NN34



UK & US DEGREE



## Studies duration:

Available as a four year programme.

See [richmond.ac.uk](http://richmond.ac.uk) for details of exemptions.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London, for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

This programme is primarily designed for students who are interested in following a career in accountancy or in obtaining professional accounting qualifications at the start of their business career.

We're very proud of our highly employable graduates who go on to become accountants, auditors, brokers, tax specialists, financial analysts, fund managers and traders.

Our programme will also give you a head start on professional accounting qualifications when you graduate with exemptions from the Association of Chartered Certified Accountants (ACCA) professional examinations.

You will start this degree with an exploration of diverse topics. You'll study statistics, economics, law and information technology to gain a truly solid understanding of the field.

In the second year the programme goes on to explore managerial and financial accounting, looking at computer applications in management and calculus, to give you a thorough foundation in accounting processes and systems.

Deepen your understanding of Taxation and Financial Reporting as well as specialising in topics of your choice, such as Wealth Management or Global Investor.

You'll also have the opportunity to undertake an internship in a leading financial or management organisation in London.

Complimentary membership of the Chartered Management Institute (CMI) is also offered to all of our students



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Acquire advanced theoretical and practical knowledge and master the skills demanded by the financial industry
2. Gain exemptions from some of the professional accounting examinations, accelerating your career progress
3. Benefit from practical work experience in an accounting/finance-based, integrated internship
4. Learn a variety of key business skills such as problem solving, data analysis, IT and communication skills, all highly valued by employers
5. Study in an international environment in London, a world-leading financial and accounting centre

## WHERE DO RICHMOND'S ACCOUNTING & FINANCE GRADUATES GO?

World Bank, Credit Suisse, Greenpeace USA, Stonewall, The United Nations Children's Fund, BBC, Bloomberg L.P, PwC, NBC News, Christies, Al Jazeera, EY, KPMG, postgraduate education

## CAREER PATHS FOR ACCOUNTING & FINANCE GRADUATES

Accountancy, Tax Advisory, Analyst, Management Consultant, Financial Consultant, Banking, Business and Management, Wealth Management, Corporate Finance

**"THIS IS A VERY STIMULATING COURSE THAT I HAVE THOROUGHLY ENJOYED DOING. IT IS ALSO BRILLIANT THAT WE GET EIGHT EXEMPTIONS TO THE ACCA QUALIFICATION, WHICH IS THE MAXIMUM ALLOWANCE OF ANY UK UNIVERSITY."**

AMBER VERONIQUE





# BA BUSINESS MANAGEMENT: ENTREPRENEURSHIP

4 YEAR PROGRAMME - UCAS CODE: N100



UK & US DEGREE



## Studies duration:

Available as a four year programme.  
See [richmond.ac.uk](http://richmond.ac.uk) for details of exemptions.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London, for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

Interested in creating your own entrepreneurial venture? Gain all the skills you need to run your own business with this programme which combines practical training in business with academic know-how.

Beginning with the principles of Business Management, you'll consider how finance, socio-economic factors, politics, geography, language and culture all influence business.

Complimentary membership of the Chartered Management Institute (CMI) is also offered to all of our students

Study entrepreneurship in action through electives such as Game Theory and Decision Making and Marketing Planning and Strategy which can help you kick-start a business.

Taught by lecturers who are experts in their field, this programme also features entrepreneurs as guest speakers, while visits to organisations and museums extend your perspective and creativity.

An internship which counts towards your degree is a fantastic opportunity to enhance your entrepreneurship skills and improve your career options.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Equips you with the ability to understand all the aspects of business management from a start-up phase to running and expanding a business locally or worldwide
2. Opportunity to tailor your study of Entrepreneurship by taking minors from other leading academic disciplines
3. Acquire substantial business acumen, alongside developing your leadership potential and strategies to grow a business from a start-up into a globally recognised company
4. Benefit from practical working experience through an internship in a leading entrepreneurial business in London or anywhere else in the world
5. Work on specific projects and research that will facilitate your entry to global entrepreneurial and tech industries

## WHERE DO RICHMOND'S BUSINESS MANAGEMENT: ENTREPRENEURSHIP STUDENTS GO?

Apple Computers, Electronic Arts, Goldman Sachs, Heineken

## CAREER PATHS FOR ENTREPRENEURSHIP GRADUATES

This degree is designed to help you start a new business. It will also equip you for roles in accounting and finance, investment banking, marketing, operations and general management

**“A CONSISTENT INTERACTION AND FEEDBACK BETWEEN THE TEACHER AND STUDENTS ALLOWS US TO EXPRESS OUR IDEAS AND OPINIONS AND TO DISCUSS THEM WITH SOMEONE WHO FEELS MORE LIKE A MENTOR, RATHER THAN JUST A TEACHER.”**

GIOVANNI MONTARULI

# BA BUSINESS MANAGEMENT: INTERNATIONAL BUSINESS

4 YEAR PROGRAMME - UCAS CODE: NI20



UK & US DEGREE



## Studies duration:

Available as a four year programme.  
See [richmond.ac.uk](http://richmond.ac.uk) for details of exemptions.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London, for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

We live in an increasingly global business environment. Gain the knowledge and skills you need to succeed in management with this programme which will take you from new student to future business leader.

Your journey will start with an exploration of finance, socio-economics, politics, geography, language and culture, providing you with a comprehensive overview of the factors which all influence business strategy within an international marketplace.

Complimentary membership of the Chartered Management Institute (CMI) is also offered to all of our students

In the third and fourth year, you'll be able to take your pick from topics which particularly appeal to you, such as Modern China, The Global Investor, Operations Management and International Finance. Renowned and highly qualified business leaders are invited to speak to our students, sharing their experience within the industry, while visits to organisations and museums enhance experiential learning.

You'll also be able to tailor your International Business degree by taking a minor from a wide range of other leading academic disciplines.

Many of our students gain international industry experience through an accredited internship, which helps shape their education and career choice.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Gain broad understanding of all aspects of business management from a start-up phase to running and expanding a business
2. Option to add a minor to your International Business degree in a related subject area, enhancing your employability
3. Benefit from practical working experience through an accredited internship in London with leading business organisation
4. Ease of access to both full time and adjunct professors in International Business creates inspirational and supportive education
5. Truly international environment at Richmond and US and UK degree helps access to leading graduate schools in the UK and the USA

## WHERE DO RICHMOND INTERNATIONAL BUSINESS GRADUATES GO?

Ernst and Young, PwC, Credit Suisse Private Banking, Freshfields Bruckhaus Derringer LLP, Goldman Sachs, Kuwait Investment Authority

## CAREER PATHS FOR INTERNATIONAL BUSINESS GRADUATES

Financial Institutions, International Trade Government Agencies, International Business Consultancy

**“THE CLASSES TAKEN ALLOW ME TO LEARN A LOT ABOUT THE BUSINESS WORLD TODAY. THE PROFESSORS ARE EXTREMELY HELPFUL, ALLOWING US TO BE CREATIVE AND LEARN THROUGH VISUALS AND COLLABORATIONS.”**

TEODORA YONDEVA



# BA ECONOMICS

4 YEAR PROGRAMME - UCAS CODE: L100



UK & US DEGREE



## Studies duration:

Available as a four year programme.  
See [richmond.ac.uk](http://richmond.ac.uk) for details of exemptions.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

If you'd like to develop a deep understanding of the economic factors which dominate the news agenda and shape our world, our BA in Economics is the programme for you.

Complimentary membership of the Chartered Management Institute (CMI) is also offered to all of our students

We offer great diversity with a broad range of Economics courses on offer, including Behavioural Economics, Public Economics, and Foundations of Economic Ideas.

Your research and analytical skills will be developed, giving you a range of transferable skills highly valued by employers.

We run an active Economics and Investment Society which organises talks and events, to give a fresh take on Economics. You can take part in our Wellbeing Research Centre which encourages discussion and debate on wellbeing and the economic condition.

In your third and fourth years, you'll be able to specialise in electives which appeal to you, as you choose from subjects such as Money and Banking, Global Energy Politics and International Finance. You'll also have the opportunity to undertake an internship in a leading financial organisation, alongside a research project on a topic of your choice, improving your career options.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Achieve broad perspective on Economics through wide ranging programme which encompasses all aspects of the subject
2. Complement the study of Economics with valuable minors from other academic disciplines such as Maths or Law
3. Gain valuable research training through a research project that you will be able to show future employers
4. Add desirable work experience to your CV through an international internship
5. Faculty with experience in the profession and small class sizes ensure individual attention for students and the chance to flourish

## WHERE DO RICHMOND'S ECONOMICS GRADUATES GO?

BHP Billiton, Citigroup, Ernst and Young, KPMG, United Nations, Goldman Sachs, Deloitte, Accenture, PWC, World Economic Forum

## CAREER PATHS FOR ECONOMICS GRADUATES

Banking, Investment, Retail, Accountancy, Civil Service, Management

**"MY INTERNSHIP AT IHS MARKIT, A GLOBAL INFORMATION ORGANISATION, TAUGHT ME A LOT ABOUT WORKING LIFE IN LONDON AND IT ENABLED ME TO KNOW WHAT TO EXPECT AFTER GRADUATION."** NADIA ELKADY



# BA FASHION MANAGEMENT & MARKETING

4 YEAR PROGRAMME - UCAS CODE: NW52



UK & US DEGREE



## Studies duration:

Available as a four year programme.

See [richmond.ac.uk](http://richmond.ac.uk) for details of exemptions.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

Take the first steps towards a career in fashion and retail with this BA programme which harnesses strong business knowledge and fashion, giving you all you need for a successful career in the global fashion industry.

Explore the world of fashion from start-ups to global brands through courses on fashion product development, retail and merchandising, marketing and communication and luxury brand management, giving you the opportunity to specialise in the areas which interest you the most. Choose from Modern China to New Media and Visual Power; Cultural Theory to Entrepreneurship and Family Business.

As a global fashion hub, London is the ideal location to discover more about the industry. Experience London Fashion Week, showcasing hundreds of designers to a global audience of influential media and retailers. You'll also be able to explore fashion-themed events and exhibitions at London's world-renowned museums and art galleries.

You may be interested in joining The Richmond Fashion Society, a student-led fashion initiative. An internship could provide you with an invaluable opportunity to work in the exciting world of fashion.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Develop skills in trend-spotting, by applying the principles of fashion buying and merchandising
2. Learn how to conduct market or consumer research, highly transferable skills for any career
3. Opportunity to focus on luxury brands through consumer psychology and sociology
4. Gain practical insights into the fashion industry and global experience through internships in leading fashion cities such as London, Rome, Florence, Beijing, Shanghai
5. Get involved with the Richmond Fashion Society through photography, writing or event management

## WHERE DO RICHMOND FASHION MANAGEMENT & MARKETING STUDENTS GO?

Burberry, Guess, Paul Smith, Stylus Life, Nottingham Sherwood Forest, Puffa

## CAREER PATHS FOR FASHION MANAGEMENT & MARKETING GRADUATES

Luxury Fashion Brands Management, Retail Management, Market Research & Branding, Advertising, Fashion Buying, Consultancy, Ethical/Sustainable Fashion

Graduates from this programme are also eligible to receive a Chartered Management Institute (CMI) Award in Management & Leadership

**“THE FIRST TWO YEARS OF THE PROGRAMME GAVE ME A REALLY STRONG BUSINESS FOUNDATION WHICH WILL BE INVALUABLE WHEN WORKING WITH DESIGNERS.”**

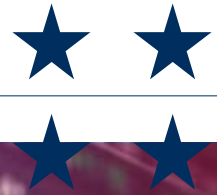
THIMO GRANTZ

# BA FINANCE & INVESTMENT

4 YEAR PROGRAMME - UCAS CODE: NN33



UK & US DEGREE



## Studies duration:

Available as a four year programme.  
See [richmond.ac.uk](http://richmond.ac.uk) for details of exemptions.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London, for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

As one of the world's top financial centres, London provides the perfect location for this programme which explores financial accounting, corporate finance and investment management.

You will explore topics vital to the finance industry such as mergers, regulation and derivatives. Gain an understanding of tools in finance and investment such as risk measurement and management, asset pricing, cost of capital, exchange rate determination, financial modelling and econometric testing.

In the third and fourth year of this programme, you can extend your specialist skills by choosing options which interest you, from Derivatives, International Finance and Wealth Management. Together with the chance to gain internship experience in a financial role within an organisation, you'll be gaining vital experience and skills required by global employers in this competitive industry.

Our academics are experts in the worlds of finance and investment, and there are regular guest speakers to provide further insight.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Acquire an in-depth understanding of the world of finance and the tools needed to succeed
2. Obtain the vital skills needed for careers such as corporate finance, investment banking and international wealth management
3. Benefit from practical work experience in a finance-based, integrated internship
4. Learn a variety of key business skills such as problem solving, data analysis, IT and communication skills, all highly valued by employers
5. Study in an international environment in London, a world-leading financial and investment centre

## WHERE DO RICHMOND'S FINANCE & INVESTMENT GRADUATES GO?

Accenture, Ernst and Young, Merrill Lynch, Nomura, UBS Wealth Management, HSBC, BNP Paribas

## CAREER PATHS FOR FINANCE & INVESTMENT GRADUATES

Fund Management, Accounting, Corporate Finance, Banking, International Finance, Wealth Management, Investment Banking

Graduates from this programme are also eligible to receive a Chartered Management Institute (CMI) Award in Management & Leadership

**"I'VE REALLY ENJOYED THE DIVERSITY OF THIS PROGRAMME WHICH HAS HELPED ME IDENTIFY WHAT I'D LIKE TO DO FOR A CAREER. I'VE ALSO FOUND THE FACULTY INCREDIBLY SUPPORTIVE."** JORGE RIVERA

# BA INTERNATIONAL SPORTS MANAGEMENT WITH FOOTBALL (IN LEEDS)

APPLY DIRECT, 4 YEAR PROGRAMME



UK & US DEGREE



## Studies duration:

Available as a four year programme.

See [richmond.ac.uk](http://richmond.ac.uk) for details of exemptions.

## Start dates:

September, January

## Where:

Based at The Richmond International Academic and Soccer Academy (RIASA) in Leeds.



## PROGRAMME OVERVIEW

This is a fantastic opportunity for anyone who is passionate about soccer to combine their love of the game with a BA in International Sports Management which is the perfect way to kick off a career in the sports and leisure industries.

You'll join our highly qualified, internationally renowned team at Leeds-based Richmond International Academic and Soccer Academy (RIASA) for your coaching training and all of your studies.

Once graduated, you'll be unbeatable. You will have gained an FA Level 1 Certificate in Coaching Football, a highly prized and practical asset for your future career.

At RIASA you'll have the fantastic chance to play in a top quality soccer academy with professional coaching and playing opportunities. Get career advice from our professional UEFA A licensed coaching team on your future soccer options.

The third and fourth years see a blend of diverse subjects, including Marketing, Nutrition, Legal and Ethical Concepts in Management, Sports Events Planning and Promotion and Sports Journalism. In the final year, you'll also have the option to do an integrated internship in Sports Management, extending your knowledge and expertise in a specialist area of your choice.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Gain all-round knowledge of International Sports Management which will equip you for a career in the sports industry anywhere in the world
2. Develop your soccer skills as you train with professional UEFA A licensed coaches and gain highly valued soccer coaching qualification
3. Gain practical experience through an integrated internship in International Sports Management, enhancing your career options
4. Benefit from membership of the Chartered Management Institute (CMI) while you study, providing resource portals, Management Direct and an employment opportunities database
5. Opportunities for exit trials with clubs in Norway, Sweden, Finland, Slovenia & Latvia

## WHERE DO RICHMOND'S INTERNATIONAL SPORTS MANAGEMENT GRADUATES GO?

Kicking Horse Mountain Resort Golden, Canada; Principal Credit Investments at CPPIB New York; Wells Fargo Advisors, Greater Minneapolis; Davis Polk & Wardwell LLP, Canada; Headway Digital, Barcelona, Spain

## CAREER PATHS FOR INTERNATIONAL SPORTS MANAGEMENT GRADUATES

Professional Football, Coaching, Sports Management, Sports Promotion, Sales and Marketing

**“BEING ABLE TO CONTINUE MY PLAYING CAREER WHILE STUDYING WAS VERY IMPORTANT TO ME, AND BEING ABLE TO DO SO IN A COUNTRY THAT LIVES AND BREATHE THE SPORT WAS A DREAM COME TRUE.”**

JOSEPH DeMARTINO





# BA MARKETING

4 YEAR PROGRAMME - UCAS CODE: NN15



UK & US DEGREE



## Studies duration:

Available as a four year programme.

See [richmond.ac.uk](http://richmond.ac.uk) for details of exemptions.

## Start dates:

September, January, May

## Where:

You will be based at the Richmond campus for the first part of your degree, then in Kensington, central London, for the second part. Students also have the opportunity to study at one of our international partner universities.

## PROGRAMME OVERVIEW

A programme which both challenges and inspires, our BA in Marketing will provide you with the essential principles, skills and knowledge you'll need for a successful career in the dynamic marketing industry.

Once graduated, you'll be eligible to receive a prestigious Chartered Management Institute (CMI) Certificate in Strategic Management & Leadership

This programme is all-encompassing and will take you from market research and consumer behaviour to branding and advertising. Ecommerce and social media are explored in detail, with an examination of their increasingly vital role in the marketing mix. On top of all this, you'll be provided with a solid foundation in general business and management knowledge with a specific focus on marketing, both as business strategy and a function.

There's a broad spectrum of electives on offer in the third and fourth years. Choose from Game Theory and Decision Making, Media Ethics, Operations Management and Web Design.

You'll work on live marketing briefs and learn from eminent guest speakers, who will share their expertise and tips on how to get ahead in the industry.

Based in vibrant London, home to world leading marketing, advertising and communication companies, you'll be ideally positioned to capitalise on internship opportunities.



## TOP FIVE REASONS TO STUDY THIS PROGRAMME:

1. Build a comprehensive business understanding which puts marketing into context within organisations
2. Examine successful global marketing practices
3. From concept to product launch, learn how to position and promote products/services
4. Compare strategies involved in marketing and branding
5. Discuss the contemporary debate over marketing ethics, and contrast different ethical approaches to the study of marketing

## WHERE DO RICHMOND MARKETING GRADUATES GO?

Accenture, Mindshare, Dentsu Aegis, MediaCom, OmniCom, RAPP Group, Merkle & Periscopix, Ogilvy & Mather, Publicis Group, Havas Media, Fallon, BBH, Leo Burnett, Saatchi & Saatchi, R/GA London, Edelman and Razorfish

## CAREER PATHS FOR MARKETING GRADUATES

Digital Marketing, Social Media Management, Creative Content Copy Writing, Account Management, Branding, User Experience Marketing, and Experiential Marketing

**"IT WAS REALLY USEFUL TO HEAR FROM GUEST SPEAKERS IN ORGANISATIONS LIKE PWC, KPMG AND BP AND VERY HELPFUL FOR MY FUTURE CAREER, AS I AM ABOUT TO GRADUATE AND ENTER THE WORLD OF DIGITAL MEDIA ANALYTICS."**

TREVIN MAY

# STUDENT LIFE

UNDERGRADUATE STUDENTS ARE GUARANTEED A PLACE IN UNIVERSITY ACCOMMODATION DURING THEIR FIRST YEAR. FIRST AND SECOND YEAR RESIDENT STUDENTS ARE BASED AT THE RICHMOND CAMPUS, WHILE THIRD AND FOURTH YEAR STUDENTS HAVE THE OPTION OF HOUSING ON OUR KENSINGTON CAMPUS



## LIVING ON CAMPUS

To help you to settle in quickly, we have introduced a room buddy scheme. If you have opted for a shared room, once your accommodation has been confirmed we can share your contact details with your future roommate, so you can get to know each other before term starts.

Our on-campus catering facilities offer a variety of food options. Students can take advantage of our meal plans, which include breakfast, lunch and dinner from Monday to Friday, brunch on Saturday and brunch and dinner on Sunday.

For further information and costs please visit our website.

Ensuring a safe environment for our students to live and learn is a responsibility that we take extremely seriously. Our campuses both feature 24-hour security staffing, an ID-card system to access student accommodation and comprehensive CCTV coverage.



## Richmond campus accommodation

Richmond is a quiet, residential area surrounded by beautiful parkland. The campus is set in a six-acre site at the top of Richmond Hill, with student accommodation located in both the impressive main building and the surrounding buildings.

Richmond campus facilities include:

- Fully catered with meal plans
- Self-catering option
- 24 hour security/reception
- Dining Hall
- Computer Labs & free printing
- Classrooms
- Fitness Centre
- Starbucks™ Coffee Shop
- Student Common Room
- Wireless internet
- Tennis Court
- Laundry facilities
- Library & quiet zones for study
- iMac Studio

If you would like to visit our Richmond campus, you can either attend one of our scheduled undergraduate Open Days or book an individual tour. Please visit our website for further details.

## Kensington campus accommodation

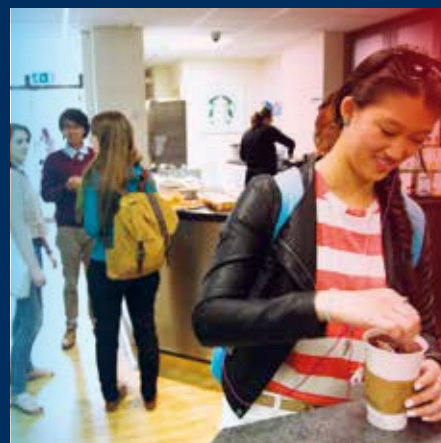
Our Kensington campus, located in the heart of London, caters for our third and fourth year students, along with our postgraduate students. Places are allocated on a first-come, first-served basis.

Students living at the Kensington campus are housed in three residences, all within walking distance of the university buildings. They also have a number of major London landmarks on their doorstep, including the Royal Albert Hall, the Victoria & Albert Museum, the Science Museum and the Natural History Museum. The main residential hall at Kensington is home to the library, IT labs and dining hall.

Kensington campus facilities include:

- Fully catered with meal plans
- 24 hour security/reception
- Computer Lab & free printing
- Dining Hall
- Student Common Room
- Wireless internet
- Laundry facilities
- Starbucks™ Coffee Shop
- Library & quiet zones for study
- Classrooms
- Centre for New Media (Darkrooms, editing suits, Mac Lab)
- Art Studios & Workshops
- Psychology Laboratory

Please visit our website for further information and costs.





## STUDENT GOVERNMENT

The Student Government is comprised of elected members of the student body. Its purpose is to serve and represent the interests of Richmond students in the areas of academic, social and student life. The Student Government also arranges social and educational activities for the entire student body. Parties, excursions, musical performances, competitions, charity events and more are all organised by students, for students.

## SOCIETIES, EVENTS AND ACTIVITIES

Richmond offers a wide range of activities and events throughout the year, enabling you to fully embrace university life in one of the world's most vibrant capital cities.

### The cultural calendar

Richmond students have access to discounted tickets for West End shows, sporting matches, London Fashion Week, museum exhibitions, music events and more.

We also run themed events on campus, often coinciding with topical issues. Recent events have included:

- International Week (activities highlighting the diverse international populations on campus)
- SHAG Week (Sexual Health Advice and Guidance week, a national initiative that encourages students to discuss sexual health and safe sex)
- Health & Wellness Week (activities and guidance promoting physical and mental health)

## OUR FLAGSHIP CAMPUS EVENTS

Richmond hosts three annual events that hold special significance for our students.

### Honours Night

This is an invite-only awards ceremony that recognises outstanding student achievements. This event, held every April, rewards excellence both in the classroom and through our clubs and societies.

### International Night

International Night is one of Richmond's oldest traditions, and the most popular social event in the calendar. Organised entirely by our students, it is a celebration of the Richmond's cultural diversity. An opportunity for students to showcase their own country's customs, culture and traditions, International Night brings the whole University together for an evening of music and dance.

### Spring Fest

All of our students are able to let their hair down and celebrate at Spring Fest, as it takes place every year on the last day of classes. Held on the front lawn at the Richmond campus, it is a moment for students, staff and faculty to celebrate together with a BBQ and games.

We also run themed events throughout the year, like Halloween on the Hill (which is open to students and the wider community), and Thanksgiving.

## Societies

Richmond boasts a wide range of clubs and societies, including Richmond Psychology Association, Dance Club, Art Exhibition Society, Women in Leadership and Fashion Society. If you want to join one that doesn't exist yet, the Student Affairs team can help you start your own.







# STUDENT SUPPORT

## STUDENT AFFAIRS

For anything you need outside of the classroom, Student Affairs is here to help. The team offers an extensive range of services to support and empower you through all kinds of challenges – personal, social and emotional; they are dedicated to helping you make the most of your time at university. Whether you have questions about health or housing, need financial guidance or support with official paperwork, they offer personalised support, unique to each individual student, and can also signpost you to specialist services, such as counselling, if required.

Richmond's Student Affairs team have offices at both campuses, and they operate an open door policy, so you can drop by with questions or concerns without needing to make an appointment. You can also pop by and book a private appointment if you need to.

### ResLife

The Student Affairs team is supported by ResLife, a group of students who are employed by the University to provide active pastoral care to those students who live on campus. They are on hand to coordinate social activities, offer advice and deal with any minor emergencies. If you benefit from ResLife during your first year, you might consider applying for a role within the team. The position will support your future employment prospects.

## An award-winning team

We're honoured that our Student Affairs team at Richmond was shortlisted for a prestigious 2018 Times Higher Education Awards, in the category of Outstanding Contribution to Leadership Development. These 'Oscars of higher education' recognised the outstanding role played by our Richmond Leadership Academy which encompasses all aspects of the student experience at Richmond, with a particular focus on employability and personal development.

The Student Affairs team are also the 2017 winners of the Independent Higher Education 'Best International Student Experience 2017' awards.



## THE RICHMOND LEADERSHIP ACADEMY

Aimed at developing leadership and employability for students, The Richmond Leadership Academy provides opportunities and resources for students who can take part in a number of ways.

### Student leadership and engagement opportunities on campus

From societies and clubs with a diverse range of missions and interests through to Student Government and other programmes, students can get involved in the Richmond Leadership Academy.

### Workshops, Events and Online Resources

The University offers events throughout the year aimed at enhancing students' personal skills development and employability. There are also numerous online courses available via the Careers Portal system.

### Richmond Leadership Academy Awards

A scheme to encourage students to develop in four core areas:

- Personal skills
- Volunteer and work experience
- Workshop and seminar participation
- Campus leadership





## OUR STUDENTS IN THE STUDENT GOVERNMENT

*"Richmond does offer great opportunities not to just excel in the academic side but also in the leadership and volunteering side. I have had the great opportunity to be President of the Student Government for two years running when I have been trying to accomplish various goals from improving the facilities to advocating for students and organising great events. This has really helped to develop my leadership skills but also to develop as a person."*

Gonzalo Diaz-Rio Varez



*"Being a part of Student Government allows me to gain skills outside of my degree like event planning and compromising to reach a decision, as well as skills such as time management which will be useful to me within my degree. As the Events Coordinator at Richmond, I plan both on and off campus events that would be of interest to the students."*

Ashleigh King



## HEALTH AND SPORTS

We are committed to supporting our students' mental, emotional and physical health, and offer a wide range of easy-access services dedicated to their well-being.

We encourage all of our students to adopt a healthy lifestyle and make it easy for them to participate in sports and exercise, both on campus and nearby.

There is a doctor's surgery and a dentist close to both Richmond and Kensington campuses. Richmond offers free, confidential counselling services to all students at both campuses.



### On-campus fitness centre

The Richmond campus has a modern fitness centre, equipped with Cybex cardio-vascular and weights machines. It is open to residents 24 hours a day.

### Team games

The University's recreational court, located at the front of the Richmond campus, is regularly used for student football (soccer), basketball and dodge ball games. You can form teams in advance or simply show up to play.

The University hires out pitches throughout London, where football matches are held, usually over the weekend.

Richmond will occasionally compete against other universities in the area.

### Support for students with disabilities

Richmond welcomes applications from students with disabilities, which may include sensory or mobility impairments, specific learning difficulties such as dyslexia, long-term health conditions, autism spectrum conditions and mental health difficulties. Richmond endeavours to make all practical and physical adjustments possible to ensure all of our students are able to fully participate in the University community.

Our Student Affairs Office can help students with applications for disability-related financial support.





## CAREER SERVICES

The University offers personal development seminars, leadership opportunities and access to work experience, volunteering and internships. There is also a dedicated, personalised service for assistance with CV writing, interview preparation tips and much more. Throughout your studies, you will have the opportunity to build links with industry experts and Richmond alumni, connecting you to a vast and influential worldwide network.

## PEER MENTORING

Every year a group of committed and involved students volunteer to become peer mentors, working closely with the faculty and helping to guide first year seminars. The scheme benefits both parties; the new students are able to talk to someone who knows what they are going through, and the mentors improve their personal and communication skills while enhancing their CV.

## PEER TUTORING

We also like to encourage peer tutoring. Students who have excelled in a subject and have received a recommendation from a professor are able to tutor other students. The peer tutoring service is free for students.





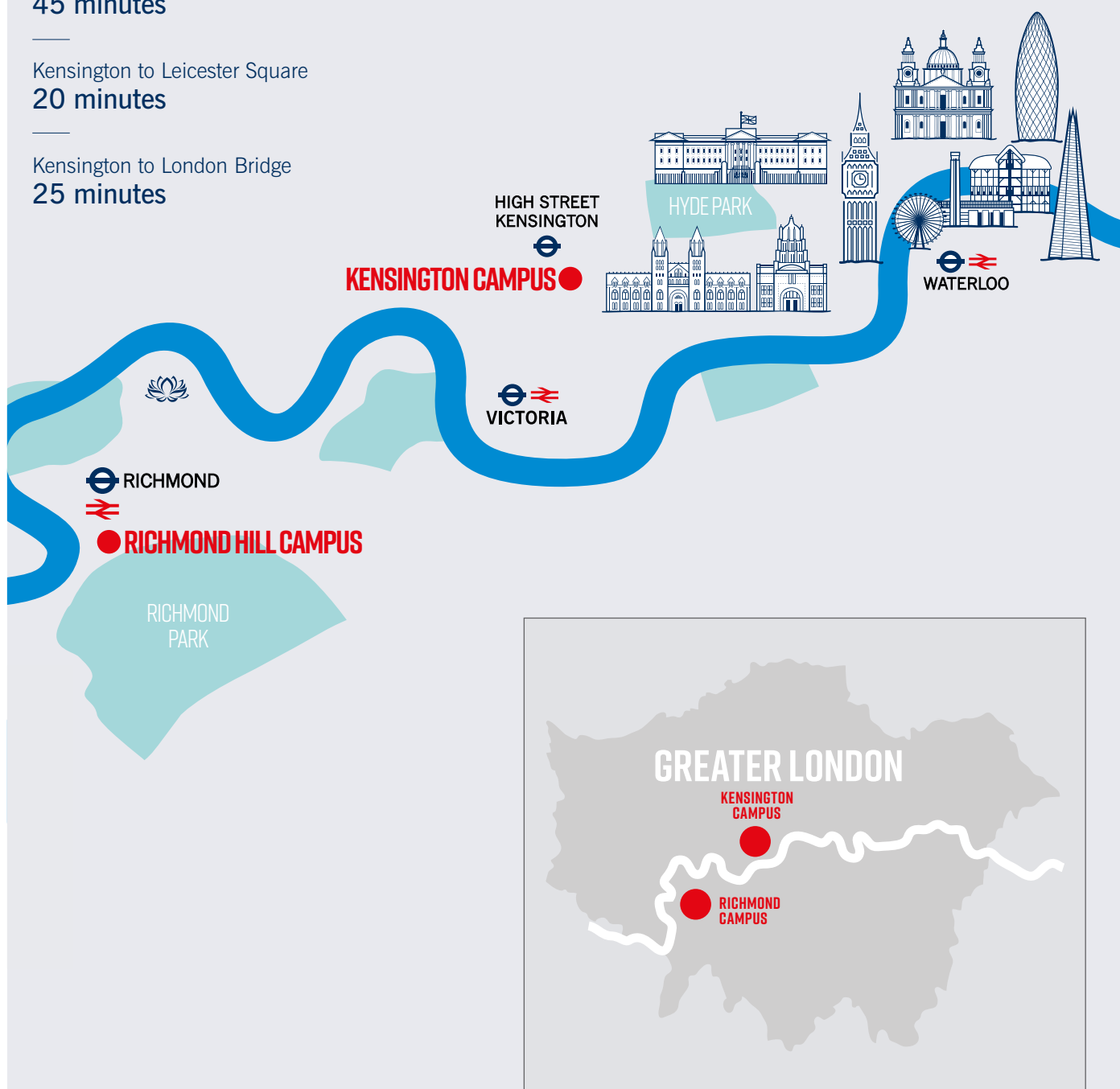
# TWO AMAZING LONDON LOCATIONS

Richmond to Waterloo  
**20 minutes**

Richmond to St Pancras  
International  
**45 minutes**

Kensington to Leicester Square  
**20 minutes**

Kensington to London Bridge  
**25 minutes**





## RICHMOND CAMPUS

Queen's Road, Richmond upon Thames TW10 6JP

### Tube:

Richmond Station – District Line from Central London

### Trains:

Richmond Station – National Rail from Waterloo and Clapham Junction

### Bus:

371 from Richmond Station

### Car:

30 minutes from M25 – Junction 12  
25 minutes from M4 – Junction 1

### Plane:

12 miles away from London Heathrow Airport (LHR) – approximately 30 minutes by car or taxi

30 miles away from London Gatwick Airport (LGW) – approximately 45 minutes by car or taxi



## KENSINGTON CAMPUS

1 St Albans Grove, Kensington, London W8 5PN

### Tube:

High Street Kensington Station – Circle and District Lines

### Trains:

Kensington (Olympia) Station – London Overground

### Bus:

9, 10, 27, 28, 49, 52, 70, 328, 452, C1

### Car:

45 minutes from M25 – Junction 12  
20 minutes from M4 – Junction 1

### Plane:

15 miles away from London Heathrow Airport (LHR) – approximately 40 minutes by car or taxi

41 miles away from London Gatwick Airport (LGW) – approximately 1.15 hours by car or taxi



# RICHMOND FOUNDATION PROGRAMME

## STUDENTS COME TO RICHMOND FROM MANY DIFFERENT COUNTRIES AND BACKGROUNDS

Sometimes students need extra support with academic English, academic orientation, study skills or subject knowledge before they are ready to officially begin undergraduate study. The Richmond Foundation Programme is designed to give these students the best possible preparation for success on their chosen degree programme.

At Richmond, this support continues once students have progressed to degree level. We offer courses in Academic English, writing and research, ensuring students not only advance, they excel.

### Course Structure

The Richmond Foundation Programme is open to motivated students who do not yet reach our required entry standards. The one-year programme is spread over three semesters (fall, spring and summer), and is specifically designed to prepare you for direct entry onto a Richmond degree programme.

When a student enters the Richmond Foundation Programme, they take four courses per semester together with the degree students. At the end of the academic year, if a GPA of 2.0 (an overall 'C' grade) has been achieved, then the student is offered a place on the degree programme.

Students requiring additional academic English support will take two credit-bearing courses of English for Academic Purposes (EAP) in their first semester.

Richmond students are assigned a specially trained faculty member who serves as their personal Academic Adviser. With guidance from their Academic Advisor, the Richmond Foundation Programme students will typically select from the following courses:

- Fundamentals of Research and Writing
- Fundamentals of Academic Language and Oracy
- Research and Writing I
- Transitions: London Calling I
- Transitions: London Calling II
- Creative Expression
- Scientific Reasoning
- Quantitative Reasoning
- Fundamentals of Mathematics
- Functions and Applications
- Probability and Statistics

Students may also study subject area courses selected from their intended undergraduate degree programme.

### Admissions requirements

All applications for our Foundation Year programme will be judged on an individual basis. In general, the Foundation Year is suited to well-motivated students who have previously studied the US High School Diploma, A-levels, IB or international equivalents, but who have not achieved the grades required for immediate entry onto the Richmond degree programme. For guidance, contact [admissions@richmond.ac.uk](mailto:admissions@richmond.ac.uk) or telephone **+44 (0)20 8332 8330**.

### English language requirements

Students who are not from majority English-speaking countries must have a minimum of IELTS 5.5, with 5.5 in each element (or equivalent) on entry.

### Financial support

Please note that while our Richmond Foundation Programme is designed for students from all countries, it is not suitable for students who require financial assistance from US Federal Aid or Student Finance England (until they progress to the degree course).



# HOW TO APPLY

STUDENTS APPLYING TO RICHMOND MAY DO SO THROUGH UCAS, THE COMMON APPLICATION OR DIRECTLY TO THE UNIVERSITY

## 1: DIRECT APPLICATIONS

### How to apply

- Complete and submit an online application available at [richmond.ac.uk/admissions/undergraduate-admissions](http://richmond.ac.uk/admissions/undergraduate-admissions)

### Attach the following supporting documents

- A personal statement of approximately 500 words
- Official high school transcripts/final examination results and certificates
- Confidential reference from a teacher or school counsellor
- Evidence of English language proficiency, e.g. IELTS. Other English language tests may be provided but please contact us for further advice
- Copy of the photograph and signature pages\* from a valid passport\*\*
- Copy/Copies of all previous UK Visas for Non EU Nationals\*

\* If applicable

\*\* Required of all applicants, including UK citizens

Please note: for Transfer Students with fewer than 30 credits, submission of your High School grades are required in addition to your current in-progress University transcripts.

### Deadline for direct applications

For autumn (fall) entry, students who require a visa to study in the UK should submit a direct application and supporting documents by 1st July. Applications will still be considered beyond this point on an available space basis, as priority will be given to applications received by the deadline.

### What happens next?

Your application will be given to an Admissions Officer and a decision will be made on your application.

### The offer

If your application is successful, you will be sent an offer of admission via email. Your offer letter will state the conditions of your offer, if applicable, and information on how to accept your offer.

## 2: UCAS APPLICATIONS

Applications to our degrees can be made through UCAS. For further information visit the UCAS website at [ucas.com](http://ucas.com)

### Deadline

You can apply online through UCAS from early September and you should submit your form by the UCAS application deadline in January.

### Find Richmond on UCAS

You will find all of our undergraduate degrees listed on the UCAS website or in the UCAS Directory. Alongside each programme is the UCAS course code. Richmond's institutional code is: **R20**.

### What happens next?

Your application is forwarded by UCAS to Richmond.

### The offer

Most offers are conditional upon forthcoming examination results. You must accept or decline the offer through UCAS and, in the case of a conditional offer, await your results.

## 3: THE COMMON APPLICATION

Application to our degrees can be made through the Common Application. Students wishing to apply via the Common Application may do so at [commonapp.org](http://commonapp.org)

### What happens next?

The application is forwarded to Richmond, and we will respond directly to you.

### The offer

Please refer to Direct Application, as the process is the same.



# ENTRY REQUIREMENTS

## Academic requirements

Please visit our website for qualification and country specific requirements along with further guidance on our academic admissions requirements:

**[richmond.ac.uk/admissions/undergraduate-admissions](http://richmond.ac.uk/admissions/undergraduate-admissions)**

## The Richmond Foundation Programme

Motivated students who have completed their high school education, but who have not achieved the required grades for immediate entry to the Richmond undergraduate programme, are eligible to apply for the Richmond Foundation Programme (see page 48).

## English Language Requirements

Those whose first language is not English should normally have achieved CEFR level B2 in a recognised English language test or qualification that is acceptable to the University prior to entry to the programme.

Acceptable tests include IELTS, TOEFL and PTE. Please see our website for the range of English language tests that may be used for admission.

At the University's discretion, EEA and Swiss nationals who have recently undertaken a full-time programme of study of at least two years duration where English was the medium of instruction are exempt from the English language requirement.

Further details of all of the above, including the specific minimum English language tests currently required within level B2, may be found on the University website, **[richmond.ac.uk](http://richmond.ac.uk)**.

## Tuition fees

The most up-to-date information about our tuition fees can be found on our website: **[richmond.ac.uk/admissions/student-tuition-fees-and-funding/](http://richmond.ac.uk/admissions/student-tuition-fees-and-funding/)**. The following information is correct at the time of publication.

## Which fees should I pay?

### UK and EU (Home) Student Fees

For all UK and EU passport holders who have been ordinarily resident within the EEA for the three years or more prior to entry to the programme, or who meet the criteria laid out by UKCISA (the UK Council for International Student Affairs).

### International student fees

For all students holding a passport from outside of the EEA, or students who have not complied with the EEA residency rules set out by the University.

### US dollar fees

Students from North America (excluding Canada) usually pay their tuition in US dollars in order to take advantage of Richmond's designated US dollar scholarships.





# ENQUIRIES

## ENQUIRIES WORLDWIDE

Office of Admissions  
(UK, Europe and International)  
Richmond, The American International  
University in London  
Queen's Road  
Richmond upon Thames  
TW10 6JP  
United Kingdom

T +44 (0)20 8332 8330  
E [enquiries@richmond.ac.uk](mailto:enquiries@richmond.ac.uk)

## ENQUIRIES IN NORTH AMERICA

Office of Admissions for North America  
Richmond, The American International  
University in London  
343 Congress Street  
Suite 3100, Boston  
MA 02210-1214  
USA

T +1 (617) 450 5617  
E [usadmissions@richmond.ac.uk](mailto:usadmissions@richmond.ac.uk)

### Richmond is an equal opportunity university

It does not discriminate in admissions, employment or access to programmes. The policy of the University is that students, applicants and employment candidates are considered without regard to race, colour, religion, sex, sexual orientation, national or ethnic origin or age. The University complies with the Equality Act 2010.

#### Background information on Richmond

The construction of the main building at the Richmond campus began in 1841 and was completed in 1843, when it opened as the Wesley Theological Institution. Later known as Richmond College, it became part of the University of London, whose degrees it awarded until 1971. In 1972, it became Richmond College, an independent, international, not-for-profit liberal arts college. Today the University is known as Richmond, The American International University in London. Richmond is accredited by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104 (267-284-5000).

Richmond is licensed to award Associate of Arts, Bachelor of Arts, Bachelor of Science, Master of Arts, and Master of Business Administration degrees by the Department

of Education in the State of Delaware. The University is incorporated as a not-for-profit educational institution in the State of Delaware, USA, and is a recognised 501(c)(3) public educational charity under US law. In the UK, Richmond has UK Taught Degree Awarding Powers by the Privy Council.

Richmond's degrees are also designated by the Secretary of State for Education of Her Majesty's Government in the United Kingdom The Education (Recognised Awards) (Richmond The American International University in London) Statutory Order 2017 (SI 1185) dated 30 November 2017, Statutory Order 2016 (SI 1209) dated 12 December 2016 and Statutory Order 2006 (SI 3121) dated 23 November 2006. The University has "Highly Trusted Sponsor" status as defined by the United Kingdom UK Visas and Immigration Agency.

Richmond has been a voluntary subscriber to the QAA since August 2009. The Quality Assurance Agency for Higher Education (QAA) conducted an Higher Education Review for Alternative Providers in December 2017, and Richmond was found to have met expectations in all review judgements including: the academic standards of the awards the University offers, the quality and enhancement

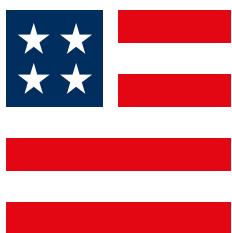
of student learning opportunities and the publication of information about those opportunities. The full reports can be consulted at: [qaa.ac.uk/reviewing-higher-education/quality-assurance-reports/Richmond-The-American-International-University-in-London](http://qaa.ac.uk/reviewing-higher-education/quality-assurance-reports/Richmond-The-American-International-University-in-London).

Richmond is independent and not affiliated with other institutions including the University of Richmond, nor with other American universities throughout the world. The information in this publication is correct at the time of going to print, however information may be subject to change.

This document was prepared before the academic period/s to which it relates in order to provide applicants with an overview of the academic programmes available and contingent support services. Changes such as amendments to programme titles, programme content and fee information are possible. Richmond, The American International University in London (RAIUL) reserves the right to modify its provision accordingly. This document is for guidance only and does not form part of any contract between the University, the prospective student or any other stakeholder. It is subject to change without notice.



# TWO AMAZING LONDON LOCATIONS



Admissions Office  
Richmond, The American International University in London,  
Queen's Road, Richmond upon Thames TW10 6JP UK  
Email: [enquiries@richmond.ac.uk](mailto:enquiries@richmond.ac.uk)  
Telephone: +44 (0) 208 332 8330  
[richmond.ac.uk](http://richmond.ac.uk)

[RICHMOND.AC.UK](http://RICHMOND.AC.UK)

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