



Student Testimonial



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Why did you choose to study at the University of East London?

Mainly, I was looking for a university in a diverse country, and London is one of the most diverse cities in the world. As I was searching, I found that The University of East London marketing programme was a good match for me, because at the time I didn't really have the right grades to get in so I decided to take the Foundation Programme so that I would end up studying marketing.

Could you tell us about your experience on the International Foundation?

I started the Foundation Programme in January of last year and ended in July. Honestly, it helped me quite a lot

as I wasn't very confident in myself and in my ability to get good grades. I did notice that my lecturers had the intention for me to do good, just as much as I wanted me to do good – they wanted me to do good, so that motivated me to do better. There were moments where I would get a bad grade; I would pass but it wouldn't be a grade that I wanted, and they would still encourage me and tell me that it would be better in first year. They were right – the grades I got in the Foundation Programme genuinely pushed me to do better in first year and now I am proud of the grades I'm getting. The Foundation Programme really did help me – it wasn't just the educational part but it was also the lecturers that did motivate me to do better which I'm really grateful for.



How did you find the teaching style?

The teaching style was very easy for me to grasp, they explained things with the intention of me understanding. If I didn't understand anything we would still have the tutorials, so if I wasn't aware of something I could set a date with them and get an explanation. In my past, I'm not sure I'd have the same access to a teacher outside of class time.

Can you tell us a bit more about your tutorials?

Usually, a tutorial would be for about an hour outside of class time. Those are the time slots that you could ask a lecturer anything if you're having a problem and they would explain it to you. There was a lot of extra support and you wouldn't be left confused afterwards.

How did you find the online provision?

I was online most of the time during my Foundation unfortunately (due to Covid) but I didn't feel as though I was missing out on anything as everything was still provided online.

When I did get here, it was very inviting. All the access to all my classes was on Moodle, I could talk to my lecturers, and classes would be recorded so I could look back on the classes so it wasn't too difficult, I got used to it really quickly.

Tell us about Marketing at the University of East London?

I'm based on the University Square Stratford Campus. The Business building is a very nice building and if you're

looking for anything to eat after a lesson there's a restaurant, a Starbucks and a whole bunch of other options. The lecture halls are fairly large; you can sit anywhere but I would suggest sitting at the front so you can hear the lecturer and be able to see what's going on. It's easy to build a relationship with your teachers, you can easily communicate with them so I would very much encourage people to do that. The facilities – my building is huge, there's lots of classes in there, not just Business students but a number of Arts students have access to the facilities I think on the top floor so it's a very diverse building.



Do you have any advice for international students looking to study here?

As an international student myself who has come to study in London, it can be really scary and frightening to come to a new environment and culture that you're not aware of but I'd genuinely say it's very eye opening as well, you gain different experiences and opportunities so don't be too frightened to come – just make your application and do it!