

# FSB and Ravensbourne University Forge an Innovative Partnership to Launch Business and Digital Marketing Programmes

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FSB is proud to announce an innovative partnership with Ravensbourne University, renowned for its cutting-edge approach to creative education, to introduce a series of transformative academic programmes across its London and Leicester campuses. This collaboration aims to empower the next generation of business leaders and digital marketing professionals with a unique blend of academic excellence and industry-focused expertise.

The newly established programmes, launching in November

2023, include:

**BSc (Hons) Business and Management with Foundation** – This programme is designed to equip students with a strong foundation in business principles and leadership skills. It will provide a comprehensive understanding of global business dynamics, preparing students for a wide range of career opportunities in the corporate world.

**BSc Digital Marketing with Foundation** – In an increasingly digital world, this programme will offer students a deep dive into the ever-evolving landscape of digital marketing. From SEO and content marketing to social media strategy and data analytics, students will gain hands-on experience and expertise to thrive in the digital marketing sphere.

**MSc Digital Marketing** – This Masters's program will delve into advanced concepts and strategies in digital marketing. It will challenge students to think critically, innovate, and lead in the dynamic field of digital marketing.

To apply visit: [www.fsb.ac.uk/courses/](http://www.fsb.ac.uk/courses/)

Andy Cook, Vice-Chancellor of Ravensbourne University, expressed enthusiasm for this collaboration, stating, 'The partnership with FSB is brilliant news. Our values and goals are aligned, and we have been impressed with FSB ever since we first met. We believe the partnership offers great value and we are looking forward to our long-term partnership and the exciting things we will achieve.'

Mr Mohammed Zaidi, FSB's CEO, echoed these sentiments, saying, 'We are excited to join forces with Ravensbourne University to offer these groundbreaking programmes. As an organisation deeply invested in higher education, we recognise the need for skilled professionals who can navigate the complex landscape of business and digital marketing. Together, we will empower students with the knowledge and skills they need to excel in these fields.'

Dr John Pomeroy, FSB's Principal, added: 'The partnership between Ravensbourne University and FSB is set to reshape higher education by bridging the gap between academia and industry. This collaboration is a testament to both institutions' commitment to fostering innovation, nurturing talent, and driving positive change in the world of business and digital marketing.'

To find out more about our accredited courses from Ravensbourne please visit [www.fsb.ac.uk/courses](http://www.fsb.ac.uk/courses) or email [admissions@fairfield.ac](mailto:admissions@fairfield.ac).

***For any questions, feedback, or additional information, please contact the author of this article, Kunal Chan Mehta via [kunal.mehta@fairfield.ac](mailto:kunal.mehta@fairfield.ac).***