

WE ARE #CARDIFFMET

BA (Hons) Digital Marketing Management

SCHOOL OF MANAGEMENT

Induction & Enrolment Information

Academic Year 2018/19



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd

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1. Welcome from your Teaching Team




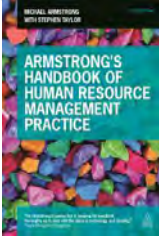

Congratulations on becoming a Met-Marketer. Marketing is a critical business function and is perhaps the most important component in determining a business' profitability and success. Our course has a great reputation for its vocational orientation and your lecturers have both academic knowledge and industry experiences to teach you the skills you need for the workplace after graduation.

Dr Cherniece Plume Programme Director – Digital Marketing CJPlume@cardiffmet.ac.uk	Join her on twitter: https://twitter.com/Cherniece_P
Dr Paula Kearns Head of Department for Marketing & Strategy pkearns@cardiffmet.ac.uk	Staff Profile: http://www.cardiffmet.ac.uk/management/staff/Pages/Paula-Kearns.aspx
Kath Mutter Marketing Field Group Chair	Staff Profile: http://www.cardiffmet.ac.uk/management/staff/Pages/Katherine-Mutter.aspx
Dr Nicola Williams-Burnett Senior Lecturer in Marketing	Staff Profile: http://www.cardiffmet.ac.uk/management/staff/Pages/Nicola-Williams-Burnett.aspx
Dr John Follett Senior Lecturer in Marketing	Staff Profile: http://www.cardiffmet.ac.uk/management/staff/Pages/John-Follett.aspx
Phill Mutter Lecturer in Marketing	Staff Profile:
Jemma Oeppen-Hill Senior Lecturer in Fashion Marketing	Staff Profile: http://www.cardiffmet.ac.uk/management/staff/Pages/Jemma-Oeppen-Hill.aspx

Becoming a 'Met Marketer' will enable you to gain the academic knowledge and practical skills to gain employment in a marketing capacity. Just like 3 of our marketing students who recently impressed a panel of the UK leading marketers to come third in the CIM's prestigious student marketing competition 'The Pitch 2017' - a UK-wide marketing competition for students, designed to recognise and reward marketing talent of the future - <http://www.cardiffmet.ac.uk/news/Pages/Cardiff-Met-Student-Marketers-Make-the-Final-of-National-Awards.aspx>.

Our course has been developed in conjunction with the [Institute of Direct and Digital Marketing \(IDM\)](#) syllabuses and the needs of the digital industry. It is in the process of being awarded IDM accredited status - which will enable you the opportunity to gain exemptions from the IDM Certificate in Digital Marketing. In addition to this there are additional opportunities to practise your digital skill by participating in the [Institute of Direct and Digital Marketing \(IDM\) Student Marketing Competition](#). The competition will enable you to experience what it is like to work for an advertising agency by working on a campaign for a well-known industry brand with the three highest-scoring finalists will be invited to pitch their ideas to the client face to face.

All the modules you study this year, and in subsequent years, will have core reading. Such reading is seen as central to understanding the module and the issues and debates it raises. Below are the recommended reading for your Year 1 BA (Hons) Digital Marketing Management programme.

Module Name	Recommend Reading	Example of front cover
Introduction to Digital Marketing	Chaffey, D. and Smith, P.R. (2017) <i>Digital Marketing Excellence – Planning, optimisnig and Intergrating Online Marketing</i> . 5 th Ed: Routledge.	
	Masterson, R. & Pickton, D. (2014) <i>Marketing an Introduction</i> . 3 rd Ed, Sage	
Marketing Research Skills	Bradley, N. (2013) <i>Marketing Research: Tools and Techniques</i> (3rd Ed), Oxford University Press	
Digital Media for Marketers	Plume, C.J., Dwivedi, Y. K. and Slade, E.L (2016) <i>Social Media in the Marketing Context: A State of the Art Analysis and Future Directions</i> . Chandos Publishing; 1 edition.	
Building for the Wed	<i>No required reading for this module</i>	
Fundementtal of Information systems	<i>No required reading for this module</i>	
Introduction to HRM	Armstrong, M. (2014) <i>Armstrong's Handbook of Human Resource Practice</i> 13 th edn. London: Kogan Page	
Finance for Managers	Black, G. (2009) <i>Introduction to Accounting and Finance</i> , FT Prentice Hall.	

Should I buy the books above? We carry multiple copies of these books in the library, although as you might imagine they are often in high demand. We encourage you to consider purchasing such texts, although this is not compulsory, and with good time and library management you should be able to borrow texts to complete your work, ready for workshops and seminars. Some texts are available as e-books and are accessible online via the library.

2. Pre-induction Tasks

Please complete the following task:

MARKETING STUDENTS - FAVOURITE ADVERTS

In order to introduce you to the world of marketing, you are required to you are required to collect your **three** favourite adverts. Your three adverts should fall into the following categories identified below:

- **Printed:** Print media has always been a popular advertising option. Advertising products via newspapers or magazines is a common practice. Newspapers and magazines sell the advertising space according to the area occupied by the ad, its position in the publication (front page/middle page, above/below the fold), as well as the readership of the publication.
- **TV:** The holy grail of advertising for more than 50 years, television advertising remains the most sought-after mode of advertising even in the 21st century. It reaches the maximum number of target customers, and has a variety of programming schedules which can be effectively used for the insertion of advert content.
- **Social Media:** Social media has become a platform that is easily accessible to anyone with internet access. Social media advertising programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. Social media serves as a relatively inexpensive platform for organisations to implement marketing campaigns.

Important:

- All three adverts **must** be different.
- Articles can be taken from any reputable news source but this must be identified for each advert.
- All adverts (or a screen shot) must be printed, along with any reference sources.
- They must interest you for some reason – please write 100 words explaining why they interest you, what was good or bad about them.
- All three articles must be brought to the Induction Week in an envelope marked with **MARKETING** and **YOUR NAME**.

3. Enrolment / Student MetCard Collection

Enrolment is an important process which confirms your status as a Student. You can complete the online self enrolment process from any computer through our Self Service system. Please note that in order to self enrol; your status must be Unconditional Firm (UF).

You will receive an email notifying you when you are eligible to enrol online. The email will direct you to a password reset facility in order to request a password to be able to login and complete the enrolment process. For information and guidance on this process please make sure you visit our enrolment page – www.cardiffmet.ac.uk/enrolment.

This process is essential in that it will allow you access to your student loan (if applied for), payment of fees, Cardiff Met's IT systems and importantly enable you to obtain your Student MetCard.

You will also receive your Programme Handbook during your Induction Week.

Enrolment for International Students from outside the EU

If you are an international student (from outside the EU) you **will not** be required to enrol online before arriving at Cardiff Met. This is because it is a legal requirement for the university to check immigration documents of international students before they are permitted to enrol onto their courses. For more information about international student enrolment and a list of documents you will need to bring with you, please access the [international student pages](#) or contact the Immigration Compliance Team at immigrationregs@cardiffmet.ac.uk Tel: 029 2041 5644

Library & Information Services

You will have access to Cardiff Met's Library & Information Services soon after completing your online enrolment. A confirmation email will be sent to you with your Cardiff Met login details. To see the facilities and services available, please refer to www.cardiffmet.ac.uk/library.

Your Student MetCard

A scheduled time for collection of your MetCard is stated within your **Induction Week** information. Your MetCard gives you access to all main campus buildings and doors. You can also add money to your MetCard to be able to access and pay at the self-service printers, copiers and Print Studio services. For further benefits of MetCard please [click here](#).

Fees

Your programme fees for September 2018 entry have been set at £9,000. If your programme has any additional costs attached to it, they will be listed on www.cardiffmet.ac.uk/additionalcosts. You should already be aware of these costs.

Details about fees for international students (from outside the EU) can be found [here](#).

4. Induction Week Timetable

Your first semester as a new student starts with Induction Week, where you will settle into your accommodation, course and student life. Your Induction Week timetable is a schedule of events designed to familiarise you with Cardiff Met, its facilities and your fellow students. You will be given the chance to attend a range of events covering your course, library services, IT, student services and students union. You will also meet, and have a number of sessions, with your personal tutor to make your academic transition as smooth as possible.

There is the freshers fayre where you can sign up to a number of different societies and clubs, and the MetFest social event on Friday afternoon.

Don't forget to get involved on Twitter with WE ARE #cardiffmet.

If you are new to Cardiff, there will also be plenty of opportunities for you explore the city, make new friends and settle into your new life.

Induction is a big occasion on campus and everyone gets involved. Don't be afraid to stop and ask - all of the staff and students are happy to welcome anyone new on campus.

Your events and confirmed timetable are currently being finalised and will be uploaded as a separate document on our [New Students](#) pages for you.

5. Draft Timetable / Typical Attendance

Whilst I appreciate that there are many other calls on your time, I cannot over-emphasise that regular attendance is essential in order to pass the modules and attain a good degree at the end of your course. There are typically 12 hours of class contact a week, consisting of 6 lectures delivered to the whole course and 6 hours of tutorials, seminars or workshops, in which students are split into smaller groups. The structure of these will depend on the module, but in general they are structured as follows:

Tutorials are meetings of small groups of students with a member of staff. They can be used to expand on material covered in lectures, discuss subject areas, provide remedial support, and academic and pastoral counselling.

Seminars involve a student or students presenting previously prepared work to their peers and a member of staff. Seminars give students valuable experience in communication and student-centred learning.

Workshops involve group discussions of topics or demonstrations and are interactive problem solving exercises.

We will provide you with a more detailed timetable as soon as possible, but if you have any specific problems or issues, please contact the Programme Director and we will do our best to accommodate them.

As a first year student, you will have access to your confirmed timetable from Induction Week, via the link in Section 6. NB: Timetables are subject to change, right up to and including the start of term.

Please note that you will need to be enrolled before you can access this information. If your place has been confirmed but you have not been notified that you can enrol, please contact Admissions on what to do next.

6. Useful links

- [Timetable](#)
This link will give you access to your confirmed timetable. You need to have enrolled before you can access this link, and you will be contacted when the information is available.
- [Additional Course Costs](#)
Additional costs are the mandatory or optional expenses, additional to tuition fees, that need to be paid for by students to fully participate and complete their studies. This covers such things as equipment, trips, placements and DBS checks. Each programme has different additional costs.
- [International & Partnerships Office](#)
Advice for international students from outside the EU on making your visa application, living in the UK, making accommodation arrangements or taking advantage of the Airport Welcome Service. The International & Partnerships Office will provide welfare support and learning advice throughout your course
- [Accommodation](#)
Students are able to move into Halls from Friday 14th September but internet access will only be available for those who have completed the enrolment process successfully. There will be events held throughout Induction, information of will be sent to you by Accommodation when confirmed.
- [Student Services](#)
For help during your time with us in relation to your health, welfare, lifestyle and future career. The aim is to provide you with all the support you need to ensure your studies are as enjoyable and successful as possible. Services also include counselling, disability and chaplaincy.
- [Student Finance](#)
For information on Tuition Fee Loans and Maintenance Loans, non-repayable grants, bursaries and scholarships that may be available.
- [Cardiff Met Sport & Facilities](#)
- [Cardiff Met SU](#) *including Freshers information & wristbands*
- [Term Dates](#)
- [Campus Maps, Bike Shelters & Met Rider](#)
Cardiff Met offers its own bus service called the Met Rider, you will be sent an application with your Induction & Enrolment Information. We also have Bicycle Storage shelters on each campus, with changing and showers available. The shelters are secured and are only accessed using your MetCard when you have requested permissions via the i-zone.
- [Safe Taxi Scheme](#)
Cardiff Met operates a Safe Taxi scheme through Dragon Taxis which ensures you always have a way to get home.
- [Virtual Tours](#)
Have another look around our campus and facilities with our guided virtual tours
- [Student Handbook](#)
- [Academic Handbook](#)
- [Admissions Policy](#)