

MSc Digital Marketing Management

PgCert Digital Marketing Management

PgD Digital Marketing Management

Cardiff School of Management Induction & Enrolment Information

Academic Year 2019/2020



**Cardiff
Metropolitan
University**

**Prifysgol
Metropolitan
Caerdydd**

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Dear Student,

Well done in achieving the grades you needed to attend Cardiff Metropolitan University, and congratulations on selecting the Cardiff School of Management (CSM) to pursue your strategic marketing education. As you will discover CSM offers you a vibrant and challenging environment to learn and study. It will provide you with the knowledge, skills and opportunity to be a top graduate, where commitment and enthusiasm will be rewarded.

We hope you enjoy your time with us, and benefit not just from the knowledge you will gain, but the friendships and memories that will be with you for a lifetime.

I wish you the very best of luck in your studies.

A handwritten signature in black ink that reads "David Brooksbank". The signature is fluid and cursive, with a long horizontal line extending from the end.

Professor David Brooksbank
Dean, Cardiff School of Management



1. WELCOME

It is a pleasure to welcome you to Cardiff Metropolitan University and to the Cardiff School of Management (CSM). We are sure that you will have a satisfying and rewarding period of study with us and that you will find the programme, university environment and associated activities both stimulating and exciting. We encourage you to make the most of this learning opportunity and your time at CSM. The MSc team is here to help and encourage you as you progress through the programme, and we look forward to getting to know each one of you.

This document will provide you with key information about the programme and the rules and administrative procedures governing the programme. It also acts as a signpost to other support services and activities across the university with a number of web-links to find out more information. A copy of your course handbook will also be available through the Moodle Learning System (MLS), which will be explained to you during your induction.

Your 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 practice 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.

Best wishes for a successful and enjoyable year!
Cherniece

Dr Cherniece Plume

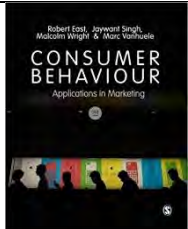
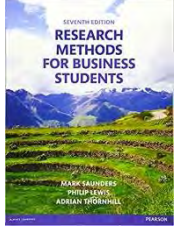

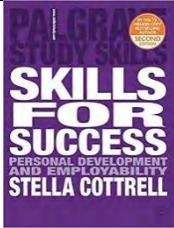
**Programme Director
MSc Digital Marketing Management**

2. YOUR DEGREE

MSc Marketing Degrees – structures September Intake 2019

MSc Strategic Marketing	MSc Fashion Marketing Management	MSc Digital Marketing Management
<p>Core Modules = 120</p> <p>Sem 1 – Sept 19 MKT7004 Multi-channel Strategic Marketing (20) MKT7005 Strategic Global Marketing (20) MKT7009 Marketing Internship (20)</p> <p>Sem2 – Feb 20 MKT7001 Consumer Behaviour – Knowing Your Customer (20) MKT7002 Effective Brand and Advertising Management (20) MKT7003 Modern Marketing Research (20) + Optional Module if taking Marketing Plan (20)</p>	<p>Core Modules = 120</p> <p>Sem1 – Sept 19 FMM7004 Multi-channel Fashion Marketing (20) FMM7005 International Fashion and Luxury Brand Management (20) MKT70009 Marketing Internship (20)</p> <p>Sem2 – Feb 20 FMM7001 Consumer Behaviour – Knowing Your Fashion Customer (20) FMM7002 Strategic Fashion Buying and Product Management (20) FMM7003 Modern Marketing Research (20) + Optional Module if taking Marketing Plan in a Fashion Context (20)</p>	<p>Core Modules = 120</p> <p>Sem 1 – Sept 19 DMM7004 Multi-channel Digital Marketing (20) DMM700X Contemporary Trends in Digital Marketing (20) MKT70009 Marketing Internship (20)</p> <p>Sem2 – Feb 20 DMM7001 Consumer Behaviour – Knowing Your Digital Customer (20) DMM7002 Digital Analytics & Insights (20) MKT7003 Modern Marketing Research (20) + Optional module if taking Marketing Plan in a Digital Context (20)</p>
<p>Final Projects:</p> <p>MKT7007 Dissertation (60) MKT7009 Marketing Plan (40)</p>	<p>Final Projects:</p> <p>FMM7007 Fashion Dissertation (60) FMM7009 Marketing Plan in a Fashion Context (40)</p>	<p>Final Projects:</p> <p>DMM7008 Digital Dissertation (60) DMM7009 Marketing Plan in a Digital Context (40)</p>
<p><u>Optional Modules (must have 10 enrolled):</u></p> <p>MKT7010 PR and Reputation Management (20) MKT7011 Sales and Key A/C Management (20) MKT70012 Ethical Marketing and Law (20) FMM7010 Creative Direction and Communication for Fashion (20) DMM7010 Digital Content Creation and Copyrighting (20) MSM7032 Creativity, Marketing and Enterprise (20) WBL7004 Work-based Learning (20)</p>		

All the modules you study this year, and in subsequent years, will have recommended text books. Such reading is seen as central to understanding the module and the issues and debates it raises. Below are the recommended text books for the MSc Digital Marketing programme.

Module Name	Recommend Reading	Example of front cover
MKT7001 Consumer Behaviour – Knowing Your Customer (20)	East, R., Singh, J., Wright. M., & Vanhuele, M (2016). <i>Consumer Behaviour Applications in Marketing</i> (3rd Edn). Sage.	
MKT7003 Modern Marketing Research (20)	Saunders, M., Lewis, P. and Thornhill, A. (2015), <i>Research Methods for Business Students</i> (7th Edn). Pearson	
MKT7004 Multi-channel Strategic Marketing (20)	Chaffey. C. & Smith. P.R. (2017). <i>Digital Marketing Excellence: Planning, Optimizing and Integrating your Digital Marketing</i> . London: Routledge.	
MKT7009 Marketing Internship (20)	Cottrell, S. (2015) <i>Skills for success: personal development and employability</i> (3 rd edition), Palgrave Macmillan: Basingstoke	

Should I buy the books? 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.

3. ACADEMIC CALENDAR 2019

Enrolment /Induction: Week commencing Monday, 16th September (activity timetable to follow in August). Induction will be an essential point to meet your coursemates and to understand the key differences between undergraduate and postgraduate expectations.

Semester 1:

Week Commencing:	TT Week	UG Top Ups & PG Semesters - Week No.
16 September 2019	8	INDUCTION
23 September 2019	9	S1 - W1
30 September 2019	10	S1 - W2
07 October 2019	11	S1 - W3
14 October 2019	12	S1 - W4
21 October 2019	13	S1 - W5
28 October 2019	14	S1 - W6: Enhancement Activities
04 November 2019	15	S1 - W7
11 November 2019	16	S1 - W8
18 November 2019	17	S1 - W9
25 November 2019	18	S1 - W10
02 December 2019	19	S1 - W11
09 December 2019	20	S1 - W12
16 December 2019	21	CHRISTMAS VACATION
23 December 2019	22	CHRISTMAS VACATION
30 December 2019	23	CHRISTMAS VACATION

Semester 2:

Week Commencing:	TT Week	UG Top Ups & PG Semesters - Week No.
06 January 2020	24	Internship Week
13 January 2020	25	Internship Week
20 January 2020	26	Internship Week
27 January 2020	27	S2 - W1
03 February 2020	28	S2 - W2
10 February 2020	29	S2 - W3
17 February 2020	30	S2 - W4
24 February 2020	31	S2 - W5
02 March 2020	32	S2 - W6: Enhancement Activities
09 March 2020	33	S2 - W7
16 March 2020	34	S2 - W8
23 March 2020	35	S2 - W9
30 March 2020	36	S2 - W10
06 April 2020	37	EASTER VACATION
13 April 2020	38	EASTER VACATION
20 April 2020	39	EASTER VACATION
27 April 2020	40	S2 - W11
04 May 2020	41	S2 - W12
11 May 2020	42	Masters Exams
18 May 2020	43	Masters Exams

4. ENROLMENT

Enrolment is an essential process that confirms your status as a Cardiff Met student and also gives you access to Cardiff Met IT systems, payment of fees, and, importantly, enables you to obtain your Student MetCard. ID Cards will be issued during induction.

You can complete the online Self-Enrolment process from any computer through the Cardiff Met Self Service system once you have received your Enrolment Email.

On receipt of your Enrolment Email, please begin your Self-Enrolment by going to the www.cardiffmet.ac.uk/enrolment webpage and following the step-by-step guidance provided. Access to the Enrolment section of the Cardiff Met Self Service system will require you to login with a username and password. Please input the same username and password you originally used to apply with. Guidance is provided for forgotten usernames/passwords. Please note that in order to Self-Enrol, your status with Cardiff Met must be Unconditional Firm (UF) i.e. all conditions met and place accepted.



COURSE TITLE: BA (hons) Digital Marketing Management, MSc Digital Marketing
CAMPUS: Llandaff

MONDAY 16 th Sept Dydd Llun 16th Medi	TUESDAY 17 th Sept Dydd Mawrth 17th Medi	WEDNESDAY 18 th Sept Dydd Mercher 18th Medi	THURSDAY 19 th Sept Dydd Iau 19th Medi	FRIDAY 20 th Sept Dydd Gwener 20th Medi
<p>10.00 Room O0.23 School of Management Arrival, Welcome and Introductions to the Marketing Teaching Team.</p> <p>Being a 'Met-Marketer':</p> <ul style="list-style-type: none"> 2nd & 3rd year students talk about their experiences Alumni talk <p>Chartered Institute of Marketing (CIM) activities:</p> <ul style="list-style-type: none"> CIM Chapter CIM Pitch CIM Qualifications <p>Institute of Direct and Digital Marketing (IDM) activities</p> <p>11.30 Room O3.20 Course Activities:</p> <ul style="list-style-type: none"> Ice breakers Expectations Marketing Challenge Allocation of Personal Tutors <p>12.30 LUNCH (Free) An opportunity to meet and socialise with all marketing students</p> <p>13.30-14.00 ID Card Collection - Learning Centre Your Student MetCard can be picked from the Learning Centre</p>	<p>10.30 Meet at O0.20 Marketing Challenge - an opportunity for you and your group to work on Promoting MetFest</p> <p>12.30 LUNCH</p> <p>13.30 Room O0.23 Library & IT Essentials, Introduction to Cardiff Met Information systems eg E-mail, VLE (Moodle) and Turn-it-in.</p> <p>14.30- onwards Marketing Challenge - an opportunity for you and your group to work in</p>	<p>10:00 – 16:00</p> <p>Freshers Fayre</p> <p>Cyncoed Campus National Indoor Athletics Centre (NIAC)</p> <p><i>Your Student MetCard can be picked up throughout the day from the Enrolment Team based in the fayre.</i></p>	<p>Under Graduate 10.30 Room O0.20 Personal Tutor Group Session: getting to know each other</p> <p>11.00 Marketing Challenge - an opportunity for you and your group to work on Promoting MetFest</p> <p>12.30 LUNCH</p> <p>14.00 Room C0.22 Your timetable Induction Week Marketing Challenge</p> <ul style="list-style-type: none"> Round-up Winner <hr/> <p>Post Graduate 10.30 Room A0.17 Msc Expectations</p> <p>Marketing Challenge - an opportunity for you and your group to work on Promoting MetFest</p> <p>12.30 LUNCH</p> <p>14.00 Room C0.22 Your timetable Induction Week Marketing Challenge</p> <ul style="list-style-type: none"> Round-up Winners 	<p>PM</p> <p>MetFest</p> <p>Llandaff Campus</p>

5. Useful links

- [Academic Handbook](#)
- [Accommodation](#)
- [Additional Costs](#)

Additional costs are any mandatory or optional expenses, in addition to tuition fees, that need to be paid for by students to fully participate and complete their studies.
- [Admissions Policy](#)
- [Bike Shelters](#)

Once you are on campus and have collected your student ID card you will be able to request access to the various bike shelters around our campuses.
- [Campus Maps & Met Rider](#)
- [Cardiff Met News](#)
- [Cardiff Met Sport & Facilities](#)
- [Cardiff Met SU](#) *including Freshers information & wristbands*
- [DBS](#)

If your programme involves you coming into contact with children and young or vulnerable people then you will have been asked to carry out a criminal records check as part of your offer.
- [Occupational Health](#)

To comply with current Health & Safety legislation, all Cardiff Met students undertaking a healthcare-related programme at Cardiff School of Sport & Health Sciences (involving a clinical placement component), are required to participate in a mandatory Occupational Health Screening assessment. Additionally, certain courses are also required to adhere to the Department of Health's immunisation and vaccination programme.
- [Student Finance](#)

For information on tuition fees, alumni discount, loans and scholarships, as well as contact information for the Student Finance Advisory Service.
- [Student Handbook](#)
- [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.

- [Term Dates](#)
- [Virtual Tours](#)
Have another look around our campus and facilities with our guided virtual tours