

**WE ARE  
#CARDIFFMET**

**BA (HONS) BRAND & MARKETING  
MANAGEMENT**

**CARDIFF SCHOOL OF  
MANAGEMENT**

**Induction & Enrolment Information**

**Academic Year 2019/2020**



**Cardiff  
Metropolitan  
University**

**Prifysgol  
Metropolitan  
Caerdydd**

## CONTENTS

1. [Welcome from your Teaching Team](#)
2. [Pre-induction Tasks](#)
3. [Enrolment / Student MetCard Collection](#)
4. [Induction Week Timetable](#)
5. [Attendance / Timetable](#)
6. [Useful links](#)

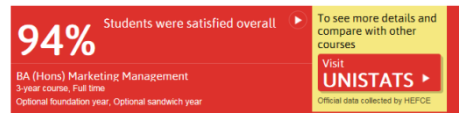
## 1. Welcome from your Teaching Team

Dear 'Met-Marketer'

As Programme Director of BA (Hons) Brand and Marketing Management, I would like to welcome you to Cardiff Metropolitan University and the School of Management. The purpose of this letter is to give you a bit more information about the course you will be starting in September. Congratulations - you are now a 'met-marketer' and here are three reasons to be confident that you have chosen the right course:



✓ **Overall satisfaction:**



✓ **Met Marketers on a Mission:** For the last 5-year our student have got through to the UK finals of the Chartered Institute of Marketing's (CIM) prestigious student marketing competition, 'The Pitch'.

See for yourself what fun they had:

<https://drive.google.com/file/d/1xCMvgNGRY09j0nhIGfzK-8jBCnTMRchZ/view>



✓ **CIM Graduate Gateway University:** You can gain CIM qualifications without having to do all the usual assessments.

Advertising continues to enjoy a high profile within the marketing communications sector especially with regard to brand building activities. Our degree has been developed in conjunction with the Institute of Practitioners in Advertising (IPA) syllabus ensuring the teaching content is well aligned to industry expectations.

Induction Week will start on **Monday 16<sup>th</sup> September 2019** and we have put together a series of activities to help you get to know the University, your programme of study, others on your course and the staff who will be teaching you. It is important that you attend induction week as you will be given a range of important information about studying at Cardiff Met.

Every new student is allocated a Personal Tutor who will support you throughout your Cardiff Met journey. Providing high quality support to you is important to us and you will meet your personal tutor during Induction Week. If you would prefer a Welsh speaking Personal Tutor please let me know before you arrive so I can arrange this for you.

We also have a range of existing opportunities available for you during your studies, including: Work Placements, CIM Student Chapter, CIM Pitch 2020 Competition, Enhancement Activities, Language clubs, Volunteering opportunities. We also have several sports teams waiting for you to join them. You can get information about these opportunities during Fresher's Fayre on Wednesday 18<sup>th</sup> September 2019.

Please make sure you enrol online BEFORE you come to the university on the 16<sup>th</sup> September 2019 as this will allow you to pick up your ID card early in Induction week. The card gives you access to various facilities around campus; it also allows you to make use of the facilities in the library.

I very much look forward to meeting you on **Monday 16<sup>th</sup> September at 10.00am** in the School of Management on the **Llandaff campus**. For more information about induction week please go to [www.cardiffmet.ac.uk/newstudents](http://www.cardiffmet.ac.uk/newstudents).

Kind Regards

*N. Williams-Burnett*

Dr Nicola Williams-Burnett  
Programme Director

Dr Nicola Williams-Burnett Programme Director – Marketing Management	Staff Profile: <a href="http://www.cardiffmet.ac.uk/management/staff/Pages/Nicola-Williams-Burnett.aspx">http://www.cardiffmet.ac.uk/management/staff/Pages/Nicola-Williams-Burnett.aspx</a>
Dr Paula Kearns Head of Department	Staff Profile: <a href="http://www.cardiffmet.ac.uk/management/staff/Pages/Paula-Kearns.aspx">http://www.cardiffmet.ac.uk/management/staff/Pages/Paula-Kearns.aspx</a>
Dr Faten Jaber Senior Lecturer in Marketing	Staff Profile:
Dr John Follet Senior Lecturer in Marketing	Staff Profile: <a href="http://www.cardiffmet.ac.uk/management/staff/Pages/John-Follett.aspx">http://www.cardiffmet.ac.uk/management/staff/Pages/John-Follett.aspx</a>
Shari Finch Lecturer in Marketing	Staff Profile:
Kath Mutter Senior Lecturer in Marketing	Staff Profile: <a href="http://www.cardiffmet.ac.uk/management/staff/Pages/Katherine-Mutter.aspx">http://www.cardiffmet.ac.uk/management/staff/Pages/Katherine-Mutter.aspx</a>
Jemma Oeppen-Hill Programme Director - Fashion Marketing	Staff Profile: <a href="http://www.cardiffmet.ac.uk/management/staff/Pages/Jemma-Oeppen-Hill.aspx">http://www.cardiffmet.ac.uk/management/staff/Pages/Jemma-Oeppen-Hill.aspx</a>

Dr Cherniece Plume Programme Director – Digital Marketing	Join her on twitter: <a href="https://twitter.com/Cherniece_P">https://twitter.com/Cherniece_P</a>
Jo Tidy Programme Director – Fashion Buying and Brand Management	Staff Profile:

BA (Hons) Brand and Marketing Management – Sept 2019

1 <sup>st</sup> Year (120 credits)	2 <sup>nd</sup> Year (120 credits)	3 <sup>rd</sup> Year (120 credits)
<p>Semester 1 (60-credits):</p> <ul style="list-style-type: none"> <li>• Introduction to Marketing (20)</li> <li>• Digital Media for Marketers (20)</li> <li>• Finance for Managers (20)</li> </ul> <p>Semester 2 (60-credits):</p> <ul style="list-style-type: none"> <li>• Branding and PR Concepts (20)</li> <li>• Law in the World of Business (20)</li> <li>• Managing People &amp; Organisations (20)</li> </ul>	<p>Semester:</p> <ul style="list-style-type: none"> <li>• Creative Marketing Communication for Branding (20)</li> <li>• Digital Analytics - Web, Mobile &amp; Marketing (20)</li> </ul> <p>Option 20-credits:</p> <ul style="list-style-type: none"> <li>○ Search Marketing: Content, SEO + PPC (20)</li> </ul> <p>Semester 2 (40/60-credits):</p> <ul style="list-style-type: none"> <li>• Consumer Behaviour (20)</li> <li>• Marketing Research Methods (20)</li> </ul> <p>Option 20-credits choice from:</p> <ul style="list-style-type: none"> <li>○ Mobile and Social Media Marketing (20)</li> <li>○ Sports, Events and Sponsorship Marketing (20)</li> </ul> <p>AY:</p> <ul style="list-style-type: none"> <li>• Branding in Practice inc Work Placement (20)</li> </ul>	<p>Semester 1:</p> <ul style="list-style-type: none"> <li>• International and Global Marketing (20)</li> <li>• Key Account Management for Marketers (20)</li> </ul> <p>Semester 2:</p> <ul style="list-style-type: none"> <li>• Strategic Branding Management (20)</li> </ul> <p>AY:</p> <ul style="list-style-type: none"> <li>• Branding Project (40)</li> </ul> <p>Optional modules:</p> <ul style="list-style-type: none"> <li>• S2 - Strategic PR Management (20)</li> <li>• S2 - Global Sporting Events (20)</li> <li>• S2 - Content, Copyright and Creativity (20)</li> <li>• S2 – Industrial Work Experience (20)</li> <li>• S2 - Innovation and Entrepreneurship (20)</li> </ul>



Level 4 - Certificate in Professional Marketing  
Level 6 - Diploma in Professional Marketing

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 reading for your Year 1 BA (Hons) Brand and Marketing Management programme.

**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.

Module Name	Recommend Reading	Example of front cover
Introduction to Marketing	Masterson, R. & Pickton, D. (2014) <i>Marketing an Introduction</i> . 3 <sup>rd</sup> Ed, Sage	
Introduction to Digital Marketing	Chaffey, D. and Smith, P.R. (2017) <i>Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing</i> . 5 <sup>th</sup> Edition, Routledge.	
Digital Media for Marketers	Chaffey, D. and Smith, P.R. (2017) <i>Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing</i> . 5 <sup>th</sup> Edition, Routledge.	
Branding and PR Concepts	Fill, C. and Turnbull, S. (2016) <i>Marketing Communications: discovery, creation and conversations</i> . Person.	
Finance for Managers	Black, G. (2009) <i>Introduction to Accounting and Finance</i> , FT Prentice Hall.	
Law in the World of Business	Adams, A. (2014) <i>Law for Business Students</i> (8th Ed), Pearson	

## 2. Pre-induction Tasks

### a. Marketing Students

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 centre 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 MANAGEMENT** 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](http://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. The Programme Handbook is a vital manual through the Programme and should be retained for usage throughout your course of study. Each academic year, additional information relating to that level will be provided. The Handbook offers guidance on Rules, Regulations and Procedures and guidance on learning for practice with information on all modules to be undertaken and reading lists.

#### 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](mailto: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](http://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 2019 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](http://www.cardiffmet.ac.uk/additionalcosts). You should already be aware of these costs.

#### 4. Induction Week

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

### [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

### [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.

### [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.

### [Accommodation](#)

Students are able to move into Halls from Friday 14<sup>th</sup> 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](#)

# WELCOME 2019

## induction week timetable

**COURSE TITLE: Marketing (Fashion, Digital, Advertising, Brand, PR & Marketing Management)**

**CAMPUS: Llandaff**

MONDAY 16 <sup>th</sup> SEPTEMBER Dydd Llun 16 Medi	TUESDAY 17 <sup>th</sup> SEPTEMBER Dydd Mawrth 17 Medi	WEDNESDAY 18 <sup>th</sup> SEPTEMBER Dydd Mercher 18 Medi	THURSDAY 19 <sup>th</sup> SEPTEMBER Dydd Iau 19 Medi	FRIDAY 20 <sup>th</sup> SEPTEMBER Dydd Gwener 20 Medi
<p><b>10.00</b> School of Management Arrival, Welcome and Introductions to the Marketing Teaching Team. Being a 'Met-Marketer':</p> <ul style="list-style-type: none"> <li>• 2nd &amp; 3rd year students talk about their experiences</li> <li>• Alumni talk</li> </ul> <p>Chartered Institute of Marketing (CIM) activities:</p> <ul style="list-style-type: none"> <li>• CIM Chapter</li> <li>• CIM Pitch</li> <li>• CIM Qualifications</li> </ul> <p>Institute of Direct and Digital Marketing (IDM) activities</p> <p><b>11.30</b> Course Activities:</p> <ul style="list-style-type: none"> <li>• Ice breakers</li> <li>• Expectations</li> <li>• Marketing Challenge</li> <li>• Allocation of Personal Tutors</li> </ul> <p><b>12.30 LUNCH (Free)</b> An opportunity to meet and socialise with all marketing students</p>	<p><b>10.30</b> Campus Treasure Hunt - in your Personal Tutor Groups</p> <p><b>12.30</b> LUNCH</p> <p><b>13.30</b> Introduction to Cardiff Met Information systems eg E-mail, VLE (Moodle) and Turn-it-in.</p> <p><b>13.30-14.00</b> Collect ID card-Learning Centre</p> <p><b>14.30- 17.00</b> Marketing Challenge - an opportunity for you and your group to work on you Social Media Campaign</p> <p><b>Evening</b> SU Activities</p>	<p><b>10:00 – 16:00</b> <b>Freshers Fayre</b></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><b>Evening</b> SU Activities</p>	<p><b>10.30</b> Personal Tutor Group Session: 1-to-1 meetings</p> <p><b>11.00</b> Marketing Challenge - an opportunity for you and your group to work on you Social Media Campaign</p> <p><b>12.30</b> LUNCH</p> <p><b>13.00</b> Your timetable</p> <p><b>14.00</b> Marketing Challenge Prize Giving</p> <ul style="list-style-type: none"> <li>• Round-up</li> <li>• Winners</li> </ul> <p><b>Evening</b> SU Activities</p>	<p><b>14.00 - 19.00</b> <b>MetFest</b> Llandaff Campus</p>

Course specific events

Social Events