

**WE ARE
#CARDIFFMET**

**BA (HONS) DIGITAL 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](#)

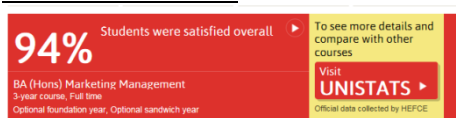
1. Welcome from your Teaching Team

Dear 'Met-Marketer'

As Programme Director of BA (Hons) Digital 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.

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.

Induction Week will start on **Monday 16th 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 Freshers Fayre on Wednesday 18th September 2019.

Please make sure you enrol online BEFORE you come to the university on the 16th 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 16th 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.

Kind Regards

Cherniece Plume

Dr Cherniece Plume
Programme Director

Dr Cherniece Plume Programme Director – Digital Marketing	Join her on twitter: https://twitter.com/Cherniece_P
Dr Nicola Williams-Burnett Senior Lecturer in Marketing Programme Director	Staff Profile: http://www.cardiffmet.ac.uk/management/staff/Pages/Nicola-Williams-Burnett.aspx
Dr Paula Kearns Head of Department	Staff Profile: http://www.cardiffmet.ac.uk/management/staff/Pages/Paula-Kearns.aspx
Dr Faten Jaber Senior Lecturer in Marketing	Staff Profile:
Dr John Follet Senior Lecturer in Marketing	Staff Profile: http://www.cardiffmet.ac.uk/management/staff/Pages/John-Follett.aspx
Shari Finch Lecturer in Marketing	Staff Profile:

<p>Kath Mutter Senior Lecturer in Marketing</p>	<p>Staff Profile: http://www.cardiffmet.ac.uk/management/staff/Pages/Katherine-Mutter.aspx</p>
<p>Jemma Oeppen-Hill Programme Director - Fashion Marketing</p>	<p>Staff Profile: http://www.cardiffmet.ac.uk/management/staff/Pages/Jemma-Oeppen-Hill.aspx</p>

BA (Hons) Digital Marketing Management – Sept 2019


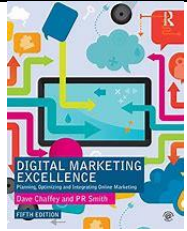
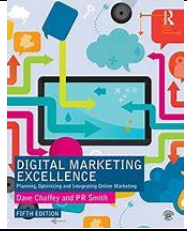
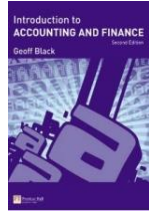
1 st Year (120 credits)	2 nd Year (120 credits)	3 rd Year (120 credits)
<p>Semester 1 (60-credits):</p> <ul style="list-style-type: none"> • Introduction to Digital Marketing (20) • Digital Media for Marketers (20) • Fundamentals of Information Systems (20) <p>Semester 2 (40-credits):</p> <ul style="list-style-type: none"> • Finance for Managers (20) • Law in the World of Business (20) • Building for the Web (20) 	<p>Semester 1:</p> <ul style="list-style-type: none"> • Creative Marketing Communication (20) • Digital Analytics - Web, Mobile & Marketing (20) <p>Option 20-credits:</p> <ul style="list-style-type: none"> ○ Search Marketing: Content, SEO + PPC (20) ○ Managing Marketing Performance and Law (20) <p>Semester 2:</p> <ul style="list-style-type: none"> • Digital Consumer Behaviour (20) • Marketing Research Methods (20) <p>Option 20-credits choice from:</p> <ul style="list-style-type: none"> ○ Mobile and Social Media Marketing (20) ○ Sports, Events and Sponsorship Marketing (20) <p>AY:</p> <ul style="list-style-type: none"> • Digital Marketing in Practise inc Work Placement (20) 	<p>Compulsory (60-credits):</p> <ul style="list-style-type: none"> • International and Global Marketing in a Digital World (20) • Content, Copyright and Creativity (20) • Key Account Management for Digital Marketers (20) <p>Optional (60 credit choice):</p> <ul style="list-style-type: none"> • Dissertation (40) • Marketing Plan in a Digital Context (40) • Launching a Digital Enterprise (40) • Analytic & Business Intelligence (20) • Contemporary Issues in Marketing (20) • Strategic Advertising Management (20) • Strategic PR Management (20) • Strategic Sales Management (20) • Strategic Brand Management (20) • Global Sporting Events (20) • Innovation and Entrepreneurship (20)


- Certificate in Digital 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) Digital 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 rd 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 th 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 th Edition, Routledge.	
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	
Building for the Web	<i>No required reading for this module</i>	
Fundamental of Information Systems	<i>No required reading for this module</i>	

2. Pre-induction Tasks

a. Digital Marketing Students

In order to introduce you to the world of digital 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 DIGITAL 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.

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 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 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. 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

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, @digital_met

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.

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 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](#)

WELCOME 2019

induction week timetable

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

CAMPUS: Llandaff

MONDAY 16 th SEPTEMBER Dydd Llun 16 Medi	TUESDAY 17 th SEPTEMBER Dydd Mawrth 17 Medi	WEDNESDAY 18 th SEPTEMBER Dydd Mercher 18 Medi	THURSDAY 19 th SEPTEMBER Dydd Iau 19 Medi	FRIDAY 20 th SEPTEMBER Dydd Gwener 20 Medi
<p>10.00 School of Management Arrival, Welcome and Introductions to the Marketing Teaching Team. 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 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>10.30 Campus Treasure Hunt - in your Personal Tutor Groups</p> <p>12.30 LUNCH</p> <p>13.30 Introduction to Cardiff Met Information systems eg E-mail, VLE (Moodle) and Turn-it-in.</p> <p>13.30-14.00 Collect ID card-Learning Centre</p> <p>14.30- 17.00 Marketing Challenge - an opportunity for you and your group to work on you Social Media Campaign</p> <p>Evening SU Activities</p>	<p>10:00 – 16:00 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>Evening SU Activities</p>	<p>10.30 Personal Tutor Group Session: 1-to-1 meetings</p> <p>11.00 Marketing Challenge - an opportunity for you and your group to work on you Social Media Campaign</p> <p>12.30 LUNCH</p> <p>13.00 Your timetable</p> <p>14.00 Marketing Challenge Prize Giving</p> <ul style="list-style-type: none"> • Round-up • Winners <p>Evening SU Activities</p>	<p>14.00 - 19.00 MetFest Llandaff Campus</p>

Course specific events

Social Events