

COURSE JOINING INFORMATION



MSC DIGITAL MARKETING MANAGEMENT

**CARDIFF SCHOOL OF
MANAGEMENT**

Induction & Enrolment Information

Academic Year 2020/2021

CardiffMet

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1. Welcome from your Teaching Team

Dear Future, Digital Professional!

Welcome to the MSc Digital Marketing Management course at Cardiff Metropolitan University. You are about to join a great community of like-minded students and graduates who are all passionate about studying Digital! You will spend this year immersed in the industry, and academia honing your creative, visual, digital and analytical skills and cutting your teeth on industry focused briefs and projects.

Our degree has been developed in conjunction with industry consultants, so you can be confident that your degree is of professional standards and helps you to develop cutting edge techniques that will be relevant in the digital industry. You are encouraged to read the latest digital industry news and to bring these into our vibrant class sessions for discussion and debate. As a course we are focused on creating opportunities for you to be part of a wider community, students are currently actively participating and interested in starting a Digital Society which will be home to events and guest speakers to give you a start with your Digital network.

We have our own Instagram @Csmdigitalmarketing where you can be involved in curating our social media content and keeping the group informed about what is happening throughout the course. Induction Week will start on Monday 25th January 2021 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 take an active part in your 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, Enhancement Activities, Language clubs, Volunteering opportunities. We also have several sports teams and societies waiting for you to join them. Please make sure you enrol online BEFORE induction week on the 25th January 2021 as this will allow you to access our systems and get your student card. 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 Wednesday 27th January 2021. For more information about induction week please go to www.cardiffmet.ac.uk/newstudents.

See you soon!

Dr M Tahir Mushtaq

Programme Director – Digital Marketing Management

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2. Pre-Induction Tasks

Your journey through university will be what you make it, staff will be there to guide you throughout your time, but this really does start with you.

There is no doubt that the impact of COVID-19 and the ensuing lockdown measures around the world has changed many of the ways in which the world operates. The Digital industry has also seen many changes throughout this period, and these impacts are likely to change the way forever. While many of these impacts were likely to come eventually, the pandemic has certainly escalated some of the issues, and exposed some of the ways the Digital industry works (both good and bad). Your summer research brief is therefore to explore the many ways in which the pandemic has impacted the industry. You are requested to read widely, explore brands own social media communications and websites, as well as news and academic articles discussing how this will change the industry. The marketing week editor Russell Parsons, Direct Line Group head of commercial marketing Sam Taylor, The Ozone Project chief revenue officer Craig Tuck and Zoe Harris, CMO of Gocompare and CEO of its Autosave business, discussed the crisis's impact on the use of digital, trust levels and brand safety is a good starting point.

<https://www.marketingweek.com/coronavirus-crisis-impact-digital-marketing/>

In light of the discussion and your own research please focus on the following areas; - Brands communications through the pandemic – what kinds of things were they putting on their social media? Key themes, types of imagery etc. - How have consumers habits changed? Is this likely to be a permanent change? - How has the pandemic impacted trends? - Or anything else you find interesting.

You are requested to create a visual report, short documentary style film or presentation detailing your research. Please share this video on YouTube with the #MSCDIGITALCSM. This work should be finalized by Wednesday 27th January and will be used as part of your induction week tasks.



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 be required to submit some documentation before receiving approval to enrol online. For more information about international student enrolment and a list of documents you will need to submit, please access the [international student pages](#) or contact the Immigration Compliance Team at immigrationregs@cardiffmet.ac.uk.

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

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

Tuition fees for full-time undergraduate degrees, and full-time Masters programmes for 2020/21 entry have been set at £9,000 per year. For further information on tuition fees, please refer to our [Fee Tables](#). If your programme has any additional costs attached to it, they will be listed on www.cardiffmet.ac.uk/additionalcosts. Please make sure you check these to make sure you are aware of any additional costs associated with your course.

Details about fees for international students (from outside the EU) can be found [here](#). You should already be aware of these costs.



4. Induction Week

Induction for all students within the School of Management will commence on Monday 25th January 2021. Your first term 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 programme, 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.

In line with the programme delivery information below, the Induction week will include activities that are both synchronous (delivered at a scheduled time and led by a member of staff) and asynchronous (activities designed and set by a member of staff but completed in your own time). These activities will largely happen in online/ virtual environment spread throughout the induction week; however, we are also planning activities to run on-campus where government restrictions allow.

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

For those in Halls of Residence, don't forget to check out the programme offered through the [Residence Life Team](#).



5. Changes to the Course due to COVID-19

Any updates to your course following the effects of COVID-19, can be found on the following webpage. Please make sure you check this page regularly for any further updates or changes, prior to starting your course;

<https://www.cardiffmet.ac.uk/study/newstudents/Pages/Programme-Updates.aspx>

Some of your induction is likely to be delivered online, sometimes using Microsoft Teams. We recommend that you download the app to your phone, or visit the website in a browser to familiarize yourself with how to use this platform.

If you do not have the facility at home to access this type of platform, or would have any difficulty in doing so, please let us know.

<https://www.microsoft.com/en-gb/microsoft-365/microsoft-teams/group-chat-software>



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.

[Global Engagement](#)

Advice and support for international students from outside the EU on making your visa application, living in the UK, making accommodation arrangements and taking advantage of the Airport Welcome Service. Global Engagement will provide welfare support and learning advice throughout your course. Please also refer to our frequently asked questions -

[http://www.cardiffmet.ac.uk/international/study/Pages/September-2020-FAQs-\(COVID-19\).aspx](http://www.cardiffmet.ac.uk/international/study/Pages/September-2020-FAQs-(COVID-19).aspx)

[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](#)

[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 SU Societies, SU Sports Clubs and the ability to access independent advice and support

[Term Dates](#)



[Campus Maps, Bike Shelters & Met Rider](#)

Cardiff Met offers its own bus service called the Met Rider, for more information and to access the application please refer to www.cardiffmet.ac.uk/MetRider. 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.

[Virtual Tours](#)

Have another look around our campus and facilities with our guided virtual tours

[Student Handbook](#)

[Academic Handbook](#)

[Admissions Policy](#)

[Frequently Asked Questions](#)

[Complaints](#)

