

COURSE JOINING INFORMATION



**BA (HONS) ADVERTISING AND
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 'Met-Marketer'

As Programme Director of BA (Hons) Advertising 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

90%

of students that responded agreed with the statement
"Overall, I am satisfied with the quality of the course"

(NSS)



- 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/1xCMvgNGRY09j0nhIGfzK8jBCnTMRchZ/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 28th September 2020** 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.

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.

I very much look forward to meeting you.

Kind Regards

N. Williams-Burnett

Dr Nicola Williams-Burnett

Programme Director



2. Pre-Entry Summer Tasks

This year you have two tasks to complete before you arrive to induction.

Task 1:

As you know things have been a little different from the norm this year and the usual start to the academic year and Fresher's is, well, different. But still coming to university is a big step, a life changing decision, there are so many things you have to do to get ready, and this has not changed. So how did you prepare for your life changing moment?

I would like you to visually document your journey of 'getting ready for university'. Think about all the things that you will be doing to get ready to come to Cardiff Metropolitan and start your degree. Make a list, or a mind map and plan out what you are going to document, remember to make brief notes of what was happening, emotions, possibly captions and hashtag. This can include: Packing, making the 'list' of things you need to, family dinners, virtual farewell parties, getting to halls, the journey to Cardiff Met, even saying your goodbyes (there are more things that you could be doing so please do not feel restricted to what is on the list)

Task 2:

How we conduct business has changed dramatically over the last few months and marketing is no exception. I would like you to pick 2 brands and find at least 2 communications from them, one from before COVID-19 and one during. This can be in any format (advert print/TV, social media, press release, sales promotion etc) and bring them with you to induction.

- All 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 must be brought to the Induction Week in an envelope marked with Advertising and 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 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 September 2020 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 28th September 2020. 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. Draft Timetable / Typical Attendance

Whilst I appreciate that there are many other calls on your time, I cannot over-emphasize 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-centered 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 (also please read the important Covid-19 related information), 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 7. 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.

Information on the delivery of your programme:

Key aims for the 2020/21 Curriculum highlight the constraints posed by physical distance with key priority given to maintaining the health and wellbeing of our staff and students. The programme aims, and module learning outcomes are;

- b) To provide students with a learning experience that enables them to progress to the next stage of their academic or professional career whilst encouraging them to connect with their peers, to think creatively in solving problems and to identify and seize opportunities for their own development;
- c) To support students' academic integration and collaboration through inclusive flexible design for learning thus maximising programme identity and belonging to an academic community



A **Hybrid delivery model** is planned for 2020-2021 with the following key points;

1. A concurrent, semesterised delivery approach, with an even balance of module delivery in each semester
2. Most of the student effort and learning will be supported through alternative, remote delivery
 - a. This will take the form of a blend of **synchronous** and **asynchronous** activities.

Synchronous learning is any activity in an online course that happens in real-time, like a Zoom meeting or a chat (There might be some on campus lectures included as part of this year delivery planning)

Asynchronous learning is all the other activities in an online course that students can complete on their own schedule and could include, but not limited to, recorded micro-lectures, question and answer sessions through wikis or blogs, guided independent tasks, simulations, individual and group projects or formative tasks that support summative assessments.

Under normal circumstances a 20-credit module running over a 12-week term or semester would be delivered as follows: One 2-hour lecture per week and a number of 2-hour seminars/tutorials/workshops depending on the number of students registered on the module, with each seminar being for 24 students.

The new delivery model for each 20-credit module will be as follows:

a. Lectures

These will be replaced with asynchronous elements described above.

b. Seminars/Tutorials/Workshops

There is an indication that our rooms can be used with a minimum of 8 students in attendance and this opens the possibility of some on campus delivery for Seminars/Tutorials/Workshops etc. These will be undertaken synchronously either remotely or on campus (Details are still being planned)



Level 4: Due to Covid-19 only your year 1 (Level-4) module delivery is attached here. There is no change in the length of the course which is three years full-time or four years if you opt to take a placement year after level 5 (If you wish to avail this option, please contact your PD for further details).

Module	Module Title	Term*	Credit Value
Core			
BSP4064	Introduction to Marketing	T1	20
BSP4070	Digital Media for Marketers	T1	20
BHL4007	Managing People and Organisations	T1	20
BSP4072	Advertising and Sales Techniques	T2	20
BAC4010	Finance for Managers	T2	20
BHL4015	Law and the World of Business	T2	20



6. 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>



7. 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 residential contracts will start on 28th September 2020. However, due to social distancing and to ensure the health and safety of you and our staff, arrivals for halls will be spread over a number of days the week before. Once you have received and accepted your offer of accommodation please watch out for an e mail letting you know when you will be able to move in. Please note that internet access in halls will only be available for those who have completed the enrolment process successfully. There will be a variety of events held throughout the Induction period and throughout the 1st term, information of which 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 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](#)

