

COURSE JOINING INFORMATION



**BA (HONS)
DIGITAL MARKETING MANAGEMENT**

**CARDIFF SCHOOL OF
MANAGEMENT**

Induction & Enrolment Information

Academic Year 2020/2021

CardiffMet

CONTENTS

- 1. Welcome from your Teaching Team**
- 2. Pre-Entry Summer Tasks**
- 3. Enrolment / Student MetCard Collection**
- 4. Induction Week**
- 5. Draft Timetable / Typical Attendance**
- 6. Changes to the Course due to COVID-19**
- 7. 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

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.



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 (subject to examination). 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 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
Tahir

Dr M Tahir Mushtaq

Programme Director
Digital Marketing



2. Pre-Entry Summer Tasks

In order to introduce you to the world of digital marketing, 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 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

We look forward to working with you in lectures, seminars, plenaries and one to one meetings. These will take place on-line or on campus as appropriate. Some on-line material will be available for you to access at times that suit you. Some sessions will be live and interactive. The more you engage with us, the more you will benefit from your time with us, and this will be reflected in the grades you achieve as well as the skills that will take you confidently into the workplace as a graduate. As a first year student, you will have access to your timetable from Induction Week. Please note that you will need to be enrolled before you can access this information, and last minute changes to timetables may be made.

We understand that you may be concerned about starting university during the current pandemic. Our current plans are for all students joining us in September to spend some of their learning time on campus. During the first term at least, campus lectures will not take place, but will be replaced by enhanced digital learning content supplemented by on-campus engagement involving small-group teaching in seminars, tutorials or practical sessions. Digital content will include recorded micro-lectures, question and answer sessions through wikis or blogs, guided independent tasks, simulations, individual and group projects and tasks that support assessments.

We will provide an exciting learning experience that enables you to progress through your course, encouraging you to connect with your peers, think creatively in solving problems and identify and seize opportunities for your own development. It is our intention to use the current challenges as an opportunity to update our delivery methods to provide a flexible approach while maintaining our high standards of teaching and pastoral care.

Your health and wellbeing are central to all our decisions and we will support your academic integration and collaboration through online sessions with your lecturers and personal tutors. Teams and other software will be used to continue to foster your programme identity and your sense of academic community belonging within your programme and School.



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](#)

