

COURSE JOINING INFORMATION



**BA (HONS)
FASHION 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 Future Fashion Professional!

Welcome to the BA (Hons) Fashion 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 fashion! Along with our sister course Fashion Buying and Brand Management, you will spend this year immersed in the industry, honing your creative, visual and analytical skills and cutting your teeth on industry focused briefs and projects.

Our degree has been developed in conjunction with the Chartered Institute of Marketing, 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 fashion industry. You are encouraged to read the latest industry news and to bring these into our vibrant class sessions for discussion and debate.

For the last 5-year our students have got through to the UK finals of the Chartered Institute of Marketing's (CIM) prestigious student marketing competition, 'The Pitch'. This year, team Met-a-la-mode our final year fashion team were placed 2nd in the whole of the UK for their innovative pitch focused on sustainability and reducing plastic waste.

As a course we are focused on creating opportunities for you to be part of a wider community, students are currently starting a Fashion Society which will be home to events and guest speakers to give you a start with your fashion network. We have our own Instagram @Csmfashionmarketing 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 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. 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, CIM Pitch Competition, 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 28th September 2020 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 Monday 28th September.

See you soon!

Jemma

Jemma Oeppen Hill

Programme Director – Fashion Marketing Management

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2. Pre-Entry Summer 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. In preparation for beginning the course, please sign up for email alerts from Business of Fashion (www.businessoffashion.com). If you already have a student email address you can sign up a student membership – this will give you a great starting off point for your studies and will help to inform your summer task.

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 fashion industry has also seen many changes throughout this period, and these impacts are likely to stay with us for a long time. 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 fashion 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 report attached is a good starting point – The Business of Fashion have updated their State of Fashion 2020 Report to cover the pandemic. BOF and Vogue Business are great sources, along with the usual databases we have subscribed too such as WGSN and Berg Fashion library. Don't forget you also have electronic access to Vogue and Harpers Bazaar for industry information.

This knowledge will feed into all of your modules for the coming academic year – 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. This will be shared virtually online and more information on this is to follow. This work should be finalised by Monday 28th September 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 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

Our plans currently 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, guided independent tasks, seminars and workshops, technical sessions and individual and group projects and tasks that support assessments.

We will continue to provide you with an exciting learning experience that enables you to progress through your course encouraging you to connect with your peers, to think creatively in solving problems and to identify and seize opportunities for your own development. We will also be integrating platforms such as Microsoft Teams that enables you to hone your digital skills on a platform now heavily used within the fashion industry.

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.

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) Fashion Marketing Management programme;

Introduction to Fashion Marketing	Posner, H. (2015) <i>Marketing Fashion: Strategy, Branding and Promotion</i> . London: Laurence King Publishing.	
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.	

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.



First year structure

Throughout the academic year you will study a series of modules, giving you 120 credits in total. The breakdown of these can be seen below.

Module Name	Semester	Credits
Introduction to Fashion Marketing	Semester 1 Sept – Jan	20
Digital Media for Marketers	Semester 1 Sept – Jan	20
Finance for Managers	Semester 1 Sept – Jan	20
Principles of Fashion Studies	Semester 2 Jan - May	30
Fashion Visualisation	Semester 2 Jan – May	30



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](#)

