



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd



Undergraduate

Handbook

BA (Hons) Digital Marketing Management

Cardiff School of Management



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Introduction

Welcome to Cardiff Metropolitan University

Congratulations on starting your Cardiff Met Journey! We have put together a series of activities and events to help you get to know Cardiff Met, connect with your programme of study, and meet staff and other students.

Welcome Week provides you with the opportunity to settle into Cardiff Met and to get involved with your programme of study right from the start. During Welcome Week you will be involved in a group project which will provide you with a taste of what you can expect during your studies at Cardiff Met. You will also be able to:

1. Meet your Personal Tutor, Programme Director, and fellow students.
2. Attend social activities and events on campus.
3. Work on a group project and present findings back to programme team.
4. Get to know the Cardiff Met campuses and surrounding areas.
5. Find out what services we have available to support you on your Cardiff Met journey.

When you turn up for your first day you will meet your Personal Tutor who will provide academic support and guidance during your time of study at Cardiff Met. They will also give you your Cardiff Met student card - as long as you've uploaded your photograph!

Please make sure that you attend the activities planned by your programme during Welcome Week, so you are prepared to start your Cardiff Met journey.

Finally, I hope you enjoy your time studying at Cardiff Met and I look forward to meeting you during Welcome Week.

Yours sincerely,

Dr Paula Kearns

Programme Director



Essential Information

Programme Details

One of the unique selling points of this programme at Cardiff Metropolitan University is that the course embraces not only the marketing data analytics but also encourages creativity and innovation. This, therefore, aims to prepare our students for a variety of potential digital marketing roles that they may wish to enter when they graduate. Another unique selling point of the programme is that it places high focus on employability skills, work experience and work placements. This employability initiative is supported with the development of an employment module that encourages and supports students to find work placements or work experience to engage with live digital marketing briefs. Digital Marketing is a growing area and the landscape is becoming increasingly competitive and so this programme aims to prepare our students for interview skills as well as having work experience to demonstrate their application of understanding.

Part-Time Students

Whilst full-time students should participate in everything, we recognise you may not be able to do everything because of other commitments, and we understand this. Talk with your Personal Tutor about which activities will be most valuable for you. You will be welcome to join in all events during the week, as and when you can. Do, though, ensure that you have registered, and completed the required paperwork before attending any events.

International Students

We understand that for international students coming to the UK, adjusting to a new culture; finding somewhere suitable to live and following new processes and procedures can be quite overwhelming. The Global Student Advisory Service is available to offer friendly advice and support to all international students in relation to welfare concerns, academic skills, and



immigration matters. For more information about the services available, access the links below:

Global Student Advisory Support

[Global Student Advisory Service International Welfare Advice](#)

[Global Student Advisory Service International Academic Advice](#)

[Global Student Advisory Service Immigration Advice](#)

Global Student Advisory Contacts

Welfare advice – intstudentadvice@cardiffmet.ac.uk

It is also important that you attend the activities planned for your course during Welcome Week, so you get to meet your Programme Directors, Tutors, and the rest of your cohort. This will help you to settle into your new environment and make new friends.



Meet the Team

Dr Paula Kearns
(acting Programme Director)
pkearns@cardiffmet.ac.uk

Dr Paula Kearns began her academic career 1--years ago, prior to that she worked as a manager in the Leisure Industry for more than 20-years. In addition to her DBA (Marketing), Paula's marketing credentials include a MA Marketing and the CIM professional and post-graduate diploma qualifications. She is a Fellow member of the Chartered Institute of Marketing (CIM) and is approved by the CIM to teach Strategic Marketing and Marketing Communication at Levels 4 and 6.



Dr Tahir Mushtaq
Senior Lecturer in Digital Marketing
TMushtaq@cardiffmet.ac.uk

Dr Tahir is an experienced Lecturer with a demonstrated history of working in the Higher Education Industry. Skilled in Digital Content Creation, Neuro and Contemporary Marketing Practices, Data Analytics, Market Research, Digital Consumer Behaviour, Statistical Analysis, Digital and Social Media Marketing. Strong education professional with a Doctor of Philosophy (PhD) in Marketing from Swansea University.



Lisa Davies
Lecturer in Digital Marketing
LCDavies@cardiffmet.ac.uk

Lisa Davies is a lecturer in Digital Marketing Management with Cardiff Metropolitan University, committed to practice-focused, professionally orientated education. With thirty years' experience in marketing and design, across public and private sector, B2B and B2C, Lisa has the industry knowledge and skills to enable students to fulfil their potential in the competitive marketing workplace. Before joining academia in 2019 Lisa held roles in Brand and Marketing Management, Graphic Design and Studio Management for leading FMCG, SaaS and interactive TV companies. Lisa is approved by the Chartered Institute of Marketing (CIM) to teach Digital Marketing at Levels 4 and 6.



Rumana Faruque

Lecturer in Digital Marketing

RFaruque@cardiffmet.ac.uk

Rumana is passionate academic. She has years of experience in several academic industries both in UK & USA. Her passion lies in integrating private sector experience into academia and bring out a blended version of interactive teaching methods. Her core interest lies in Digital Technology and Digital Marketing covering areas like Digital and Social Media Marketing; Google Analytics and Google Ads; Search engine optimisation (SEO); Search engine marketing (SEM); Brand awareness; Conversion rates and Content writing.

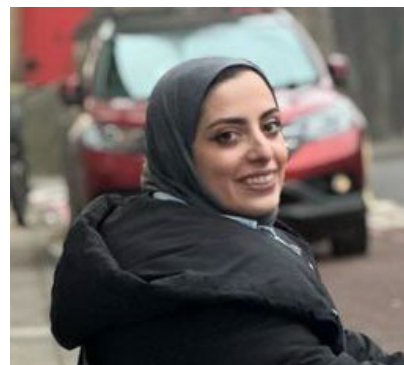


Dr Khalida Alkenane

Lecturer in Digital Marketing

KAlkenane@cardiffmet.ac.uk

I am a recent Ph.D. graduate in the field of digital marketing. Khalida's Ph.D. research delved into the intersection of artificial intelligence and digital marketing, exploring the emerging trends, challenges, and opportunities presented by the advent of AI. Armed with the knowledge acquired during her doctoral studies at Swansea University, Khalida has set out to inspire and empower future generations in the fascinating world of digital marketing amidst the ever-growing hype of AI.



Welcome Week

What to expect

During the week you will complete a project, which you will undertake with a group of other new students from your programme, supported by staff and current students who are on your programme. There will also be lots of help from the other university services, showing some great tools and techniques you can use to make your project a success.

At the end of the week, we will also give you some feedback on the strengths of your group's approach, sharing and celebrating what we have discovered together.

There will be an introduction to your new School and Programme and lots of fun activities to help you meet new people.

You will need to complete a bit of administration and check-in with your programme, so we know who is doing what, and when. You will also need to complete any outstanding enrolment matters, pick up Students' Union cards, and touch base with any specialised support services that you need.

Here's what Cardiff Met students enjoyed about Welcome Week

"Helped me settle in and took the pressure off travelling to a new place"

"The group projects to find out about our peers was a nice way of getting to know everyone"

"Helpful to chat informally to the Programme Director and chat about random things to help settle in".



Induction Project/Task

For welcome week, the main group-based activity is to create a "A Cardiff Content Marketing Matrix" - a model frequently used in Digital Marketing Management:

Here is the brief: Visit Cardiff town centre – using your mobile phone take pictures of content you find that represents each of the four types below ie entertain, inspire, educate or convince:



You can focus on one brand or several. Will present your findings as a PowerPoint slide or 30 second video indicating which image/s represents which content goal.

Freshers' Fayre

The Freshers' Fayre, organised by the [Students' Union](#), is your first chance to meet all our [SU Societies](#), [SU Sports Teams](#) and of course a chance to grab all manner of freebies from our commercial partners! The fayre is an all-day event taking place on Wednesday within NIAC on the Cyncoed campus! It is one of the highlights of the Freshers calendar and one of the only times during your university journey that every student from all Cardiff Met schools will be in the same place!

Head over to the [Cardiff Met Students' Union website](#) for up-to-date information on events, societies, support and more.



Welcome Week Activities (Foundation and Undergraduate)

During Welcome Week you will have the opportunity to:

- Attend a welcome meeting with your Programme Director and meet the team, where they will provide an introduction and outline expectations.
- Meet other students on your programme of study.
- Meet your Personal Tutor.
- Take part in a welcome week project with other students on your programme of study and present the findings from your project to staff and peers.
- Familiarise yourself with the campus.
- Explore what services are available to support you on your learner journey.
- Attend Fresher's Fayre on Wednesday.
- Attend a programme Meet & Greet Inspirational Session.
- Familiarise yourself with the digital tools you will be expected to use during your studies.
- Take part in a 'wrap up' session, reflect on the week and make sure you know what your timetable is looking like for the first week of teaching.
- Attend the Cardiff Met celebration event on Friday afternoon.

Please note you will find a detailed timetable for your programme of study on the Welcome Week site.



Personal Welcome Week Checklist

During Welcome Week you need to make sure that you have:

- Completed the enrolment process.
- Collected your student ID card.
- Attended programme activity sessions.
- Attended some social events on campus/online.
- Attended Fresher's Fayre
- Met with your Personal Tutor
- Familiarised yourself with the library and any support services you might need e.g.
Dyslexia or Disability help



Useful Information

New Students Information

The [Course Joining Information website](#) has lots of useful information to help with your planning. Simply select your level of entry on the website to find out more and access your important joining information.

Student Services

[Student Services](#) provide support and guidance, including mental health, disability support, careers advice, information on part-time jobs and money management.

SU Welcome Guide

An interactive guide to help you navigate your journey into and throughout your university life. Take the tour and enjoy each section designed to help you get to know Cardiff Met.

[What you need to know before you go](#)



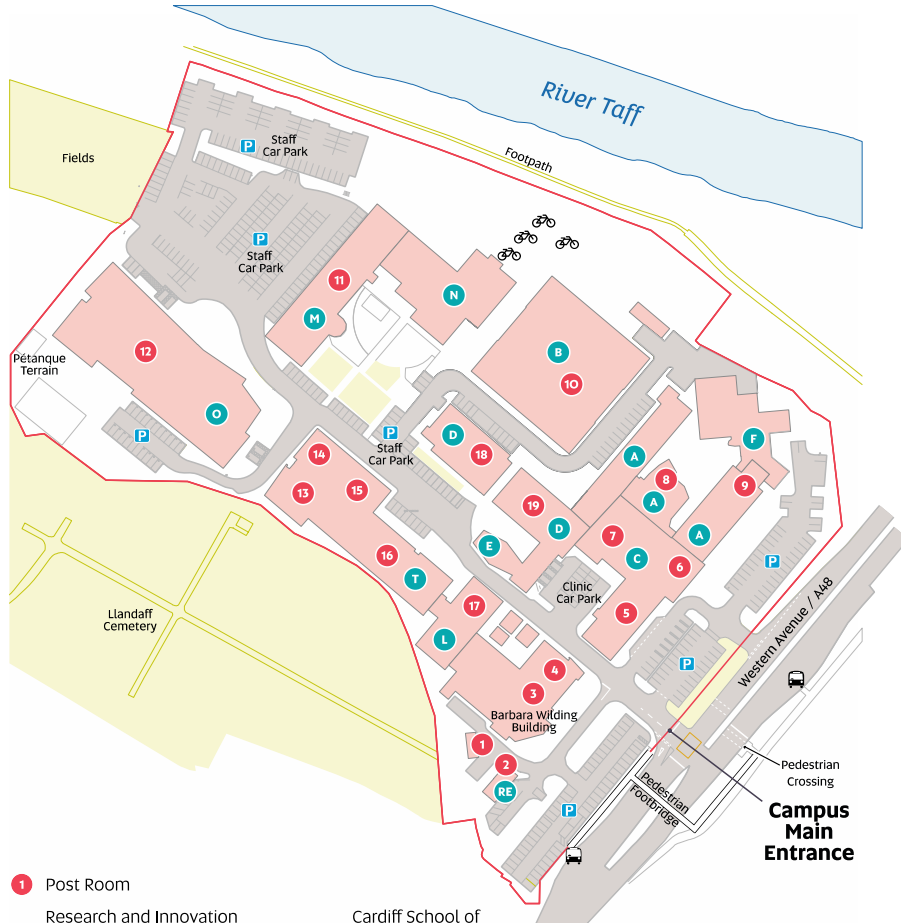
Academic Calendar 2023/24

[Academic Calendar 2023/2024](#)



Campus Map

Llandaff Campus



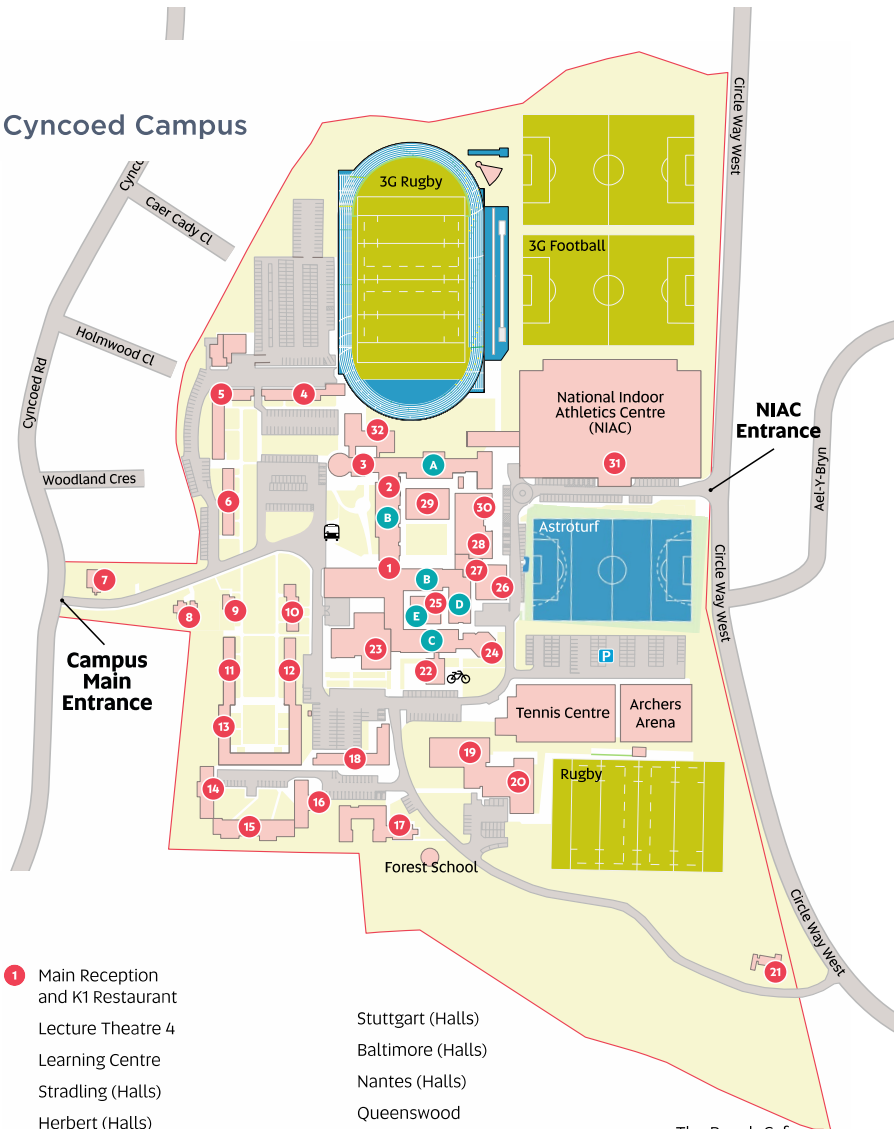
- 1** Post Room
- Research and Innovation
- Student Hub
- Gym (First Floor)
- Podiatry
- Main Reception & i-Zone
- Main Halls
- Lecture Theatre AO.31
- Cardiff School of Technologies CST
- Cardiff School of Art and Design CSAD
- Maritime House

- Cardiff School of Management CSM
- IT Help Desk
- School of Dental Technology
- Global Engagement
- Biomedical Sciences CSSHS
- Learning Centre
- Food Industry Centre FIC
- 19** School of Health Sciences CSSHS

- P** Parking
- Bike Rack
- Bus Stop
- 2** City Circle
- 15** Heath Hospital to Central Station



Cyncoed Campus



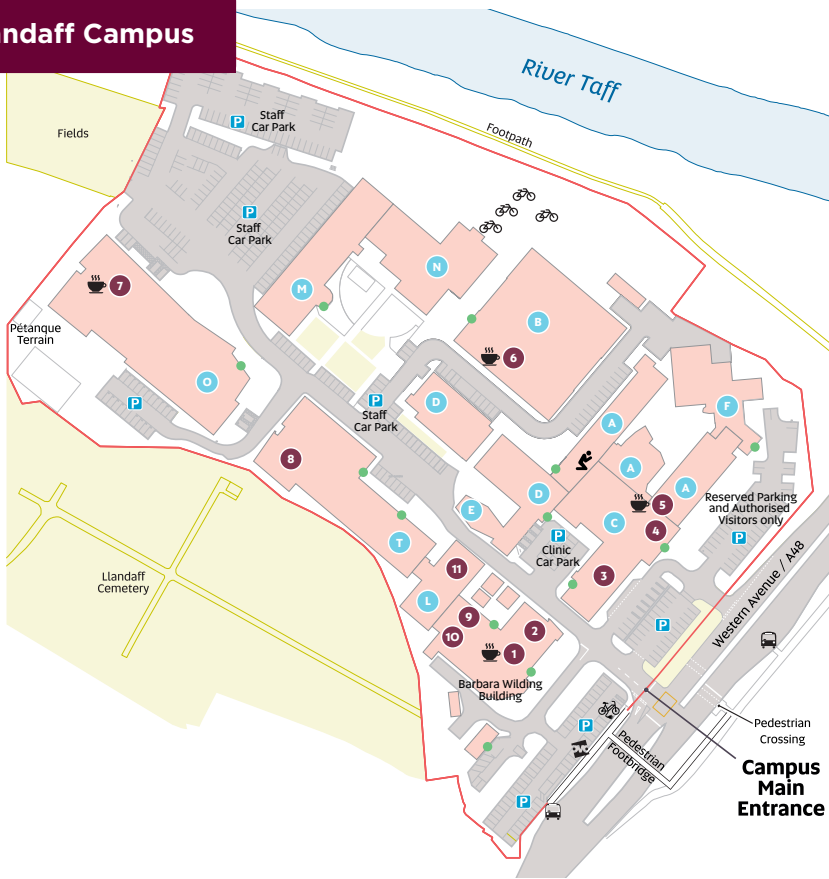
- 1 Main Reception and K1 Restaurant
- 2 Lecture Theatre 4
- 3 Learning Centre
- 4 Stradling (Halls)
- 5 Herbert (Halls)
- 6 Fitzhamon (Halls)
- 7 Bungalow (Halls)
- 8 College House
- 9 Thomas House (Halls)
- 10 Warwick House and Halls Office
- 11 Clare (Halls)
- 12 Bute (Halls)
- 13 Ellis (Halls)

- 14 Stuttgart (Halls)
- 15 Baltimore (Halls)
- 16 Nantes (Halls)
- 17 Queenswood
- 18 Neville (Halls)
- 19 Sports Hall
- 20 Pool
- 21 Athletes House
- 22 Lecture Theatre 1 and 2
- 23 Student Union
- 24 Dance Studio
- 25 Research House
- 26 Gym Studios

- 27 The Bench Cafe
- 28 Russell Rees Gym
- 29 Sports Hall
- 30 V Block
- 31 Syd Arron Gym
- The Track Cafe
- i-Zone
- P Parking
- Bike Rack
- Bus Stop



Llandaff Campus



Key

- | | | |
|------------------------------|----------------------------------|---------------------------|
| 1 The Hub | 8 IT Help Desk (First Floor) | P Parking |
| 2 Cym (First Floor) | 9 The Global Lounge | 🚲 Electric Bikes |
| 3 Podiatry Clinic | 10 Students' Union (First Floor) | 🚲 OVO Bikes |
| 4 Main Reception & i-Zone | 11 Learning Centre | 🚲 Bike Rack |
| 5 The Gallery (First Floor) | ● Building letter | 🚰 Bus Stop |
| 6 The Box Café (First Floor) | ● Building Main Entrance | ☕ Café |
| 7 The Atrium | | 🕌 Multi-faith prayer room |

All our rooms use the same naming formula – *Building Floor . Room Number*. So if you're looking for 01.18, go to building O, climb to the first floor, and find room number 18. Or for B0.10 go to building B, stay on the ground floor and look for room 10. In the naming formula, 'LL' refers to Llandaff.



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Wythnos groeso
Welcome week

2023