



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd



Undergraduate

Handbook

BA (Hons) Fashion Marketing Management

BA (Hons) Fashion Buying & Brand 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,

Jo Wiltshire-Tidy and Catrin Cousins

Programme Directors



Essential Information

Programme Details

BA (Hons) Fashion Marketing Management

BA (Hons) Fashion Buying & Brand Management

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



Jo Tidy

Programme Director - BA (Hons) Fashion Marketing Management, MSc Fashion Marketing Management

Senior Lecturer - BA (Hons) Fashion Marketing Management, BA (Hons) Fashion Buying & Brand Management, MSc Fashion Marketing Management

Jtidy@cardiffmet.ac.uk



Catrin Cousins

Programme Director - Fashion Buying & Brand Management

Lecturer - BA (Hons) Fashion Buying & Brand Management, BA (Hons) Fashion Marketing Management, MSc Fashion Marketing Management

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Sarah Lees

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**Kathryn
Lewis**

Lecturer - BA (Hons) Fashion Marketing Management, BA (Hons) Fashion Buying & Brand Management MSc Fashion Marketing Management

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**Aimee
Jones**

Lecturer - BA (Hons) Fashion Marketing Management, BA (Hons) Fashion Buying & Brand Management MSc Fashion Marketing Management

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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".



Programme Activities and Projects

We have set you a summer research brief to work on before joining us in September which can be found here - <https://sway.office.com/C268jOcxEkKhtQsR?ref=Link>

Welcome Week Fashion Marketing and Buying Challenge - you will be introduced to the welcome week challenge by your Programme Directors at the beginning of the week. This challenge aims to start getting you thinking about creative communication within the fashion industry and will allow you to explore the city of Cardiff.

Social Activities

Fashion Quiz - Tuesday, 20th Sept. Llandaff Campus, Room TBC

Please check the information from the Student's Union for any additional social activities running throughout the week.

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

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.



COURSE TITLE: BA (Hons) Fashion Marketing, BA (Hons) Fashion Buying and Brand Management

Please ensure you have downloaded Microsoft Teams and have a look on the course Moodle pages. You will find materials here to work through in advance of this week's sessions.

<p>MONDAY 18th Sept Dydd Llun 18 Medi</p>	<p>TUESDAY 19th Sept Dydd Mawrth 19 Medi</p>	<p>WEDNESDAY 20th Sept Dydd Mercher 20 Medi</p>	<p>THURSDAY 21st Sept Dydd Iau 21 Medi</p>	<p>FRIDAY 22nd Sept Dydd Gwener 22 Medi</p>
<p>09.30 – 10.00 Welcome to Cardiff Met and CSM</p> <p>10.00 – 12.00 Group welcome & ice breaker Introduction to the courses You will hear from your programme directors and alumni.</p> <p>You will have the chance to listen to their experiences and ask anything that may be on your mind.</p> <p>Welcome Week Challenge Briefing</p> <p>12.00 – 13.00 Lunch break</p> <p>13:00 – 15.00 1pm Careers Talk 1.45pm Library Talk</p>	<p>10:00 – 12:00 The Essentials: Intro to studying at Cardiff Met Explaining your timetable Adobe Creative Cloud Moodle CIM Club</p> <p>12.00-13.00 Lunch Break</p> <p>13.00 – 14.00 Fashion Quiz Come and test your fashion knowledge against your new classmates in the social quiz.</p> <p>14.00PM - Personal Tutor Meeting Meet your personal tutor to understand the process and ask any questions.</p>	<p>AM - Self Directed Welcome Week Fashion Challenge - an opportunity for you and your group to work on the task</p> <p>PM – Freshers Fair ON CAMPUS</p>	<p>AM - Self Directed Welcome Week Fashion Challenge - an opportunity for you and your group to work on the task</p>	<p>10.00AM Induction Week Fashion Marketing Challenge deadline.</p> <p>Winners will be announced ONLINE at 1pm.</p> <p>13:00 ONLINE via TEAMS Welcome Week Fashion Challenge Results & Prizes</p> <p>Preparation and information for the start of teaching next week.</p> <p>Q&A</p>

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](#)



Useful Contact Numbers

Accommodation Services – 029 2041 6188/9

Enrolment – 029 20 205669

Finance & Tuition Fees – 029 20 41 6083/6081

Home Admissions – 029 2041 6010

International Admissions – 029 20 41 6045

IT Helpdesk – 029 20 41 7000

I-Zone Cyncoed – 029 2020 5460

I-Zone Llandaff – 029 2020 5600

Learning Centre Cyncoed – 029 20 41 6242

Learning Centre Llandaff – 029 20 41 6244

Switchboard – 029 20 41 6070

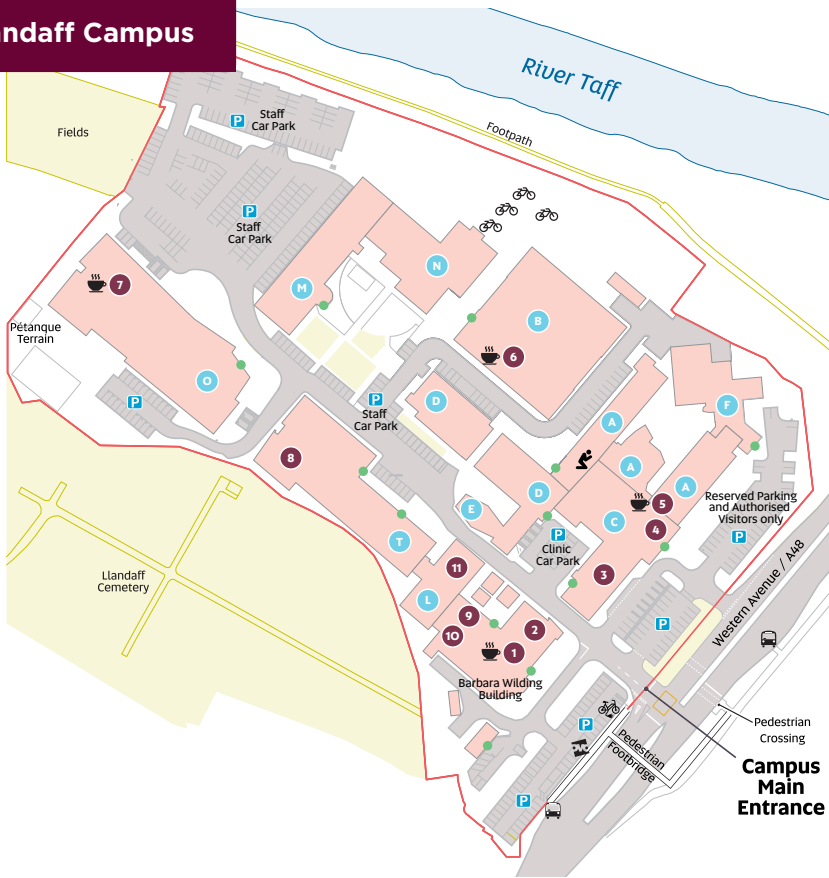
Sports Facilities – 029 20 41 6042

Student Service – 029 20 41 6170

Students Union – 029 20 41 6190



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