

Welcome Week Handbook

MSC Strategic Marketing
Management

Cardiff School of Management

Academic year
2022/2023



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd

Contents

Introduction 2

Essential Information 4

Meet the Team 5

Welcome Week 7



Introduction

Welcome Message

Starting University is very exciting. We have put together a series of activities and events to help you settle into your academic programme and get to know the University, your course and your new colleagues.

The aim, therefore, of Welcome Week is to provide you with an opportunity to get involved with your chosen course of study right from the start.

During Welcome Week you will be involved in a range of inquiry-based projects (please see the section on programme activities and projects for more details) designed to provide you with a taste of what you can expect during your studies at Cardiff Met.

Welcome Week Objectives

During Welcome Week you will be required to:

1. Meet your Personal Tutor and the rest of your cohort
2. Attend social activities and events on campus or online
3. Engage in a research-based task
4. Complete a problem-solving activity



Personal Tutors

It is a pleasure to welcome you to the MSc Strategic Marketing Management at Cardiff Metropolitan University and to the Cardiff School of Management (CSM). You will be joining a community of marketing students and staff who are keen to develop insights into the newest marketing techniques and analytics in order to shape the future of organisations. We aim to offer you a satisfying and rewarding period of study with us and hope that you will find the programme, university environment and associated activities both stimulating and exciting. We encourage you to make the most of this learning opportunity and your time at CSM. The MSc team is here to help and encourage you as you progress through the programme, and we look forward to getting to know each one of you.

Our degree has been developed in conjunction with industry professionals and the Chartered Institute of Marketing. You will learn cutting edge techniques that are relevant for future marketers in a range of sectors. You are encouraged to read the latest industry news and to bring these into our lively class sessions for discussion and debate.

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 exciting opportunities available for you during your studies, including: Work Placements, CIM Student Chapter, Enhancement Activities, Language clubs, Volunteering opportunities. We also have several sports teams and societies waiting for you to join them.

This document will provide you with key information about the programme and the rules and administrative procedures governing the programme. It also acts as a signpost to other support services and activities across the university with a number of web-links to find out more information. A copy of your course handbook will also be available through the Moodle Learning System (MLS), which will be explained to you during your induction.

I very much look forward to meeting you during the Induction Week beginning 20th September.

Dr Antje Cockrill acockrill@cardiffmet.ac.uk

Programme Director – MSc Strategic Marketing



Essential Information

Programme Details

**Insert course details here*



Part-Time Students

Whilst full-time students should participate in everything, we recognise that you may not be able to do so because of your other commitments, and we understand this.

Talk with your Personal Tutor about which activities will be most valuable for you and see what you can manage. 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 done the required paperwork before attending any events.

International Students

We understand that international students will have many obligations and paperwork to complete when they arrive in the U.K and The Global Student Advisory Service offers support to international students at Cardiff Met by providing support pre-arrival and throughout their studies.

Global Student Advisory Support

[International - Welcome \(sharepoint.com\)](#)

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

[International Academic Advice International Academic Advice](#)

Global Student Advisory Contacts

Welfare Advice – intstudentadvice@cardiffmet.ac.uk

Immigration Advice - Immigrationregs@cardiffmet.ac.uk



International Academic Advice – intacademicadvice@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

	<p>Programme Director - Dr Antje Cockrill</p> <p>ACockrill@cardiffmet.ac.uk</p>
	<p>Senior Lecturer – Dr John Follett</p> <p>jfollett@cardiffmet.ac.uk</p>
	<p>Senior Lecturer – Dr Paula Kearns</p> <p>Pkearns@cardiffmet.ac.uk</p>





Senior Lecturer – Dr Hannah Marriott

HMarriott@cardiffmet.ac.uk



Welcome Week

What to expect

During the week you will complete a small inquiry-based project, which you will undertake with a group of other new students from your programme, supported by academic and technical staff and an existing student or two.



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 also need to complete a bit of administration, check-in so that we know who is doing what and when, complete any outstanding registration matters, pick up University ID and Students' Union cards, complete papers to help ensure your safety, and touch base with any specialised support services that you need.

Here's what Cardiff Met students enjoyed about Welcome Week

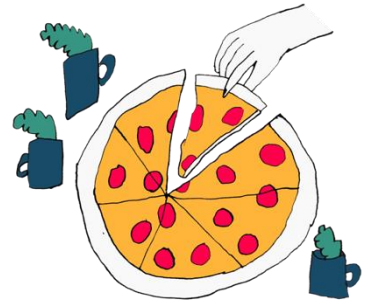
"Helped me settle in and took the pressure off travelling to a new place"

"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



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. We have prepared a summer brief for you which we would like you to work through in preparation for your studies

At the tail end of the COVID 19 pandemic we can state without any doubts 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. Marketing in particular has seen many changes throughout this period, and these impacts are likely to stay with us for a long time. While many of these changes were likely to come eventually, the pandemic has certainly sped up change.

Create a professionally presented report that outlines key changes in Marketing. Identify challenges and opportunities for strategic decision making. Which trade-offs will need to be considered? This knowledge of current trends and changes will feed into all your modules in the coming academic year.

Your report should not be longer than 2000 words. You can create it with a group of your new classmates, several brains work better than one! Please submit your report by 30th September, 5 pm to this link [Induction projects Sept 2022](#). A panel of academics will review the report and evaluate them, the most comprehensive and insightful report will be rewarded with a Certificate (for your CV) and a small prize.

Please make sure you enrol online BEFORE induction week as this will allow you to access our systems and get your student card. Enrolment is open now. The card gives you access to various facilities around campus; it also allows you to make use of the facilities in the library. Use Metsearch to help you access material for the summer brief.

Useful starting points here could be:

- Harvard Business Review (via the university library system)

https://metsearch.cardiffmet.ac.uk/permalink/f/1jqkh56/44CMU_ALMA511897125000242

5

- Marketing Week [Marketing News](#) | [Marketing Week](#)



- • BBC News Marketing [Marketing - BBC News](#)
- • Forbes [Forbes](#)
- • Mintel (via the university library system) [Insight Home - Mintel](#)

Freshers' Fayre

The Freshers' Fayre, organised by the [Students' Union](#), is your first chance to meet to 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 21/09/2022 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.



Your Welcome Week Timetable



INDUCTION WEEK: 26th-30th September <small>WEDNESDAY 21th Sept Dydd Mercher 21th Medi</small>	<small>MONDAY 26th Sept Dydd Llun 26th Medi</small>	<small>TUESDAY 27th Sept Dydd Mawrth 27th Medi</small>	<small>WEDNESDAY 28th Sept Dydd Mercher 28th Medi</small>	<small>THURSDAY 29th Sept Dydd Iau 29th Medi</small>	<small>FRIDAY 30th Sept Dydd Gwener 30th Medi</small>
<p><i>If you are already in Cardiff on this day</i> University Fresher's Fayre Get a feeling for Cardiff Met's student life on campus!</p>	<p>1. MSc Strategic Marketing Welcome session (10.00-11.00 hours) 2. Campus Tour (11.00-12.00) This will take place directly after the Welcome session. 3. Welcome back session and icebreakers for all students (existing and new) (13.00 – 15.00 hours) If you have not done so already, you need to enrol at</p>	<p>5. Options and Choices and Meet the Team (11.00-12.00 hours) 6. Meet your class mates: Lunch for Newbies in the Atrium (12.15-13.30) 7. What happens if something goes wrong? Special Circumstances Procedures (14.00-15.00 hours)</p>	<p>8. 1:1 meetings with your Personal Tutor, you will get more information nearer to the time 9. Ensure you have downloaded Microsoft Teams. If you have not used Teams, here are some guides and videos Information Technology Microsoft Teams (cardiffmet.ac.uk) 10. Access your Moodle pages and familiarise yourself with the system.</p>	<p>12. Register with a doctor for emergencies (it's free for students) near where you live GP Surgeries - Cardiff and Vale University Health Board (nhs.wales) 13. Book yourself into one or more of the academic and digital skills workshops – they are very useful for current and new students MetHub (cardiffmet.ac.uk)</p>	<p>Enjoy a free day!</p>



	Enrolment (cardiffmet.ac.uk) 4. Get your Cardiff Met student card		11. Have a look at the many Student Union Societies – a degree is not just about academic learning! Societies (cardiffmetsu.co.uk)		
--	--	--	---	--	--

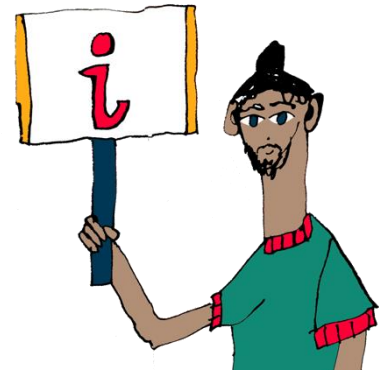
Personal Welcome Week Checklist

During Welcome Week you need to make sure that you have completed the following tasks:

- Complete enrolment process
- Collect student ID card
- Attend programme activity session
- Attend some social events on campus/online
- Attend Fresher's Fayre
- Meet your Personal Tutor



- Take part in the Met Mile Walk
- Familiarise yourself with the Library and Student Support Services



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.

Student Services

[Student Services](#) provide support and guidance, including counselling and mental health, disability support, 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](#)



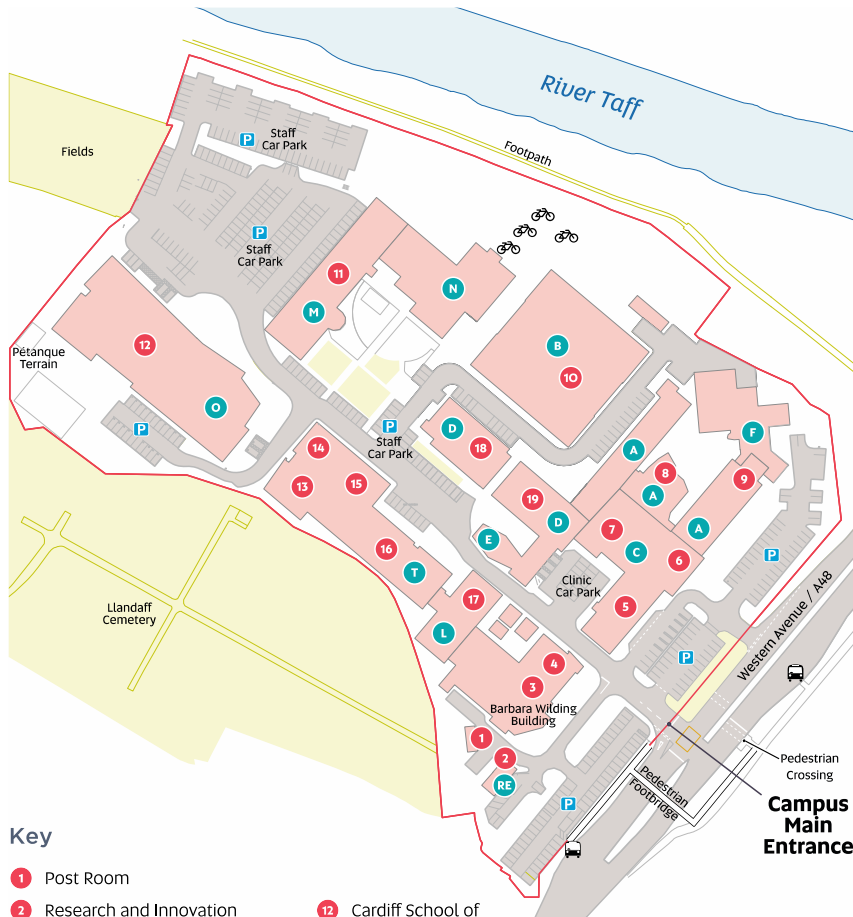
Academic Calendar 2022/23





Campus Map

Llandaff Campus



Key

- | | | |
|--|-------------------------------------|--|
| 1 Post Room | 12 Cardiff School of Management CSM | P Parking |
| 2 Research and Innovation | 13 IT Help Desk | 🚲 Bike Rack |
| 3 Student Hub | 14 School of Dental Technology | 🚌 Bus Stop |
| 4 Gym (First Floor) | 15 Global Engagement | 2 · City Circle |
| 5 Podiatry | 16 Biomedical Sciences CSSHS | 15 · Heath Hospital to Central Station |
| 6 Main Reception & i-Zone | 17 Learning Centre | |
| 7 Main Halls | 18 Food Industry Centre FIC | |
| 8 Lecture Theatre AO.31 | 19 School of Health Sciences CSSHS | |
| 9 Cardiff School of Technologies CST | | |
| 10 Cardiff School of Art and Design CSAD | | |
| 11 Maritime House | | |



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

