

Induction project



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_ALMA5118971250002425
- Marketing Week [Marketing News](#) | [Marketing Week](#)
- BBC News Marketing [Marketing - BBC News](#)
- Forbes [Forbes](#)
- Mintel (via the university library system) [Insight Home - Mintel](#)

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