Diagram, engineering drawing

Description automatically generated

**Welcome Week Handbook**

MSc Fashion Marketing Management

Cardiff School of Management

# Contents

|  |  |
| --- | --- |
| Introduction | 2 |
| Essential Information | 4 |
| Meet the Team | 6 |
| Welcome Week | 7 |
| Useful Information | 11 |

# 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 Programme Director, staff team 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 Programme Director 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

Programme Director

# Essential Information

## Programme Details and Delivery

Our current delivery format at Cardiff Met is face-to-face on campus.

Two-hour lectures or workshops and two-hour seminars will be delivered for each 20-credit module on campus. You are expected to attend all sessions in person on campus. Lectures are recorded as a back-up measure, but these recordings are not edited and are not a replacement for in person attendance on a regular basis. Each module consists of three elements:

* Element 1: Online preparation material. This can take the form of a recorded lecture, online exercises, guided independent tasks, readings or other forms of asynchronous learning. This learning is not timetabled.
* Element 2: On campus lecture. This is usually delivered by the module leader and explores the core concepts of the weekly topic. The lecture builds on the asynchronous material, expands and homes in particular aspects.
* Element 3: On campus two-hour seminar, these sessions are interactive learnings sessions that apply the themes developed in the lectures.

You are expected to participate and attend all three elements.

We will 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.

Course structure

This programme has two student intakes. Both cohorts study the same content, but the order of modules is different. Below you can find an outline for your cohort.

|  |  |  |  |
| --- | --- | --- | --- |
| **January Cohort Level 7 – Semester 1 (January – May)** | | | |
| **Module Code** | **Module Title** | **Semester** | **Credit Value** |
| **CORE** | | | |
| FMM7001 | Fashion Consumer Behaviour: Knowing Your Fashion Consumer | S2 | 20 |
| FMM7002 | Strategic Fashion Buying and Management | S2 | 20 |
| FMM7004 | Multi-channel Fashion Marketing | S1 | 20 |
| **Award – PG Certificate Strategic Marketing** | | **60 credits (minimum)** | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Level 7 – Semester 2 (September - December)** | | | | | | | |
| **Module Code** | | **Module Title** | | **Semester** | | **Credit Value** | |
| **CORE** | | | | | | | |
| FMM7001 | | Fashion Consumer Behaviour: Knowing Your Fashion Consumer | | S1 | | 20 | |
| FMM7005 | | International Fashion and Luxury Brand Management | | S1 | | 20 | |
| FMM7010 | | Creative Direction and Communication for Fashion | | S1 | | 20 | |
| **MARKETING PLAN ONLY** | | | | | | | |
| MKT7009 | | Marketing Internship | | S2 | | 20 | |
| **Award – PG Diploma Strategic Marketing** | | | | **120 credits (minimum)** | | | |
| **Level 7 – Semester 3 (January 2025)** | | | | | | |
| **Module Code** | **Module Title** | | **Semester\*** | | **Credit Value** | |
| **OPTIONAL** | | | | | | |
| FMM7008 | Fashion Dissertation | | S3 | | 60 | |
| FMM7011 | Fashion Marketing Plan | | S3 | | 40 | |
| **\*Semester 3 is majority self-directed**  **Final Award – MSc Strategic Marketing** | | | **180 credits** | | | |

## Part-Time Students

Part time students have up to 5 years to complete the course. You may choose to select between 1-3 modules per semester.

Talk with your Programme Director about which modules will be most valuable for you in what order.

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.

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](https://www.cardiffmet.ac.uk/international/currentstudents/Pages/International-Welfare-Advice.aspx)

[Global Student Advisory Service International Academic Advice](https://www.cardiffmet.ac.uk/international/currentstudents/international-academic-advice/Pages/default.aspx)

[Global Student Advisory Service Immigration Advice](https://www.cardiffmet.ac.uk/international/currentstudents/Pages/International-Immigration-Advisory-Service.aspx)

Global Student Advisory Contacts

Welfare advice – [intstudentadvice@cardiffmet.ac.uk](mailto: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

|  |  |
| --- | --- |
| A picture containing text, indoor, person, posing  Description automatically generated | **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** |
| *A picture containing text, indoor, person, posing  Description automatically generated* | **Programme Director** - Fashion Buying & Brand Management  **Senior Lecturer** - BA (Hons) Fashion Buying & Brand Management, BA (Hons) Fashion Marketing Management, MSc Fashion Marketing Management  **Ccousins@cardiffmet.ac.uk** |
|  | **Senior Lecturer** - BA (Hons) Fashion Marketing Management, BA (Hons) Fashion Buying & Brand Management, MSc Fashion Marketing Management  **SELees@cardiffmet.ac.uk** |
|  | **Lecturer** - BA (Hons) Fashion Marketing Management, BA (Hons) Fashion Buying & Brand Management MSc Fashion Marketing Management  **KHLewis@cardiffmett.ac.uk** |
|  | **Lecturer** - BA (Hons) Fashion Marketing Management, BA (Hons) Fashion Buying & Brand Management MSc Fashion Marketing Management  **AJones6@cardiffmet.ac.uk** |

# 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”.*

## 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.
* 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 Programme Director
* 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](https://www.cardiffmet.ac.uk/study/newstudents/Pages/default.aspx) 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](https://www.cardiffmet.ac.uk/study/studentservices/Pages/default.aspx) 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](https://www.cardiffmetsu.co.uk/what_to_know_before_you_go/)

Qr code

Description automatically generated

## Academic Calendar 2023/24

[Academic Calendar 2023/2024](https://www.cardiffmet.ac.uk/registry/Documents/ENG%20Term%20Dates%202023-24%2015_02_23.pdf)

Campus Map   
  
*\*Delete map as appropriate.*





## 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