



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd



Undergraduate

Handbook

BA (Hons) Marketing Management (Advertising, Branding, PR, and Sales)

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 Joyce Costello
Programme Director



Essential Information

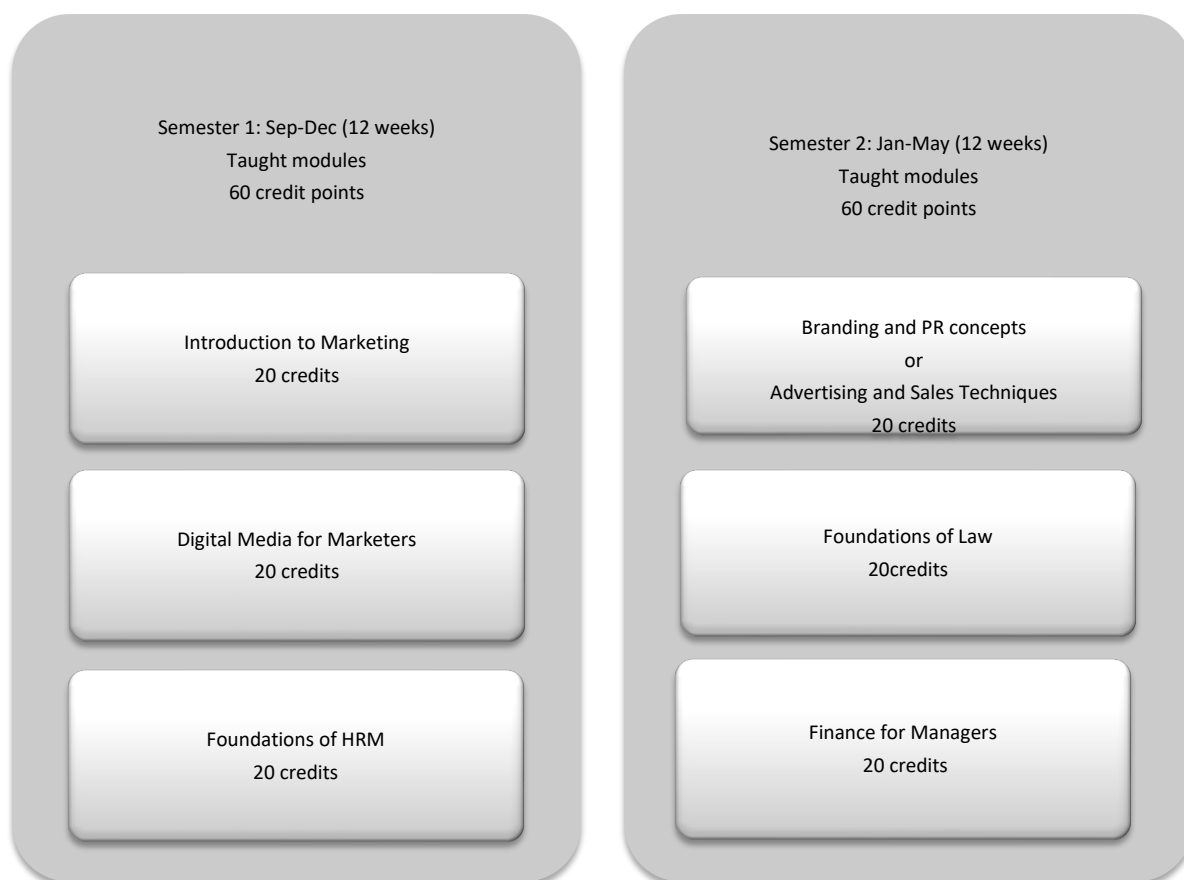
Programme Details



The BA (Hons) Marketing Management suite of programmes are fully accredited by the **Chartered Institute of Marketing (CIM)**, has been designed to support and develop critical

appreciation of how marketing policies, procedures and practices are designed and deployed in organisations and the contemporary issues and debates that surround marketing's role and function.

The course comprises three levels with a range of compulsory taught modules, options and project/dissertation (40 credits). For level 4, you will take 3 compulsory modules in Semester 1. Semester 2 will consist of 3 compulsory modules (60 credits). The successful completion of Semesters 1 & 2 leads to level 5 and 6.



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](#)

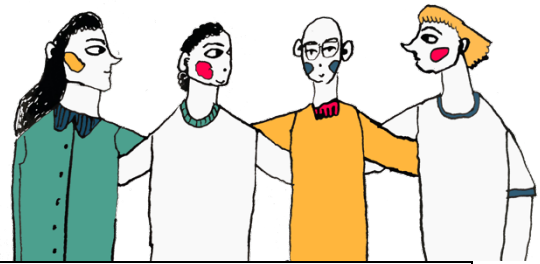
Global Student Advisory Contacts

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. Rufus O. Adebayo is a Lecturer in Marketing. He is a module leader across undergraduate and postgraduate level programmes: the level 4 module - Marketing Management, and the level 7 module - Project Management: Theory and Practice. He counts more on the characteristics and skills for teaching at the undergraduate and postgraduate levels, and post-graduate supervision in interdisciplinary studies (Arts, Humanities, Businesses and Social Sciences). His research (with a reasonable number of research publications) reflects a passionate interest in the specific circumstances in which non-profit and social marketers interact with the business.



Dr Ahmed Almoraish is a Lecturer in Marketing. He is a module leader across undergraduate, and postgraduate level programmes. He has PhD in Marketing from the University of Strathclyde. He also has relevant industry experience as a supervisor of the Marketing Research Department at Yemen Company for Ghee and Soap Industry YCGSI, which belongs to HSA GROUP, one of the largest groups of companies worldwide, including the UK. During his career in the industry, he conducted various research activities that help decision-makers draw up strategies such as customer satisfaction, market share, distribution channels, competitive analysis, promotional campaign analysis and product evaluation.





Kirsty Bennetta joined Cardiff Met in January 2022 as a Lecturer following on from an 8 year career in the Fashion Industry. She mostly worked in Product Development and carried out consultancy work to support UK manufacturing. She studied an MSc in Fashion Marketing Management here at Cardiff Met, and has taught various Fashion based courses such as Garment Making and a Fashion Apprenticeship in Further Education for 2 years before joining the Marketing Team at Cardiff Met. Most recently Kirsty had research published in an international journal that discusses her passion – sustainability. Kirsty loved being a student at Cardiff Met, and is now passionate about supporting her students to share her experience.







Dr Antje Cockrill is a Senior Lecturer in Marketing and is the field Chair. She has published widely, with over 70 research publications as journal articles in international and national journals, research reports, book chapters and conference papers. Her research interests encompass two strands, higher education pedagogy and consumer behaviour. She has also extensive experience as Programme Director, having been responsible for programmes from undergraduate to doctoral level. For many years, her main role was to look after international partners, and she gained academic experience abroad, primarily in Asia. Currently, she holds the role of Field Group Chair in Marketing, for both the home international programmes.



Dr Joyce Costello is a Senior Lecturer in Marketing and the BA (Hons) Marketing Suite Programme Director at CSM. She has 21+ years' experience as an international practitioner and has been lecturing on Marketing for several years. She is currently the module leader across undergraduate programmes. She has written several books and does research on Influencer Marketing.



	<p>Shari Finch is a lecturer in Marketing Management who has taught and supervised on the MBA programme. Shari has over 20 years industry experience in Communications and Engagement, having worked as a consultant to industry in the UK, Canada and Australia. Shari is module leader for Level 3: Marketing in the 21st Century, Level 4: Branding & PR Concepts, Level 5: Creative Communications, Level 6: PR & Fashion Stakeholder Management, Level 7: PR & Reputation Management and she is supervises Marketing Plans at both Level 6 and 7. Shari was awarded Lecturer of the Year for the School of Management in 2020/21.</p>
	<p>Dr John Follett is a Senior Lecturer in Marketing. He teaches Marketing at both Undergraduate and Postgraduate levels and specializes in Marketing Communication, Consumer Behaviour and Research Methods. He researches non-mainstream consumer behaviour, identity creation through consumer behaviour, body modification, and subcultures of consumption. He also has experience in research in Eastern European minorities, and 'hidden' histories.</p>
	<p>Dr Keith Glanfield is a Senior Lecturer in Marketing. He is a module leader at level 6 and postgraduate. He is the author of the book 'Brand Transformation' and is Co-Chair of the Marketing and Retail community at the British Academy of Management. Keith is module leader for Strategic Brand Management (UG), Strategic Global Marketing (PG) and MBA Marketing (MBA) and researches marketing practice, branding and the management of service operations.</p>
	<p>Dr Sharad Gupta is a Senior Lecturer in Marketing Management. His 20 years of experience is equally distributed between practice and academics. In classes, he draws upon his experience in Insurance, Pharmaceuticals, and IT industries. He has taught across UG, PG, and executive programmes. Currently, he is module lead for Marketing Projects (Level 6). He is seminar lead for Marketing (Level 7) and Account Management for Marketers (Level 6). He is also supervising UG students and personally tutoring MBA students.</p>





Dr Paula Kearns is a Senior Lecturer in Marketing Management. Her subject specialism is marketing; in addition to her DBA (Marketing), her marketing credentials include a MA Marketing and the CIM professional and post-graduate diploma qualifications. She is a Fellow of the Chartered Institute of Marketing (CIM) and have completed the CIM professional and post-graduate diploma qualifications. Prior to becoming a University Lecturer, she worked as a manager in the Leisure Industry for more than 20-years. I am therefore able to offer a skill-set that combines academic excellence with industry experience. During my leisure career I worked in both the public, private and trust sectors. During this time I was responsible for large income and expenditure budgets, managed large numbers of staff and managed a number of 'high profile' strategic projects.



Stephen Thomas is a lecturer in Marketing Management who has taught and supervised on the MBA programme. He has over 6 years' experience of delivering Chartered Institute of Marketing courses and many years of industry experience, having run and owned several business' in a varied and interesting career.



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".

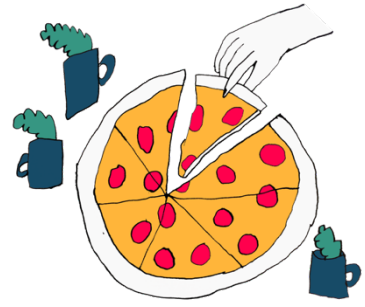


Programme Activities and Projects

A mini-Marketing Project

Introduction

We would like you to visually document your journey of 'getting ready for your first year at Cardiff Met'. Think about all the things that you will be doing to get ready to come to Cardiff Metropolitan and start your degree. Make a list, or a mind map and plan out what you are going to document, remember to make brief notes of what was happening, emotions, possibly captions and hashtag. This can include making the 'list' of things you need to do, getting to halls, the journey to Cardiff Met, exploring Cardiff, new places you've discovered and new friends and experiences. (There are more things that you could be doing so please do not feel restricted to what is on the list).



Please produce content for Instagram or Tiktok that cannot be shared with the Marketing Society [Met Marketers \(@met.marketers\) • Instagram photos and videos](#) or [Met Marketers \(@metmarketers\) TikTok | Watch Met Marketers's Newest TikTok Videos](#) and use #MetMarketers.

Social Activities

Orientation and Treasure Hunt

This social activity will be organised during the Welcome/Induction week. It is about finding out things about the University, where things are, what they do, and how to use them. There is a lot of information to collect, some of which may be relevant now, most of which will be relevant at some point in the future. In small groups, you will search for and answer all elements listed on your specific task sheet. Once completed, you and your group will share this information with the rest of the seminar group. As with most successful organizations they succeed by having a specialized division of labour.



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:

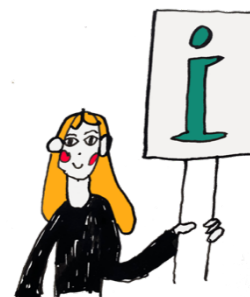
- Completed the enrolment process.
- Collected your student ID card.
- Attended programme activity sessions.
- Attended some social events on campus/online.
- Attended Fresher's Fayre
- Met with your Personal Tutor
- Familiarised yourself with the library and any support services you might need e.g.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

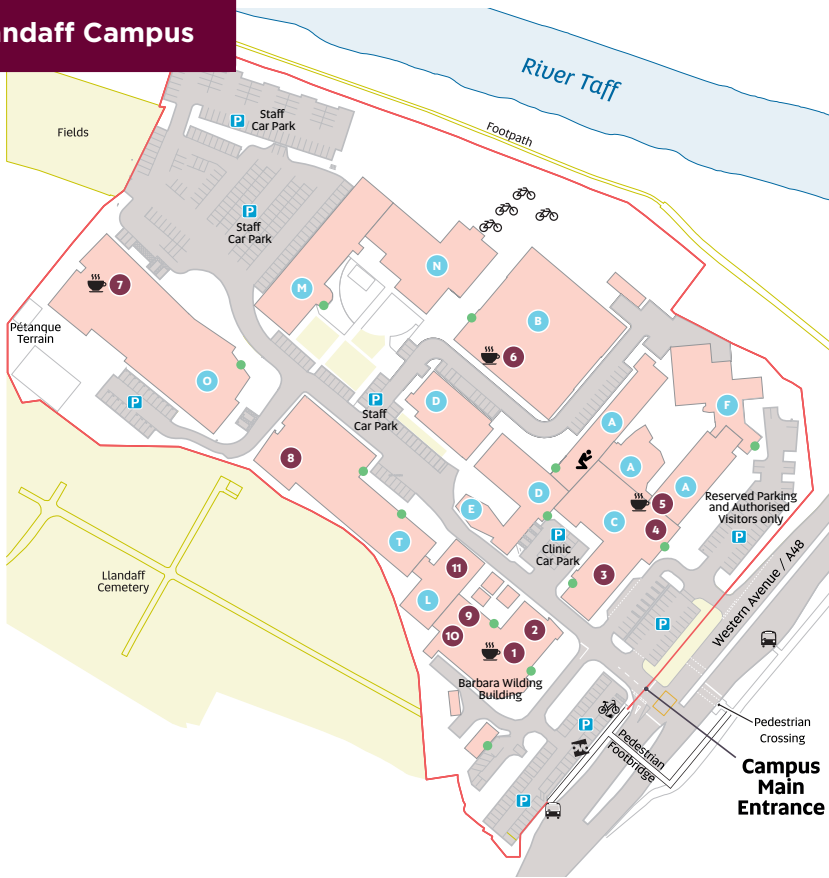


Academic Calendar 2023/24

[Academic Calendar 2023/2024](#)



Llandaff Campus



Key

- | | | |
|------------------------------|----------------------------------|---------------------------|
| 1 The Hub | 8 IT Help Desk (First Floor) | P Parking |
| 2 Gym (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