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**Welcome Week Handbook** (Postgraduate)

MSc Strategic Marketing

Cardiff School of Management

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# Introduction

## Welcome Message

It is a pleasure to welcome you 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.

We also have a range of exiting 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 18th September 2023.



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Dr Antje Cockrill, MSc Strategic Marketing Programme Director

## Welcome Week

Congratulations on starting your Cardiff Met Postgraduate 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.

Induction for students on the MSc Strategic Marketing starts on 18th September 2023. Your first term as a new student starts with Welcome Week, where you will settle into your accommodation, course and student life. Your regular timetable of lectures and seminars will start on 25th September 2023.

Welcome Week provides you with the opportunity to settle into Cardiff Met and to get involved with your postgraduate studies right from the start. During Welcome Week you will be involved in a series of activities which will provide you with a taste of what you can expect during your postgraduate studies at Cardiff Met. You will also be able to:

1. Meet your Programme Director, academic staff, and fellow students.
2. Attend social activities and events on campus.
3. Get to know the Cardiff Met campuses and surrounding areas.
4. 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 a range of people 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!

Your Welcome Week timetable is a schedule of events designed to familiarise you with Cardiff Met, its facilities and your fellow students. You will be given the chance to attend a range of events covering your programme, library services, IT, student services and Students Union.

You will also meet with your Programme Director to make your academic transition as smooth as possible. Most importantly, you will get to know your programme and your fellow students.

Please make sure that you attend the activities planned by your programme of study during Welcome Week, so you are prepared to start your Cardiff Met postgraduate journey.

Your events and confirmed timetable are currently being finalised and will be uploaded as a separate document on our [New Students](http://www.cardiffmet.ac.uk/study/newstudents/ug/Pages/Course-Joining-Information.aspx) pages for you.

# A picture containing text, vector graphics Description automatically generatedEssential 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.

September Cohort

|  |  |  |  |
| --- | --- | --- | --- |
| **Level 7 – Semester 1 (Jan – May)** | | | |
| **Module Code** | **Module Title** | **Semester** | **Credit Value** |
| CORE |  |  |  |
| MKT7004 | Multi-channel Strategic Marketing | S1 | 20 |
| MKT7001 | Consumer Behaviour: Knowing Your Customer | S2 | 20 |
| MKT7002 | Effective Brand and Advertising Management | S2 | 20 |
| OPTIONAL |  |  |  |
| MKT7009 | Marketing Internship | S2 | 20 |
| MSM7044 | In Search of Creativity, Innovation and Difference | S2 | 20 |
| *Award – PG Certificate* *Strategic Marketing* | |  | *60 (min)* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Level 7 – Semester 2 (Sept-Dec)** | | | |
| **Module Code** | **Module Title** | **Semester** | **Credit Value** |
| CORE |  |  |  |
| MKT7005 | Strategic Global Marketing | S1 | 20 |
| MKT7010 | PR and Reputation Management | S1 | 20 |
| MKT7003 | Modern Marketing Research | S2 | 20 |
| OPTIONAL |  |  |  |
| MKT7009 | Marketing Internship | S2 | 20 |
| MSM7044 | In Search of Creativity, Innovation and Difference | S2 | 20 |
| *Award – PG Diploma Strategic Marketing* | |  | 120 (minimum) |

|  |  |  |  |
| --- | --- | --- | --- |
| **Level 7 – Semester 3 (January 2025)** | | | |
| **Module Code** | **Module Title** | **Semester\*** | **Credit Value** |
| OPTIONAL |  |  |  |
| MKT7007 | Dissertation | S3 | 60 |
| MKT7008 | Marketing Plan | S3 | 40 |
| ***Final Award – MSc Strategic Marketing*** | |  | 180 |

## Part-Time Students

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

Talk with staff on your programme of study 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 done 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

[International - Welcome (sharepoint.com)](https://outlookuwicac.sharepoint.com/sites/international/SitePages/Welfare/home.aspx)

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

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

Global Student Advisory Contacts

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

International Academic Advice – [intacademicadvice@cadiffmet.ac.uk](mailto:intacademicadvice@cadiffmet.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

The MSc Strategic Marketing team consists of experienced marketers who have varied backgrounds and can bring this wealth of experience to their teaching. The team is supported by a Programme Administrator who deals with some of the day-to-day administrative tasks.

|  |  |
| --- | --- |
| Antje COCKRILL | Doctor of Philosophy | Cardiff Metropolitan University,  Cardiff | cardiffmet | Cardiff School of Management  Antje Cockrill | Dr Antje Cockrill has nearly 20 years’ experience in UK higher education. She has held roles as Programme Director from Undergraduate programmes to Doctoral Degrees and has been very actively involved in collaborative international provision for many years. Her practical experience is in Marketing Research. She teaches primarily at postgraduate level and is currently the Programme Director for the MSc Strategic Marketing and the Field Group Chair for Marketing. She is also an active researcher with over 70 research publications. |
| Lisa Davies MCIM  Lisa Davies | Lisa Davies is an experienced and CIM qualified Marketing professional with an excess of fifteen years hands-on experience in both public and private sector environments. She has also lectured for several years on the BA Marketing Management, the MBA and MSc programmes at Cardiff Metropolitan University. |
| *C:\Users\sm23818\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\D5698CFE.tmp*  Shari Finch | 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 on the BA Marketing programmes and at MSc Level; and supervises Marketing Plans at both Level 6 and 7. Shari was awarded Lecturer of the Year for the School of Management in 2020/21. |
| A person with a goatee and a beard  Description automatically generated with low confidence  John Follett | John Follett is an experienced academic who teaches Marketing at both Undergraduate and Postgraduate levels. He specialises in Marketing Communication, Consumer Behaviour and Research Methods. In addition, he undertakes research in relation to non-mainstream consumer behaviour, identity creation through consumer behaviour, body modification, and subcultures of consumption. |
| Dr Keith Glanfield  Keith Glanfield | Dr Keith Glanfield is a Senior Lecturer in Marketing. He teaches primarily on MBA programme, supervises Phd students and was previously tenured for 10 years at Aston Business School. He is an active researcher and holds a key voluntary role in the British Academy of Management Conference. |
| Sharad Gupta  Sharad Gupta | ​Dr Sharad Gupta is a Senior Lecturer in Marketing with over 10 years teaching at undergraduate and postgraduate levels. He is also an active researcher with research interests in Mindfulness, Sustainability, and Online promotions. He currently holds a voluntary role with the Academy of Marketing Science, USA. |

# Welcome Week

## What to expect

During the week you will have the opportunity to engage in several activities, which you will undertake with a group of other new postgraduate 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 Cardiff Met services showing some great tools and techniques you can use during your post graduate journey.

There will be an introduction to your new school and programme of study and lots of activities to help you meet new people.

You will need to complete a bit of administration and check-in with your programme team 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 (Postgraduate)

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 postgraduate students.
* Meet your Personal Tutor.
* Take part in a welcome week activity with other post graduate students.
* Familiarise yourself with 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.

**A picture containing shape

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During Welcome Week you need to make sure that you have:

* Completed the enrolment process.
* Collected your student ID card.
* Attended programme activity session.
* Attended some social events on campus/online.
* Attended Freshers’ Fayre
* Met with your Programme Director and staff on your programme of study.
* Familiarised yourself with the library and any support services you might need e.g., Dyslexia or Disability help.

# A picture containing text Description automatically generatedUseful 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, part-time jobs information 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/)

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## 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



Additional Information

[Timetable](https://cis.cardiffmet.ac.uk/TimetableStudent/)

This link will give you access to your confirmed timetable. You need to have enrolled before you can access this link, and you will be contacted when the information is available.

[Global Engagement](https://www.cardiffmet.ac.uk/international/study/info/Pages/default.aspx)

Advice and support for international students on making your visa application, living in the UK, making accommodation arrangements and taking advantage of the Airport Welcome Service. Global Engagement will provide welfare support and learning advice throughout your course. Please also refer to our ‘Useful Information for International Students Jan 23 ‘site

[Study at Cardiff Met January 2023 Useful Information](https://www.cardiffmet.ac.uk/international/study/Pages/January-2023-Useful-Information.aspx)

Additional Course Costs

Additional costs are the mandatory or optional expenses, additional to tuition fees that need to be paid for by students to fully participate and complete their studies. This covers such things as equipment, trips, placements and DBS checks. Each programme has different additional costs, they should be stated in your programme documentation.

Accommodation

The university owns several Halls of Residence where students can rent single study rooms. This form of accommodation may not provide a suitable study environment for postgraduate students. Most postgraduate students stay in privately rented accommodation. Please read the information provided [here](https://www.cardiffmet.ac.uk/international/study/info/Pages/Privately-Rented-Accommodation.aspx) carefully, as it will help you to avoid disappointments.

[Student Services](http://www.cardiffmet.ac.uk/study/studentservices/Pages/default.aspx)

For help during your time with us in relation to your health, welfare, lifestyle and future career. The aim is to provide you with all the support you need to ensure your studies are as enjoyable and successful as possible. Services also include counselling, disability and chaplaincy.

[Student Finance](http://www.cardiffmet.ac.uk/study/finance/Pages/default.aspx)

For information on Tuition Fee Loans and Maintenance Loans, non-repayable grants, bursaries and scholarships that may be available.

[Cardiff Met Sport & Facilities](http://www.cardiffmet.ac.uk/about/sport/Pages/default.aspx)

Cardiff met provides excellent sports facilities. These are based at the Cyncoed Campus so if you want to use them, you will need to travel from Llandaff Campus to Cyncoed Campus. You can do this by using either the Met Rider service or rental bikes available on campus.

[Campus Maps, nextBikes, Bike Shelters & Met Rider](http://www.cardiffmet.ac.uk/about/campuses/Pages/default.aspx)

Cardiff Met offers its own bus service called the Met Rider, for more information and to access the application please refer to [www.cardiffmet.ac.uk/MetRider](http://www.cardiffmet.ac.uk/MetRider). We also have Bicycle Storage shelters on each campus, with changing and showers available. The shelters are secured and are only accessed using your MetCard

On Llandaff Campus there are also nextBikes available for rental, once you have downloaded the App and have paid a one-off £5 deposit, the first 30 min of every ride are free.

[Cardiff Met SU](http://www.cardiffmetsu.co.uk/) (Cardiff Met Student Union)

The Student Union offers a wide range of Clubs and Societies based on interests and hobbies; and also, *the ability to access independent advice and support*

[Student Handbook](https://www.cardiffmet.ac.uk/study/studentservices/Pages/Student-Handbook.aspx)

Information you need to know for studying at Cardiff met, including the Student Charter.

[Academic Handbook](http://www.cardiffmet.ac.uk/registry/academichandbook/Pages/default.aspx)

All the University’s rules and regulations.

## 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