

FALMOUTH

UNIVERSITY

BSC BUSINESS & DIGITAL MARKETING WITH PLACEMENT YEAR

Dear [NAME]

Welcome to Business & Digital Marketing with Placement Year at Falmouth.

We're getting in touch with some important information about your course that will help you as you prepare to join us.

At the end of this letter, you will find a suggested reading list. It's not essential that you complete the reading before you start the course, but if you're looking forward to your studies and can't wait, we recommend these texts as inspiring reading.

You will also find a list of equipment that you should bring with you, as well as any other costs that you might incur throughout your course.

Your academic experience will be predominantly in person with some courses using a small amount of digital resources to support your learning. To engage in the digital learning activity, although you will be able to access IT suites on campus, you will benefit from a laptop to access the platforms and tools we use. You will be provided with free access to the Microsoft Office suite, (including Word, Excel and PowerPoint) while you study at Falmouth.

If you are eligible for a loan from Student Finance and have not yet applied, please do so immediately to ensure the loan is approved before you enrol. Once you enrol you are liable for the tuition fees. You can find more information from the Student Loans Company at: www.gov.uk/government/organisations/student-loans-company Advice on managing your finances whilst studying can be found on the University's website here: falmouth.ac.uk/study/student-funding/how-much-does-it-cost

Over the summer, you can join our Step into Falmouth Sessions. These online workshops are designed to provide advice and guidance on settling into university life.

They are scheduled to take place across three weeks in July and August. Some of them will also be also recorded so you can watch them back at a time that suits you. More information can be found at www.falmouth.ac.uk/experience/new-students/step-into-falmouth

Over the summer, if you have any questions, you can join the Student Mentor team on Discord to talk about the course, living in Cornwall and what to expect at Falmouth. Our mentors are already studying on your course, so ask them anything you like. Find them at falmouth.ac.uk/experience/new-students/mentoring. Alternatively, email your name and your course to: studentmentors@falmouth.ac.uk and they will be in touch.

Over the next few weeks, we'll email you more important information about your course and life at Falmouth. If you're going to be away or out of contact, make sure you ask someone to check your emails and reply on your behalf.

We know there is a lot to think about before you start at university. So, the team is here to help. If you have any questions, just get in touch with Applicant Services on +44(0)1326 213730, use LiveChat on our website or email applicantsservices@falmouth.ac.uk

Finally, we wish you an enjoyable summer and we're looking forward to welcoming you to Falmouth in September.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'David Potter', is displayed on a light blue rectangular background.

David Potter

Course Leader BSc (Hons) Business & Entrepreneurship
David.potter@falmouth.ac.uk

Getting started

Your offer

If you have a conditional offer, your place is subject to meeting those conditions. This means we're waiting to receive your results or some more information before your place can be finalised. You can see these conditions on your UCAS Hub

<https://accounts.ucas.com/account/login>

If you need to ask us anything about your offer, get in touch with our Applicant Services team on +44(0)1326 213730, use LiveChat on our website or email applicantsservices@falmouth.ac.uk

Enrolment and Student Terms & Conditions

You'll get an email two weeks before the start of term telling you how to enrol online. You'll need to enrol before the first day of term to officially register as a student of Falmouth University and receive your undergraduate student loan.

When you enrol, you'll need to agree to and comply with the University's Student Terms & Conditions. These Terms & Conditions are important, and we encourage you to read them carefully, before enrolling. You can find them under 'Student Terms & Conditions' on our website www.falmouth.ac.uk/student-regulations

Tuition fees (per year)

2023-2024 full-time UK: £9,250

2023-2024 full-time International: £17,460

2023-24 placement year: £1,850

Term dates

You can find our term dates on the website at falmouth.ac.uk/experience/term-dates/term-dates-2023-24

Study Block 1 starts on Monday 18 September.

Teaching and assessment will be throughout the full 15 weeks of the study blocks.

Your timetable

Your academic timetable shows all scheduled learning activities and your course timetable. It will be published in early September. After you've enrolled, you can view it via the Student Portal at falmouth.myday.cloud/ or the Falmouth University App. You can download the app by searching the Google Play Store or Apple Store.

Welcome Week

Your timetable will show you where you need to go and when on Monday 18 September and throughout the week.

This is the week when you'll meet your course mates, course tutors and University staff. There will be important inductions to both your course and the wider University facilities and services, in addition to social activities organised by the University and Students' Union.

Suggested reading

You are not required to purchase any books, as all required resources are available in the library, however, you may wish to purchase texts to ensure you have continuous access.

Online Book

Dodson, I., 2016. *The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns*. John Wiley & Sons.

nima.today/wp-content/uploads/2018/11/The-Art-Of-Digital-Marketing-Ian-Dodson.pdf

Article

Clement Addo, P., Fang, J., Asare, A.O. and Kulbo, N.B., 2021. *Customer engagement and purchase intention in live-streaming digital marketing platforms*. RRP £35

tandfonline.com/doi/pdf/10.1080/02642069.2021.1905798?casa_token=4M4Oth7OW7QAAA:AA:8hugBY2U8 -

[r2gbLQOEoCKgC2qBknCxc90V9XGC9vN9oxOvfVCosr4dDk23fpgGDgD0AbdsAbwYcg8Y](https://doi.org/10.1080/02642069.2021.1905798)

Site to browse

Digital Marketing Websites To Grow Your Knowledge - techwyse.com/blog/internet-marketing/52-digital-marketing-websites-to-grow-your-knowledge/

Videos

The Psychology Of Digital Marketing - [youtube.com/watch?v=32427IjF2yY](https://www.youtube.com/watch?v=32427IjF2yY)

12 Must-Watch TED Talks on Digital Marketing - springboard.com/blog/ted-talks-on-digital-marketing/

Equipment and costs

Your academic experience will be predominantly in person with some courses using a small amount of digital resources to support your learning. To engage in the digital learning activity, although you will be able to access IT suites on campus, you will benefit from a laptop to access the platforms and tools we use. You will be provided with free access to the Microsoft Office suite, (including Word, Excel and PowerPoint) while you study at Falmouth.

Professional placement

You can access support from the University Employability team to help you prepare and search for placement opportunities. Usually, students undertake paid placements so you should be able to earn whilst you are working. Depending on where your placement is, you will need to be prepared to factor in costs such as accommodation, costs of travel, etc. If you are unable to find a suitable placement, you will be able to transfer to the 3-year version of the course.