

# FALMOUTH

## UNIVERSITY

### BA(HONS) MARKETING COMMUNICAITONS WITH INTERGRATED FOUNDATION YEAR

Dear [NAME]

Welcome to Marketing Communications with Integrated Foundation 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](http://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](http://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 [falmouth.ac.uk/experience/new-students/step-into-falmouth](http://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](http://falmouth.ac.uk/experience/new-students/mentoring). Alternatively, email your name and your course to: [studentmentors@falmouth.ac.uk](mailto: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, we're here to help. If you have any questions, just get in touch with Applicant Services on 01326 213730, use LiveChat on our website or email [applicantsservices@falmouth.ac.uk](mailto: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,

**Dr Cui Su**

Course Leader, BA (Hons) Marketing Communications  
[cui.su@falmouth.ac.uk](mailto:cui.su@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](mailto: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](http://www.falmouth.ac.uk/student-regulations)

### Tuition fees (per year)

2023-2024 full-time UK: £9,250

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

### Term dates

You can find our term dates on the website at

[falmouth.ac.uk/experience/term-dates/term-dates-2023-24](http://falmouth.ac.uk/experience/term-dates/term-dates-2023-24)

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

Study Block 1 starts on Monday 18 September.

### 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/](http://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. by the University and Students' Union.

## IFY - Pre-Course preparation, course equipment and costs

We would like you to keep a **Summer Journal** – this could take the form of a sketchbook of course but sketching isn't the only way you could develop a journal over the summer. You could buy a hardback journal, or re-purpose an old book or hand-make and stitch one together? You might consider sticking in newspaper cuttings, tickets, stickers, receipts, and other material to capture news and events. You could record visits to galleries or museums, draw from graphic novels, watch Film/TV shows, games, fashion, or explore other creative practices that inspires you. You might work on types of patterns, rubbing of textures, photographs, collages, imagine monsters and concept characters or explore bold *posca pen* designs? You might focus on a specific thing – drawings of people, typography, storyboarding, maps, costume, logos, observed locations, natural history or fantasy characters and places– **it's up to you.**

This is an opportunity to show us what you like to do and for you to capture your own creative interests and ideas and to then be able to share these with us when you arrive. We're look forward to seeing what makes you tick.

**Additional Note:** You might also consider starting a Creative *Instagram* feed or *tumblr* blog. It's also a good idea to perhaps start collecting creative inspiration on *pinterest* boards.

- You can see the IFY Instagram feed here as an example [@falmouthify](#)

### Reading

You may wish to familiarise yourself with these marketing and advertising industry magazines which contain the most up-to-date news of the latest advertising campaigns and interesting features on all topics that affect people who work in marketing communications.

[TheDrum.com](#)

[Campaignlive.co.uk](#)

[Marketingweek.com](#)

You can also follow our social media accounts to stay up to date with our latest news:

Instagram: [@falmouthadvertising](#)

We highly recommend these texts as preparatory reading over the summer. They will help you to be best prepared for studying at university. Buying an e-book where available or 2<sup>nd</sup> hand can be more cost effective and it doesn't matter which edition you get.

Cottrell, Stella. 2019. *The Study Skills Handbook*. London: Palgrave. RRP £15.99

Recommended by our academic skills team – this book covers everything from managing your time and taking notes to working with others and developing as an academic writer and critical thinker.

Tobin, Lucy. 2015. *A Guide to Uni Life*. Bath: Trotman. RRP £9.99

This terrific book walks you your first day at University, through to managing your money, keeping healthy and making the transition to university life.

Phillips, Rachel. 2017. *Student Eats*. London: Ebury Press RRP £12.99

Each year, we recommend a cookery book. Life at university is far more than just study – you've moved home, are living independently, and meeting hundreds of new people as committed to

the cinematic arts as you are – life skills are important. We really like Rachel's approach to cheap, healthy ingredients – she's a recent graduate too, so speaks from experience.

### **Equipment list and costs**

As an IFY student it would certainly be useful to have a pencil case with a good selection of creative mark-making stationary so that you can hit the ground running when you arrive. (\*You can of course buy creative materials once you arrive in university and will have access to the campus shops – note: There is a terrific art shop on the Falmouth Campus.)

You will require a laptop for the course. Macs are preferred but a PC is fine. Costs range from about £400 to £1500. You will be using the Adobe Creative suite and Microsoft Office 365. You will also need a reliable broadband connection (if you are living in University accommodation you will have this).