

BA(HONS) MARKETING & COMMUNICATIONS WITH INTEGRATED FOUNDATION YEAR

Dear

Welcome to (BA)Hons 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 list of equipment that you should bring with you, as well as any other costs that you might incur throughout your course that are not covered by your student loan. We've also included some pre course guidance and preparation that we suggest you undertake, to help you prepare for your studies.

We've also included some suggested reading. You will have access to all the reading resources from the library when you arrive on campus, but if you're looking forward to getting stuck in, this is a good place to start.

Your academic experience will be predominantly in person with some courses using some 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 may find it beneficial to have 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.

Student Finance

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: gov.uk/government/organisations/student-loans-company If you are paying for your tuition yourself please check out falmouth.ac.uk/study/tuition-fees. Advice on managing your finances while studying can be found on the University's website here: falmouth.ac.uk/study/student-funding/how-much-does-it-cost

Student Support

We know the prospect of coming to university can feel overwhelming but we're here to support you every step of the way. You can find an overview of the support available to you once you get here at this link falmouth.ac.uk/experience/support

To help us provide you with the right support during your time at Falmouth, if you have a disability, health condition or Specific Learning Difference (SPLD), you should apply for an Individual Learning Plan (ILP). This document suggests simple adjustments to your academic experience, tailored to your needs. By disclosing early, we can ensure that the necessary support is in place before you begin your journey with us. Find out how to apply here studyhub.fxplus.ac.uk/accessibility-inclusion/ilps

FALMOUTH UNIVERSITY

If you don't have a formal diagnosis of an SPLD such as dyslexia, dyspraxia, or ADHD but think you might, our free online screening tool, the Do-It Profiler can help. It's like a quiz that helps pinpoint any areas where you might need extra support. More information and a link to the Profiler can be found here studyhub.fxplus.ac.uk/accessibility-inclusion/spld-screening

Step Into Falmouth

In the coming weeks, you can join our Step into Falmouth programme, designed to provide advice and guidance to help you to settle into university life. This programme includes a range of informative and supportive videos you can view at a time that suits you, followed by live online events in August where you can meet our staff, current and new students. More information can be found at falmouth.ac.uk/experience/new-students/step-into-falmouth

Student Mentors

Before September, 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, we're 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 applicantservices@falmouth.ac.uk

Finally, we wish you an enjoyable few weeks before the start of term and we're looking forward to welcoming you to Falmouth in September.

Yours sincerely,



Roger Troup
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IFY Insta @falmouthify

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)

2024-2025 full-time UK: £9,250

2024-2025 full-time International: £17,950

Term dates

Term dates can be found at falmouth.ac.uk/experience/term-dates/term-dates-2024-25

Welcome Week starts on Monday 16 September for first year students.

Study Block one begins on 23 September and 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 from 9 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. It will also be accessible at mytimetable.falmouth.ac.uk.

Welcome Week

After you have enrolled, your timetable will show you where you need to go and when on Monday 16 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.

Pre-course preparation

We are not setting you an IFY summer project, but we would encourage you to maintain your creative practice over the summer in preparation for the course start in September.

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](#)

Watch:

Watch plenty of films and television! Try different programmes, shows and content that you might not usually watch. Develop your opinion, you don't have to enjoy everything you watch to be learning a great deal. Think internationally! Have a look at television reviews and features in newspapers and online.

Within television we include:

- Drama (from one-offs to high-end series and soaps!)
- Documentaries
- Branded content and commercials
- Music videos
- Online content (vloggers, Youtube, corporate etc)
- Streaming and on-demand content (such as Netflix & Amazon)
- Sports TV
- Live and factual entertainment (including events like music festivals)
- And more...!

It's also good to connect with short form work as we'll be making short form content during your time with us. Try these two to get you started:

www.filmsshort.com
vimeo.com/channels/shortoftheweek

Read:

I recommend reading these books over the summer:

- *Media Production: A Practical Guide to Radio, TV and Film* by Amanda Willet (2021, 2nd edition). Routledge: UK.
- Bignell, J., 2012. *An introduction to television studies*. London: Routledge. RRP £25.19.

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

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 2nd 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.

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

Read about some of the staff who will be teaching you: <https://www.falmouth.ac.uk/staff-profiles>

Equipment and costs

Laptop (essential)

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 which as a student, you will be able to access at a discounted rate. You will also need a reliable broadband connection (if you are living in university accommodation you will have this).

Some printing costs will be needed when setting up your degree exhibitions and this will cost about £50-£100 depending on the nature of your work.

Smartphone

Even the most basic smartphone with a working camera will be sufficient for you to experiment with expressing yourself and developing your narrative storytelling to supplement the use of the bookable resources.

Hard Drive

Hard drives can be borrowed from our Stores however it's often handy to have access to your own to store and backup your work. Reliability is critical so we would recommend brands such as G-Tech or Lacie with USB 3 connectivity and ideally a minimum disk speed of 7200rpm (approx. £100).

During your IFY year you will be expected to work in all sorts of locations and weather conditions. It is therefore highly recommended that you come fully prepared with the right sort of personal clothing to protect yourself from the elements and to meet risk assessment requirements.

This list is not exclusive, so please use it as a guide;

- Waterproof jacket
- Strong waterproof boots/shoes
- Waterproof trousers (working all day in wet jeans is particularly unpleasant!)
- Mobile phone for emergencies

Highly Recommended - the 'Live @ AMATA Pass'

AMATA is Falmouth University's arts centre, offering a diverse year-round programme of exciting performances and productions, from monthly comedy nights to fantastic live music, trailblazing new theatre and dance.

The programme complements our portfolio of degrees and enables students to experience high quality, contemporary performances on their doorstep.

Students can purchase a one year Live @ AMATA Pass which offers five tickets for £25. This represents a 50% reduction on our standard student ticket price of £10.

You will be able to view the programme at falmouth.ac.uk/arts-centre from August 2024. However, the Live @ AMATA Pass is available now to book at falmouth.ac.uk/arts-centre/visit/tickets#live-pass

Please note: If a parent or guardian is purchasing on behalf of a Falmouth University student, the account should be set up in the student's name, using their email address.

Typical Course Costs

- £150 - Recurring annual costs may include: art/creative materials and costs towards your end of year show exhibition.

Study trips

There are several IFY field trips and you will need to allow for some costs for student contributions towards coach hire and exhibition entry. Total annual cost approx' £50. If you want to attend the planned IFY week-long residential trip to London in the Spring of 2025 then you will need to plan for a £100 deposit payment shortly after arriving on the course, to secure a place, and to budget for a total trip cost of approx' £400 - to be paid in instalments.