Programme Specification
Postgraduate Programmes

<table>
<thead>
<tr>
<th>Awarding Body/Institution</th>
<th>University of London</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching Institution</td>
<td>Goldsmiths, University of London</td>
</tr>
<tr>
<td>Name of Final Award and Programme Title</td>
<td>MA Promotion Media</td>
</tr>
<tr>
<td>Name of Interim Award(s)</td>
<td>Postgraduate Diploma in Promotional Media: Public Relations, Advertising and Marketing</td>
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<tr>
<td></td>
<td>Postgraduate Certificate in Promotional Media: Public Relations, Advertising and Marketing</td>
</tr>
<tr>
<td>Duration of Study/Period of Registration</td>
<td>1 year full time or 2 years part-time</td>
</tr>
<tr>
<td>UCAS Code(s)</td>
<td>N/A</td>
</tr>
<tr>
<td>QAA Benchmark Group</td>
<td>N/A</td>
</tr>
<tr>
<td>FHEQ Level of Award</td>
<td>Level 7</td>
</tr>
<tr>
<td>Programme Accredited by</td>
<td>N/A</td>
</tr>
<tr>
<td>Date Programme Specification last updated/approved</td>
<td>August 2017</td>
</tr>
<tr>
<td>Primary Department/Institute</td>
<td>Media &amp; Communications</td>
</tr>
</tbody>
</table>

Departments which will also be involved in teaching part of the programme
N/A

Programme overview

The MA in Promotional Media: Public Relations, Advertising and Marketing crosses the formalised boundaries established between media, public relations (PR), marketing and advertising in theorisations of these fields; establishing links between practitioner literatures/theory, and media and cultural studies. The core modules include two full modules and one half-module taught in the Department of Media and Communications. The two full modules provide an in-depth exploration of contemporary issues and debates within the PR, advertising and marketing professions, as well as demonstrating techniques for analysing promotional media texts. The half module offers introductions to media and cultural theory at the overlaps between the promotional professions, media and society.

Programme entry requirements

Applicants will normally be expected to hold a good first degree in a relevant subject area, and non-native speakers of English will be expected to possess an IELTS score of 6.5, or equivalent. However, consideration may also be given to students without an academic background in a relevant subject area if they have professional experience in this area or are able to demonstrate their ability and commitment to the pursuit of a programme of rigorous academic study.

Aims of the programme

The MA in Promotional Media: Public Relations, Advertising and Marketing crosses the formalised boundaries established between media, public relations (PR), marketing and advertising in theorisations of these fields; establishing links between practitioner literatures/theory, and media and cultural studies. The core modules include two full modules and one half-module taught in the Department of Media and Communications. The two full modules provide an in-depth exploration of contemporary issues and debates within the PR, advertising and marketing professions, as well as demonstrating techniques for analysing promotional media texts. The half module offers introductions to media and cultural theory at the overlaps between the promotional professions, media and society. The MA also seeks to equip students with specific skills that will provide opportunities for career
attitudes. Subject specific skills and professional behaviours and enhancement. Students will develop critical and cognitive skills in analysing and interpreting developments in the PR, advertising and marketing sectors, and practical skills in applying their knowledge and insights to new areas and projects. The MA enables students to conduct further research of their own in this area (for example at PhD level), and provides them with both the knowledge and skills to pursue careers related to media, public relations, advertising and marketing communications. The MA seeks to serve these career trajectories by offering a careful balance of theory and practice, a range of optional modules that allow students to develop their own interests and trajectories, and by keeping at its heart a focus on the deepening of students’ intellectual engagement with the social, economic and political issues that make social communication and media so central to contemporary societies.

What you will be expected to achieve

The programme learning outcomes require students to develop a body of knowledge and a set of cognitive skills enabling them to explain and critically analyse the contemporary organisation and practice of Public Relations, Advertising and Marketing. Students are required to develop skills that will enable them to contribute to these bodies of knowledge, but which will also be of use in a broader range of professional contexts.

<table>
<thead>
<tr>
<th>Knowledge and Understanding</th>
<th>Taught by the following modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1  an in-depth understanding of the promotional professions (PR, advertising and marketing) as professional projects, and an awareness of debates and struggles within and between the fields, from both industry and academic perspectives</td>
<td>MC71148A Promotional Media I MC71149A Promotional Media II MC71150A Promotional Culture</td>
</tr>
<tr>
<td>A2  a comprehensive understanding of different theoretical models used to define and demarcate PR, advertising and marketing as disciplines</td>
<td>MC71148A Promotional Media I MC71149A Promotional Media II MC71150A Promotional Culture</td>
</tr>
<tr>
<td>A3  the ability to evaluate debates and theoretical models critically, using appropriate evidence and reasoning</td>
<td>MC71148A Promotional Media I MC71149A Promotional Media II MC71150A Promotional Culture</td>
</tr>
<tr>
<td>A4  the ability to explore and deconstruct promotional texts using taught analytical techniques, and to apply these techniques to develop promotional campaign activity</td>
<td>MC71148A Promotional Media I MC71149A Promotional Media II MC71150A Promotional Culture</td>
</tr>
<tr>
<td>A5  an in-depth understanding of one or more related areas of study in media/communications or sociology, and the ability to explain how these areas relate to the development of promotional work.</td>
<td>MC71148A Promotional Media I MC71149A Promotional Media II MC71150A Promotional Culture Options</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cognitive and Thinking Skills</th>
<th>Taught by the following modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1  A high degree of critical reasoning and significant independence of thought.</td>
<td>MC71148A Promotional Media I MC71149A Promotional Media II MC71150A Promotional Culture Options</td>
</tr>
<tr>
<td>B2  The ability to develop and structure complex arguments, and communicate these with clarity in written and oral form.</td>
<td>MC71148A Promotional Media I MC71149A Promotional Media II MC71150A Promotional Culture Options</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subject Specific Skills and Professional Behaviours and Attitudes</th>
<th>Taught by the following modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1  An understanding of the intellectual and practical/ professional concerns that underpin contemporary research on PR, advertising and marketing, and the ability to contribute to this research through the use of appropriate research skills and resources.</td>
<td>MC71148A Promotional Media I MC71149A Promotional Media II MC71150A Promotional Culture</td>
</tr>
</tbody>
</table>
Knowledge and Understanding

### Transferable Skills

<table>
<thead>
<tr>
<th></th>
<th>Taught by the following modules</th>
</tr>
</thead>
</table>
| D1 | The capacity to undertake independent research in one or more of the areas covered by the programme to a high standard. | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture Options |
| D2 | The ability to initiate new projects, deploying a range of organisational, research and communication skills and take responsibility for seeing such projects through to completion. | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture Options |
| D3 | The ability to understand and analyse promotional projects and work environments. | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture Options |
| D4 | The ability to work in international teams. | MC71148A Promotional Media I  
MC71149A Promotional Media II  
Options |

Students who successfully complete the Postgraduate Diploma in Promotional Media: Public Relations, Advertising and Marketing will demonstrate:

### Knowledge and Understanding

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<thead>
<tr>
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<th>Taught by the following modules</th>
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| A1 | an in-depth understanding of the promotional professions (PR, advertising and marketing) as professional projects, and an awareness of debates and struggles within and between the fields, from both industry and academic perspectives | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture |
| A2 | a comprehensive understanding of different theoretical models used to define and demarcate PR, advertising and marketing as disciplines | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture |
| A3 | the ability to evaluate debates and theoretical models critically, using appropriate evidence and reasoning | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture |
| A4 | the ability to explore and deconstruct promotional texts using taught analytical techniques, and to apply these techniques to develop promotional campaign activity | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture |
| A5 | an in-depth understanding of one or more related areas of study in media/communications or sociology, and the ability to explain how these areas relate to the development of promotional work. | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture Options |

Cognitive and Thinking Skills

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<thead>
<tr>
<th></th>
<th>Taught by the following modules</th>
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</table>
| B1 | A high degree of critical reasoning and significant independence of thought. | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture Options |
| B2 | Ability to develop and structure complex arguments, and communicate these with clarity in written and oral form. | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture Options |

Goldsmiths  
UNIVERSITY OF LONDON
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<tr>
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</tr>
</thead>
</table>
| **C1** An understanding of the intellectual and practical/ professional concerns that underpin contemporary research on PR, advertising and marketing communication, and the ability to contribute to this research through the use of appropriate research skills and resources. | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture |
| **C2** The ability to apply knowledge acquired across the programme to new examples and practical projects where promotional techniques are used. | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture Options |

<table>
<thead>
<tr>
<th>Transferable Skills</th>
<th>Taught by the following modules</th>
</tr>
</thead>
</table>
| **D1** The capacity to undertake independent research in one or more of the areas covered by the programme to a high standard. | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture Options |
| **D2** The ability to initiate new projects, deploying a range of organisational, research and communication skills and take responsibility for seeing such projects through to completion. | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture Options |
| **D3** The ability to understand and analyse promotional projects and work environments. | MC71148A Promotional Media I  
MC71149A Promotional Media II  
MC71150A Promotional Culture Options |
| **D4** The ability to work in international teams. | MC71148A Promotional Media I  
MC71149A Promotional Media II Options |

Students who successfully complete the Postgraduate Certificate in Promotional Media will demonstrate:

<table>
<thead>
<tr>
<th>Knowledge and Understanding</th>
<th>Taught by the following modules</th>
</tr>
</thead>
</table>
| **A1** An in-depth understanding of the promotional professions (PR, advertising and marketing) as professional projects and an awareness of the debates and struggles within and between the fields, from both industry and academic perspectives. | MC71148A Promotional Media I  
MC71149A Promotional Media II |
| **A2** A comprehensive understanding of different theoretical models used to define and demarcate PR, advertising and marketing as disciplines. | MC71148A Promotional Media I  
MC71149A Promotional Media II |
| **A3** The ability to evaluate debates and theoretical models critically, using appropriate evidence and reasoning. | MC71148A Promotional Media I  
MC71149A Promotional Media II |
| **A4** The ability to explore and deconstruct promotional media texts using taught analytical techniques, and to apply these techniques to develop promotional campaigns. | MC71148A Promotional Media I  
MC71149A Promotional Media II |

<table>
<thead>
<tr>
<th>Cognitive and Thinking Skills</th>
<th>Taught by the following modules</th>
</tr>
</thead>
</table>
| **B1** A high degree of critical reasoning and significant independence of thought. | MC71148A Promotional Media I  
MC71149A Promotional Media II |
| **B2** The ability to develop and structure complex arguments, and communicate these with clarity in written and oral form. | MC71148A Promotional Media I  
MC71149A Promotional Media II |
<table>
<thead>
<tr>
<th>Subject Specific Skills and Professional Behaviours and Attitudes</th>
<th>Taught by the following modules</th>
</tr>
</thead>
</table>
| **C1** An understanding of the intellectual and practical/professional concerns that underpin contemporary research on PR, advertising and marketing, and the ability to contribute to this research through the use of appropriate research skills and resources. | MC71148A Promotional Media I  
MC71149A Promotional Media II |
| **C2** The ability to apply knowledge acquired across the programme to new examples and practical projects where promotional techniques are used. | MC71148A Promotional Media I  
MC71149A Promotional Media II |

<table>
<thead>
<tr>
<th>Transferable Skills</th>
<th>Taught by the following modules</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>D1</strong> [Not applicable]</td>
<td></td>
</tr>
</tbody>
</table>
| **D2** The ability to initiate new projects, deploying a range of organisational, research and communication skills and take responsibility for seeing such projects through to completion. | MC71148A Promotional Media I  
MC71149A Promotional Media II |
| **D3** The ability to understand and analyse promotional projects and work environments. | MC71148A Promotional Media I  
MC71149A Promotional Media II |
| **D4** The ability to work in international teams. | MC71148A Promotional Media I  
MC71149A Promotional Media II |

**How you will learn**

The first set of learning outcomes are supported through weekly lectures and seminars across the three core modules – MC71148A Promotional Media I (30 CATS); MC71149A Promotional Media II (30 CATS) and MC71150A Promotional Culture (15 CATS); together with optional modules, and through the assessment methods set out below. Students are expected to read at least one short article ahead of each lecture-seminar, but are strongly encouraged to conduct further reading of their own, and to share their insights with other students in seminar discussions. Lectures and seminars provide an opportunity for students to clarify their understanding of particular themes and topics. Seminars include tasks that ask students to discuss, analyse and critically assess different models and perspectives; in this way, seminars also support the second set of learning outcomes, namely skills in critical reasoning, and in the development and communication of complex arguments. These tasks also provide students with an opportunity to rehearse skills that will be used in some of the formal assessments. Weekly office hours held by core teaching staff offer students the possibility of one-to-one meetings with tutors, enabling further consolidation and clarification of the knowledge and understanding of subject skills, acquired through lectures, seminars and independent study.

The first core module (MC71148A Promotional Media I) introduces students to power theories and applications to the promotional professions, as well as providing individual and group practice in using discursive analytical techniques. The second core module (MC71149A Promotional Media II) enhances students' knowledge of PR, advertising and marketing; enabling them to apply that knowledge to practical examples and case studies as well as incorporating acquired knowledge into practical projects. The third core module draws on sociological, media and cultural perspectives in order to engage with past and contemporary histories of promotional professions, while encouraging integration with existing media and communications curricula.

The second, third and fourth sets of learning outcomes are supported above all through the structured learning activities described above, and tested through the assessment methods outlined below. In addition, seminars on the first and second core modules include tasks that require students to conduct independent research of their own and to present their findings to other students. These tasks (for example, applying discourse analytic techniques to promotional material; researching a promotional...
campaign and preparing a creative brief) will serve as preparation for the project and dissertation components of the programme, and will particularly support the fourth set of learning outcomes: the development of transferable skills, such as undertaking independent research and initiating new projects. The dissertation is seen as the culmination of the degree and requires students to devise their own project, conduct independent research and bring together both knowledge and skills in pursuing the project to its conclusion.

The optional modules further enable students to acquire and demonstrate key learning outcomes. In particular, the third core module contributes to the development of the first, third and fourth sets of learning outcomes: knowledge of the social, political and cultural factors that have influenced the development of promotional activity; knowledge of related areas of study in communications and sociology; skills of critical reasoning and evaluation; and the ability to apply knowledge from across the programme to new examples and to the formulation of practical projects.

Throughout the programme, students are encouraged to make use of the support provided by the Learning Resources team, subject librarians and the English Language Centre. These are introduced to students as part of the first core module, and provide an important ongoing resource as they develop greater independent research capacities over the module of the programme.

**How you will be assessed**

Assessment of programme outcomes will be through a combination of assessed essays, a dissertation, a discourse analytical project, as well as a practical project that will require students to respond to a brief and produce a detailed promotional campaign strategy document. The final two learning outcomes (undertaking research and initiating new projects) will be assessed most directly in the dissertation and project components of assessment, although independent research and learning is encouraged throughout the degree (see Learning and Teaching Methods, above).

For the compulsory components of the degree, students will be formally required to produce:

- Two individual 3,500-4,000 word essays (on the 30 CAT modules), one individual 3,000 word essay (on the 15 CAT module). These assess the first and second sets of learning outcomes in particular: knowledge and understanding, and cognitive/thinking skills such as critical reasoning, structuring arguments and working independently.
- A group project that assesses knowledge and understanding of power theories and the ability to apply discourse analytical techniques to explore and deconstruct promotional media texts (first core module only). This particularly assesses the first, second and fourth sets of learning outcomes.
- A group project that assesses knowledge and understanding of promotional skills and techniques and the ability to apply this in a practical way through the designing of a promotional campaign (second core module only). This assesses the first, third and fourth sets of learning outcomes.
- A dissertation (of between 10,000 and 12,000 words, not inclusive of footnotes and bibliography). This assesses all of the learning outcomes: it requires students to demonstrate knowledge, understanding and critical reasoning, but also to initiate a new project, to work independently and conduct new research, to apply knowledge acquired across the programme and to contribute to ongoing research in one of the main areas of the programme. The dissertation may be based on work experience in a relevant organisation, but students may also choose to investigate a thematic issue in more depth.

For the optional modules, assessment will vary depending on specific combinations of modules chosen, and may include combinations of the following:

- Assessed essay(s) of 5-6000 words in length for each optional module for 30 CATs options, or 3,000
words in length for 15 CATs options. As above, these will assess both knowledge/understanding (of key themes and debates covered in the module) and skills such as critical reasoning, structuring arguments and working independently.

Practice-based assignments, involving presentations and the development of portfolios (e.g., of journalist-style articles or campaign materials.

### Marking criteria

<table>
<thead>
<tr>
<th>Mark</th>
<th>Descriptor</th>
<th>Specific Marking Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>80-100%</td>
<td>Distinction (Outstanding/Exceptional)</td>
<td>A mark of 80-100% is awarded when a candidate satisfies the requirements for a distinction, but to an outstanding degree. Such work may be of publishable quality and contribution to debate within the field.</td>
</tr>
<tr>
<td>70-79%</td>
<td>Distinction</td>
<td>A mark of 70-79% is awarded when the essay demonstrates the application of appropriate knowledge, understanding and skills specified in the learning outcomes of the module to a very effective extent. The work will show evidence of extensive relevant reading and an impressive grasp of current major issues in the field. This knowledge will have been reviewed critically with insight and independence of thought. Arguments and the presentation of evidence will demonstrate sophisticated reasoning, with clear awareness of issues of methodology and evidence, and be particularly clear, well-focused and cogent. A mark of 80% or higher is awarded when a candidate satisfies the requirements for a distinction, but to an outstanding degree. Such work may be of publishable quality, and will be a significant contribution to debate within the field.</td>
</tr>
<tr>
<td>60-69%</td>
<td>Merit</td>
<td>A mark of 60-69% is awarded when candidates demonstrate the application of appropriate knowledge, understanding and skills specified in the module learning outcomes to an effective extent. The essay will show consistency and fluency in discussing and evaluating evidence and theories drawn from a wide range of sources. They will demonstrate an ability to relate this reading to their topic, and will clearly have understood and assimilated the relevant literature. A mark of 50-59% is awarded when the essay demonstrates the application of appropriate knowledge, understandings and skills specified in the learning outcomes of the module to a satisfactory extent. There is clear evidence of knowledge and understanding, but where there may be limited development of ideas, critical comment or methodology. Within these limitations there will be indication that the candidate has grasped fundamental concepts and procedures in the field.</td>
</tr>
<tr>
<td>50-59%</td>
<td>Pass</td>
<td>A mark of 50-59% is awarded when the essay demonstrates the application of appropriate knowledge, understandings and skills specified in the learning outcomes of the module to a satisfactory extent. There is clear evidence of knowledge and understanding, but where there may be limited development of ideas, critical comment or methodology. Within these limitations there will be indication that the candidate has grasped fundamental concepts and</td>
</tr>
</tbody>
</table>

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procedures in the field.

| 30-49% | Fail | A mark of 30-49% is awarded when the candidate demonstrates an unsatisfactory application of appropriate knowledge, understanding and skills specified in the Learning Outcomes of the module. |
| 10-29% | Bad fail | A mark of 10-29% is awarded when the assessed work demonstrates a significant overall failure to achieve the Learning Outcomes, and where there is no evidence of recognition of the question nor of how it might be responded to. |
| 1-9% | Very bad fail | A submission that does not even attempt to address the specified learning outcomes. |
| 0% | Non submission or plagiarised | A categorical mark representing either the failure to submit an assessment or a mark assigned for a plagiarised assessment. |

### How the programme is structured

Attendance at all lectures and seminars is mandatory. In order to gain an MA, students are required to pass three core module units, optional module units to a value of 45 credits and a dissertation. The core modules will be worth 75 credits in all (2 x 30 CATS plus 1 x 15 CATS, the options module(s) will be to a total value of 45 credits, and the dissertation will be worth 60 credits.

Students are required to take three compulsory modules taught chronologically in the following order: MC71148A Promotional Media I is taught in the Autumn term, while MC71149A Promotional Media II and MC71150A Promotional Culture are taught in the Spring term. The Autumn term module provides the foundation for the modules taught in the Spring. The first of three compulsory modules, Promotional Media I: Changing Fields and Contexts, is a formal lecture-seminar programme introducing public relations, advertising and marketing as professional projects, and unpacking various issues and debates affecting all three disciplines as they are increasingly required to integrate with each other. The second core module, Promotional Media II: Campaign Skills and Techniques, will combine theory and practical elements – positioning promotional workers as cultural intermediaries who draw on a range of persuasive techniques and practices. Assessment for this will include a group project and presentation.

The third core module, Promotional Culture, will offer histories of the promotional professions (advertising, public relations and marketing); introducing students to academic approaches used in analysing the professions in social, economic, cultural and other contexts, as well as exploring how the professions have interacted within particular industry and occupational sectors (e.g., politics, the cultural industries, commodities markets).

Students are required to take optional modules to a value of 45 credits from a choice of modules in the departments of Media and Communications, Sociology or elsewhere in the college.

The list of available options may vary depending on staff availability and timetabling, but the overall aim is that the choice of options will allow students to explore in greater depth, and in a systematic way, some of the social, political, economic and cultural contexts for promotional culture and media. It is hoped that the MA will also be able to incorporate, in due module, options from the Institute of Creative and Cultural Entrepreneurship (ICCE) and Skill Set Media Academy. These will facilitate an additional route for students from practical and/or creative backgrounds wishing to further develop their creative practice alongside a programme of study that deepens their understanding of the economic, media and professional contexts in which promotional media work now takes place.

All students are required to produce a dissertation. Individual tutors are assigned in the autumn term, and students are expected to meet with their tutors before the end of that term. This is followed by a
structured series of one-to-one meetings throughout the spring term and into the summer term, in which students discuss research methods, ways of accessing relevant material, structuring drafts and other related topics.

Full-time students are required to take the equivalent of two 30 CATs modules each term, and to produce their dissertation between the end of the spring term and the end of August. Part-time students take one compulsory module per term in their first year, although they may be permitted to add the third core module in the first year too, depending on circumstances.

Progression requirements

Full-time students take the programme over one calendar year. Part-time students take the programme over two calendar years. Formal teaching takes place in the autumn term (eleven weeks) and spring term (eleven weeks). The summer term is designed for revision, assessment, and for intensive dissertation preparation.

In order to complete their first year, part-time students need to successfully complete two of the three compulsory core modules in their first year. They may decide in collaboration with the module convenor whether to take the third core module in the second term of their first year. Normally part-time students will take optional modules in the second year, and complete their dissertation at the end of that year.

Postgraduate Diploma (PGDip.)

To successfully complete the Postgraduate Diploma, students will need to pass modules to the value of 120 CATS points, including all core taught modules of the programme.

Postgraduate Certificate (PGCert.)

To successfully complete the Postgraduate Certificate, students will need 60 CATS points. These may come from the two of the three core taught modules of the programme.

### Academic Year of Study 1

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credits</th>
<th>Level</th>
<th>Module Status</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional Media 1: Changing Fields and Contexts</td>
<td>MC71148A</td>
<td>30</td>
<td>7</td>
<td>Core</td>
<td>1</td>
</tr>
<tr>
<td>Promotional Media 2: Campaign Skills and Techniques</td>
<td>MC71149A</td>
<td>30</td>
<td>7</td>
<td>Core</td>
<td>2</td>
</tr>
<tr>
<td>Promotional Culture</td>
<td>MC71150A</td>
<td>15</td>
<td>7</td>
<td>Core</td>
<td>1&amp;2</td>
</tr>
<tr>
<td>Optional modules to the value of 45 CATS</td>
<td></td>
<td>45</td>
<td>7</td>
<td>Optional</td>
<td>1&amp;2</td>
</tr>
<tr>
<td>Dissertation</td>
<td>MC71152B</td>
<td>60</td>
<td>7</td>
<td>Core</td>
<td>1,2 &amp; 3</td>
</tr>
</tbody>
</table>

### Academic support

Support for learning and wellbeing is provided in number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

Students are allocated a personal tutor and a Senior Tutor in each department has overall responsibility for student progress and welfare. Departments arrange regular communication to students in the form of mailings and meetings as well as regular progress reports and feedback on coursework and assignments. This is in addition to scheduled seminars, tutorials and lectures/workshops.
Personal tutors will invite students to meet in the first two weeks of a new term and regularly throughout the duration of a programme of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This way progress, attendance, essay/coursework/assessment marks can be reviewed and an informed discussion can be about how to strengthen learning and success.

Students are sent information about learning resources in the Library and on the VLE so that they have access to programme handbooks, programme information and support related information and guidance. Timetables are sent in advance of the start of term so that students can begin to manage their preparation and planning.

Taught sessions and lectures provide overviews of coursework themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Coursework essays build on lectures and seminars so students are encouraged to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

In depth feedback is provided for written assignments and essays via written feedback forms and formative feedback with module tutors/leads is provided to ensure that students’ work is on the right track. Feedback comes in many forms and not only as a result of written comments on a marked essay. Students are given feedback on developing projects and practice as they attend workshops and placements.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is clearly provided on the College Website and as new students join Goldsmiths through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning & teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The Inclusion & Learning Support and Wellbeing Teams maintain case loads of students and provide on-going support.

The Careers Service and the Academic Success Centre provide central support for skills enhancement and run the Gold Award Scheme and other co-curricular activities that can be accredited via the higher education achievement award (HEAR)

**Links with employers, placement opportunities and career prospects**

The Department of Media and Communications has a strong record of employment prospects for its graduates. Graduates from other postgraduate programmes in the department have won numerous awards for their practice work, and have gone on to a variety of jobs: some in the media industries, some in professional fields less directly related to the media, and some into further academic research.

MA Promotional Media: Public Relations, Advertising and Marketing graduates can expect to enter a wide range of careers, but two particular trajectories are anticipated. First, the programme will equip students seeking professional development with the knowledge and skills necessary to pursue (or enhance) careers related to public relations, advertising, marketing communications and promotional campaigning, as well as other related communications roles. Such students will be encouraged to seek work experience in relevant institutions during the programme, although these will not be compulsory and will not be organised by Goldsmiths. Students will also be encouraged to develop specialist ‘routes’ (if they so wish) via their choice of optional modules. Students will be provided with access to contemporary industry activity and case studies to gain an understanding of how their degree can be used in a professional context.
Second, the programme will equip students seeking to conduct further research (for example at PhD level or in other research roles) with an in-depth and high-level understanding of current academic debates about promotional media in particular, and related areas such as economic sociology, political communications and media and cultural theory more broadly. Students in this category will also benefit from a programme with a substantial research component, and from the exceptional research environment offered by the departments of Media and Communications and Sociology in particular.

The requirements of a Goldsmiths degree

Master’s Degrees
All Master's degrees at Goldsmiths have a minimum value of 180 credits. Programmes are comprised of modules which have individual credit values. In order to be eligible for the award of a Master’s degree students must have passed all modules on the programme.

Intermediate Exit Points
Some programmes incorporate intermediate exit points of Postgraduate Certificate and Postgraduate Diploma, which may be awarded on the successful completion of modules to the value of 60 credits or 120 credits respectively. Individual programmes may specify which, if any, combination of modules are required in order to be eligible for the award of these qualifications. The awards are made without classification.

Final Classification
There are four possible categories of final classification for Master's degrees: Distinction, Merit, Pass and Fail.

For further information, please refer to the Regulations for Postgraduate Taught Students, which may be found here: http://www.gold.ac.uk/governance/studentregulations/

Programme-specific rules and facts

N/A

How teaching quality will be monitored

Goldsmiths employs a number of methods to ensure and enhance the quality of learning and teaching on its programmes.

Programmes and modules must be formally approved against national standards and are monitored throughout the year in departmental staff / student forums and through the completion of module evaluation questionnaires. Every programme also has at least one External Examiner who produces an annual report which comments on the standards of awards and student achievement.

This output is considered with other relevant data in the process of Annual Programme Review, to which all programmes are subject, and which aims to identify both good practice and issues which require resolution.

Every six years all programmes within a department are also subject to a broader periodic review. This aims to ensure that they remain current, that the procedures to maintain the standards of the awards are working effectively and the quality of the learning opportunities and information provided to students and applicants is appropriate.

Detailed information on all of these procedures are published on the webpages of the Quality Office (http://www.gold.ac.uk/quality/).