

BA (Hons) Promotional Media 2021-22 Addenda to Programme Specification

Awarding Institution:

University of London (Interim Exit Awards made by Goldsmiths' College)

Teaching Institution: Goldsmiths, University of London

Name of Final Award and Programme Title: BA (Hons) Promotional Media

Name of Interim Exit Award(s):

Certificate of Higher Education in Promotional Media

Diploma of Higher Education in Promotional Media

Duration of Programme: 3 years full-time

FHEQ Level of Award: Level 6

Programme accredited by: Not applicable

Home Department: Media, Communications and Cultural Studies

Department(s) which will also be involved in teaching part of the programme:

Institute of Management Studies

Overview of programme changes

Goldsmiths has needed to make changes to the way in which its programmes will be taught in 2021-22 in response to the ongoing global Covid-19 pandemic. From the Autumn term 2021 teaching will be delivered through in-person sessions, with principally teacher-focussed sessions being pre-recorded and made available to you online.

In some instances changes have also been made to assessment formats where necessary.

This addenda summarises approved changes that will be in place for 2021-22. Further programme information is provided in the published programme specification.

How you will learn and how you will be assessed

Academic year of study 1 for 2021-22 only

Module Title	Teaching Delivery	Assessment
Introduction to Promotional Media: Histories, Contexts, Theories	10 workshops delivered face-to-face on-campus.	No change

Module Title	Teaching Delivery	Assessment
Introduction to Marketing	10 pre-recorded lectures and 10 interactive sessions face-to-face on-campus. 3 tutorials face-to-face on-campus.	Exam (50%) changed to take home exam (50%)
Writing for the Media	10 workshops delivered face-to-face on-campus.	No change
Media Arts	10 pre-recorded lectures. 10 seminars delivered face-to-face on-campus.	No change
Culture and Cultural Studies	10 pre-recorded lectures. 10 seminars delivered face-to-face on-campus.	No change
Web Design	10 workshops delivered face-to-face on-campus.	No change

Academic year of study 2 for 2021-22 only

No second year cohort on the programme in 2021-22.

Academic year of study 3 for 2021-22 only

No third year cohort on the programme in 2021-22.