BSc (Hons) Marketing
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: BSc (Hons) Marketing
Name of Interim Exit Award(s):
Certificate of Higher Education in Marketing
Diploma of Higher Education in Marketing
Duration of Programme: 3 years full-time
FHEQ Level of Award: Level 6
Programme accredited by: Not applicable
Home Department: Institute of Management Studies
Department(s) which will also be involved in teaching part of the programme:
Anthropology; Psychology; Sociology

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
Organisations and Organisational Strategy	10 pre-recorded lectures and 10 interactive sessions on-campus. 2 tutorials on-campus.	Exam (50%) changed to multiple choice questionnaire take home paper (50%)

Module Title	Teaching Delivery	Assessment
Introduction to Marketing	10 pre-recorded lectures and 10 interactive sessions on-campus. 3 tutorials on-campus.	Exam (50%) changed to take home exam (50%)
Finance and Accounting	10 pre-recorded lectures and 10 interactive sessions on-campus. 1 hour tutorial on-campus.	Exam (50%) changed to multiple choice questionnaire take home paper (50%)
Marketing Management	10 pre-recorded lectures and 10 interactive sessions on-campus. 2 tutorials on-campus.	Unseen exam (50%) and 2 x 1,250 word coursework essays (25% each) changed to a take home exam paper (50%) and a 1,500 coursework essay
Professional and Academic Skills for Marketing	10 pre-recorded lectures and 10 interactive sessions on-campus. 3 tutorials on-campus.	No change
Perspectives from the Social Sciences	10 pre-recorded lectures and 10 interactive sessions on-campus. 2 seminars on-campus.	No change
Foundations of Economics	20 pre-recorded lectures and 20 interactive sessions on-campus. 7 tutorials on-campus.	No change

Academic year of study 2 for 2021-22 only

Module Title	Teaching Delivery	Assessment
Product Innovation and Management	10 pre-recorded lectures and 10 interactive sessions on-campus. 2 tutorials on-campus.	1 unseen exam (50%) changed to take home exam (50%)
Consumer Behavior	10 pre-recorded lectures and 10 interactive sessions on-campus. 1 tutorial and 1 interactive exam revision lecture on-campus.	Exam (50%) changed to take home exam (50%)
Marketing Communications	10 pre-recorded lectures and 10 interactive sessions on-campus. 2 tutorials on-campus.	Individual Reflection (20%) changed to Quiz (20%)
Brand Management	10 pre-recorded lectures and 10 interactive sessions on-campus. 2 tutorials on-campus.	Individual Reflection (20%), Case Study (40%) and Group Project (40%) changed to take home Exam - Case Study (60%) and 1 Group Project - Report (40%)

Module Title	Teaching Delivery	Assessment
Market Research and Consumer Insight	20 pre-recorded lectures and 20 interactive sessions on-campus. 6 tutorials on-campus.	Assessment permanently changed from 1 x essay (30%) - research proposal; 2 x report - Qualitative data report (35%) and Quantitative data report (35%) to Qualitative data report (50%) and Quantitative data report (50%)
Optional modules	Optional modules from an annually approved list	

Academic year of study 3 for 2021-22 only

Module Title	Teaching Delivery	Assessment
Dissertation	3 small group meetings on-campus and individual meetings (as needed) on-campus.	No change
Marketing Strategy	10 pre-recorded lectures and 10 interactive sessions on-campus. 1 tutorial on-campus.	Group Simulation Report (10%) changed to Quiz (10%)
Consumer Culture	10 pre-recorded lectures and 10 interactive sessions on-campus. 1 tutorial on-campus.	1 group work presentation (30min/term) (10%) and unseen written examination (50%) changed to 1 group work presentation delivered online (PowerPoint uploaded to the VLE for other students to see) (10%) and a take-home Exam (50%)
Digital Marketing & Social Media	10 pre-recorded lectures and 10 interactive sessions on-campus. 2 tutorials on-campus.	No change
Coding for Marketers	10 pre-recorded lectures. 10 in-person lab sessions and 2 hours of tutorials/seminars on-campus.	No change
Optional modules	Optional modules from an annually approved list	
Work Placement	5 hours of seminars/tutorials delivered face-to-face on-campus. This module involves a placement at an external organisation which will take place either in-person or online. The format of the placement will be dependent on	No change

Module Title	Teaching Delivery	Assessment
	arrangements set by the external organisation.	