

MA Brands, Communication and Culture 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: MA Brands, Communication and Culture

Name of Interim Exit Award(s):

Postgraduate Certificate in Brands, Communication and Culture

Postgraduate Diploma in Brands, Communication and Culture

Duration of Programme: 1 year full-time or 2 years full-time

FHEQ Level of Award: Level 7

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:

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 (the year of study may differ for part-time students)

Academic year of study 1 for 2021-22 only

Module Title	Teaching Delivery	Assessment
Branding I: History, Contexts and	10 pre-recorded lectures. 10 seminars delivered face-to-face on-campus.	No change

Module Title	Teaching Delivery	Assessment
Practice		
Branding II: Key Themes and Debates	10 pre-recorded lectures. 10 seminars delivered face-to-face on-campus.	No change
Dissertation	15 pre-recorded lectures. Individual tutorials with Dissertation Supervisors will be conducted on-campus.	No change
Optional modules	Optional modules from an annually approved list	