MA Promotional Media: Public Relations, Advertising and 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:**
MA Promotional Media: Public Relations, Advertising and Marketing

**Name of Interim Exit Award(s):** Not applicable

**Duration of Programme:** 1 year full-time or 2 years part-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:**
Not applicable

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**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.

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**How you will learn and how you will be assessed**

**Academic year of study 1 for 2021-22 only (the year of study may differ for part-time students)**

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Teaching Delivery</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional Media I: Changing Fields</td>
<td>10 pre-recorded lectures. 10 seminars delivered face-to-face on-campus.</td>
<td>No change</td>
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<tr>
<td>Module Title</td>
<td>Teaching Delivery</td>
<td>Assessment</td>
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<tr>
<td>Promotional Media II: Campaign Skills and Techniques</td>
<td>10 pre-recorded lectures. 10 seminars delivered face-to-face on-campus.</td>
<td>No change</td>
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<tr>
<td>Dissertation</td>
<td>15 pre-recorded lectures. Individual tutorials with Dissertation Supervisors will be conducted on-campus.</td>
<td>No change</td>
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<tr>
<td>Optional modules</td>
<td>Optional modules from an annually approved list</td>
<td></td>
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</tbody>
</table>