

MSc Marketing and Technology

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: MSc Marketing and Technology

Name of Interim Exit Award(s): Postgraduate Diploma in Marketing and Technology

Duration of Programme: 1 year full-time

FHEQ Level of Award: Level 7

Programme accredited by: Not applicable

Home Department: Institute of Management Studies (IMS)

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

Not applicable

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
Technological Innovation & Market Creation	10 pre-recorded lectures and 10 interactive sessions on-campus. 2 tutorials on-campus.	Presentation – groupwork (40%) and exam (60%) <u>changed to</u> pre-recorded video presentation – groupwork (40%) and take-home exam (60%)

Module Title	Teaching Delivery	Assessment
Digital Marketing & Branding	10 pre-recorded lectures and 10 interactive sessions on-campus. 2 tutorials on-campus.	No change
Creating Customer Experiences	10 pre-recorded lectures and 10 interactive sessions on-campus. 2 tutorials on-campus.	Exam (50%) <u>changed to</u> take-home exam (50%)
Marketing Strategy	10 pre-recorded lectures and 10 interactive sessions on-campus. 2 tutorials on-campus.	Exam (50%) <u>changed to</u> take-home exam (50%)
Marketing Analytics	8 pre-recorded lectures and 8 interactive sessions on-campus. 2 workshop/student presentation sessions and 2 lab sessions on-campus.	No change
Research Design & Applied Statistics	10 pre-recorded lectures and 10 interactive sessions on-campus. 5 seminars on-campus.	No change
Qualitative Research in Management Contexts	10 pre-recorded lectures and 10 interactive sessions on-campus. 3 face-to-face tutorials on-campus.	No change
Consumer Behaviour	9 pre-recorded lectures and 9 interactive sessions on-campus. 1 group presentation session and 2 tutorials on-campus.	Group project (25%) and exam (50%) <u>changed to</u> group project delivered online (25%) and take-home exam (50%)
Consumer Culture and Aesthetics	Optional module not available during 2021-22	
Psychology of Marketing and Advertising	9 pre-recorded lectures and 9 interactive sessions on-campus. 1 group presentation lecture and 1 exam revision lecture on-campus.	Exam (50%) <u>changed to</u> take-home exam (50%)
Innovation Theory	10 pre-recorded lectures and 10 interactive sessions on-campus. 2 tutorials on-campus.	Exam (50%) <u>changed to</u> take-home exam (50%)
Innovation Case Studies	10 interactive lectures delivered face-to-face on-campus. These lectures include guest lectures with industry professionals delivered face-to-face on-campus where possible (if it is not possible for the industry professional to deliver the lectures on-campus due to restrictions, these lectures will be delivered via a live	1 case study 1500 words from selection of three options (50%) and 1 case study 1500 words student-led (50%) <u>changed to</u> a Case Study Journal (3000 words or 600 words per case study - weeks 1-5) (50%) and a Case Study Journal (3000

Module Title	Teaching Delivery	Assessment
	online stream to students who will be together in a classroom at Goldsmiths). Tutorials on-campus.	words or 600 words per case study - weeks 6-10) (50%)
Design Thinking	10 pre-recorded lectures and 10 interactive sessions on-campus.	No change
Digital Research Methods	9 pre-recorded lectures and 9 interactive sessions on-campus. 1 seminar on-campus.	No change
Leadership and Talent Management	10 pre-recorded lectures and 10 interactive sessions on-campus. 1 tutorial on-campus.	Unseen examination (50%) <u>changed to</u> 2 x 900 word essays in a single take-home examination (50%)
Research Project/ Dissertation	Supervision sessions delivered in-person on-campus. Group Briefing session on-campus.	No change