

Postgraduate Certificate 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:

Postgraduate Certificate in Promotional Media: Public Relations, Advertising and Marketing

Name of Interim Exit Award(s): Not applicable

Duration of Programme: Three academic terms (September-June) equivalent to PT study

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

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
Promotional Media I: Changing Fields and Contexts	10 pre-recorded lectures. 10 seminars delivered face-to-face on-campus.	No change

Module Title	Teaching Delivery	Assessment
Promotional Media II: Campaign Skills and Techniques	10 pre-recorded lectures. 10 seminars delivered face-to-face on-campus.	No change