

## **MA Brands, Communication and Culture 2020-21 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

**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 2020-21 in response to the ongoing global Covid-19 pandemic. This means that all programmes will be taught through a mix of online and in-person teaching sessions in 2020-21\*.

In some instances changes have also been made to assessment formats where necessary.

This addenda summarises approved changes that will be in place for 2020-21. Further programme information is provided in the published programme specification.

**\*On-campus time is subject to tutor availability and government health and safety guidance.**

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

### Academic year of study 1 for 2020-21 only

Module Title	Teaching Delivery	Assessment
Branding I: History, Contexts and Practice	10 pre-recorded lectures. 5 online seminars. 5 seminars delivered face-to-face on-campus. <u>Update 1 October 2020:</u> This text replaces the text above. This module is delivered in the autumn term via 10 pre-recorded lectures and 10 online seminars.	No change
Branding II: Key Themes and Debates	Pre-recorded (asynchronous) online lectures/recorded content equivalent to 10 lectures. Online activities and synchronous interaction equivalent to 8 seminars. Self-guided study. 2 seminars delivered face-to-face on campus	No change
Dissertation	15 pre-recorded lectures. Individual tutorials with Dissertation Supervisors will be conducted online.	No change
Optional modules	Optional modules from an annually approved list	