

MA Luxury Brand Management 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 Luxury Brand Management

Name of Interim Exit Award(s):

Postgraduate Certificate in Luxury Brand Management

Postgraduate Diploma in Luxury Brand Management

FHEQ Level of Award: Level 7

Programme accredited by: Not applicable

Home Department: Institute for Creative and Cultural Entrepreneurship

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

Institute of Management Studies; Design

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.

How you will learn and how you will be assessed

Academic year of study 1 for 2020-21 only

Module Title	Teaching Delivery	Assessment
Luxury Brands: Retail, Digital and Marketing	Online lectures, guest speakers and seminars, recorded where possible. Optional visits dependent on organisation and group size. Tutorial held face-to-face	Portfolio Report 6,000 words (100%) changed to Portfolio Report 4,000 words (70%) and Group work 2,000 words (30%): Group work will include two bi-

Module Title	Teaching Delivery	Assessment
	on-campus, along with weekly bookable drop-in sessions with Convenor.	weekly work progress report (15%), plus one final group presentation (15%) which will be uploaded on the VLE forum for online student seminar/discussions.
Intellectual Property, Trademarks and Brands	Online lectures, guest speakers and seminars, recorded where possible. Tutorial held face-to-face on-campus, along with weekly bookable drop-in sessions with Convenor.	No change
Luxury Brand Management	Online lectures, guest speakers and seminars, recorded where possible. Tutorial held face-to-face on-campus, along with weekly bookable drop-in sessions with Convenor.	No change
Dissertation	Online lectures, workshops and seminars, recorded where possible. Tutorial held face-to-face on-campus, along with weekly bookable drop-in sessions with Convenor.	No change
Research Skills Training	This is not a credit-bearing module. Delivery is covered in the Dissertation module above.	
Optional modules	Optional modules from an annually approved list	