

MA Promotional Media: Public Relations, Advertising and Marketing

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 Promotional Media: Public Relations, Advertising and Marketing

Name of Interim Exit Award(s): Not applicable

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 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
Promotional Media I: Changing Fields and Contexts	10 pre-recorded lectures. 5 online seminars. 5 seminars delivered face-to-face on-campus.	No change
Promotional Media II: Campaign Skills and Techniques	10 pre-recorded lectures. 5 online seminars. 5 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	