

## MSc Consumer Behaviour 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:** MSc Consumer Behaviour

**Name of Interim Exit Award(s):** Not applicable

**FHEQ Level of Award:** Level 7

**Programme accredited by:** Not applicable

**Home Department:** Institute of Management 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.

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

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

Module Title	Teaching Delivery	Assessment
Consumer Behaviour	9 pre-recorded lectures and 9 synchronous activities, plus a written summary on the VLE. 1 presentation session on-campus and written summary on VLE. 2 tutorials on-campus and Q&A VLE forum discussion.	Group project (25%) and exam (50%) <u>changed to</u> group project delivered online (25%) and take-home exam (50%)

Module Title	Teaching Delivery	Assessment
Psychology of Marketing and Advertising	9 pre-recorded lectures and 9 synchronous activities. 1 presentation session on-campus and written summary on VLE. 1 tutorial on-campus and Q&A VLE forum discussion. 1 pre-recorded exam revision lecture plus synchronous Q&A activity and Q&A VLE forum discussion.	Exam (50%) <u>changed to</u> take-home exam (50%)
Research Design and Applied Statistics	10 pre-recorded lectures uploaded to the VLE and 10 live interactive sessions online. VLE discussion forums. 1 pre-recorded presentation per assignment. 5 face-to-face tutorials on-campus.	No change
Marketing Strategy	10 pre-recorded lectures uploaded to the VLE and 10 live interactive sessions online. 2 in-person on-campus tutorials.	Exam (50%) <u>changed to</u> take-home exam (50%)
Creating Customer Experiences	10 pre-recorded lectures uploaded to the VLE and 10 live interactive sessions online. 2 in-person on-campus tutorials.	Exam (50%) <u>changed to</u> take-home exam (50%)
Consumer Culture	This optional module is now a compulsory module on the programme from 2020-21. 10 pre-recorded lectures uploaded to the VLE and weekly online group presentation sessions. 1 in-person on-campus tutorial.	Group presentation (10%) and exam (50%) <u>changed to</u> group work presentation delivered online (10%) and take-home exam (50%)
Research Project/ Dissertation	Supervision sessions delivered either online or in-person. Briefing session pre-recorded and uploaded to the VLE, and an online discussion session.	No change
Optional modules to the value of 30 credits, which may include the modules below	Optional modules from an annually approved list, including the two listed below:	
Innovation Case Studies	10 online lectures and discussion sessions, recorded and available on the VLE. 10 online guest lectures and discussion sessions, recorded and available on the VLE. 2 in-person on-campus tutorials.	1 case study 1500 words from selection of three options (50%) and 1 case study 1500 words student-led (50%) <u>changed to</u> 1 Case Study Journal (3000 words or 600 words per weekly case study weeks 1-5) (50%)

Module Title	Teaching Delivery	Assessment
		and 1 Case Study Journal (3000 words or 600 words per weekly case study weeks 6-10) (50%)
Project Management	10 lectures online, recorded and uploaded to the VLE. 5 labs delivered on-campus in small groups and online to student cohorts. 1 pre-recorded assignment presentation and 1 tutorial face-to-face on-campus.	Exam (60%) <del>changed to take-home exam</del> (60%)