

MSc Marketing and Technology 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 Marketing and Technology

Name of Interim Exit Award(s): Postgraduate Diploma in Marketing and Technology

FHEQ Level of Award: Level 7

Programme accredited by: Not applicable

Home Department: Institute of Management Studies (IMS)

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
Technological Innovation & Market Creation	10 pre-recorded lectures uploaded to the VLE and 10 live interactive sessions online. 2 in-person on-campus tutorials.	Presentation – groupwork (40%) and exam (60%) changed to pre-recorded video presentation – groupwork (40%) and take-home exam (60%)

Module Title	Teaching Delivery	Assessment
Digital Marketing & Branding	10 lectures and 2 tutorials pre-recorded and uploaded to the VLE. 12 Q&A/Discussion sessions online and face-to-face on-campus (20% in person). VLE forum discussion.	Presentation (30%) <u>changed to</u> report (30%)
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%)
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%)
Marketing Analytics	9 lectures and 2 labs pre-recorded and uploaded to the VLE. 5 in-person discussion sessions and 5 synchronous online discussion sessions. VLE forum discussion.	No change
Research Design & 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
Qualitative Research in Management Contexts	20 hours of pre-recorded lectures with synchronous and asynchronous online activities. 3 face-to-face on-campus tutorials.	No change
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%)
Consumer Culture and Aesthetics	Optional module not available during 2020-21	
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%)

Module Title	Teaching Delivery	Assessment
Innovation Theory	10 online lectures, recorded and uploaded to the VLE. 5 face-to-face on-campus discussion sessions and 5 online interactive writing sessions (learning journals). 1 pre-recorded assignment tutorial.	Exam (50%) <u>changed to</u> take-home exam (50%)
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%) and 1 Case Study Journal (3000 words or 600 words per weekly case study weeks 6-10) (50%)
Design Thinking	3 video lectures each week, recorded and uploaded to the VLE, with live online discussion (totalling 20 hours). VLE forum discussion. Face-to-face on-campus delivery provided if resources permit.	No change
Digital Research Methods	3 video lectures each week, recorded and uploaded to the VLE, with live online discussion (totalling 20 hours). VLE forum discussion. Face-to-face on-campus delivery provided if resources permit.	No change
Leadership and Talent Management	10 lectures pre-recorded and uploaded to the VLE and 10 online discussion sessions. 1 pre-recorded assignment presentation online and 1 tutorial on-campus.	Unseen examination (50%) <u>changed to</u> 2 x 900 word essays in a single take-home examination (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