

BSc (Hons) 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: BSc (Hons) Marketing

Name of Interim Exit Award(s):

Certificate of Higher Education in Marketing

Diploma of Higher Education in Marketing

FHEQ Level of Award: Level 6

Programme accredited by: Not applicable

Home Department: Institute of Management Studies

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

Anthropology; Psychology; 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.

How you will learn and how you will be assessed

Academic year of study 1 for 2020-21 only

Module Title	Teaching Delivery	Assessment
Organisations and Organisational Strategy	10 online recorded lectures (asynchronous) combined with synchronous online Q&A. 2 tutorials on-campus.	Exam (50%) <u>changed to</u> multiple choice questionnaire take home paper (50%)
Introduction to Marketing	10 lectures and 3 tutorials pre-recorded and uploaded to the VLE. 13 Q&As/Discussion sessions (20% held in person), and VLE forum discussion.	Exam (50%) <u>changed to</u> take home exam (50%)
Finance and Accounting	1 pre-recorded weekly lecture with a weekly interactive session online. 1 hour weekly tutorial on-campus.	Exam (50%) <u>changed to</u> multiple choice questionnaire take home paper (50%)
Marketing Management	10 lectures and 2 tutorials pre-recorded and uploaded to the VLE. 6 Q&A sessions in-person and 12 Q&As/Discussion sessions online (20% of these held in person), and VLE forum discussions.	Unseen exam (50%) and 2 x 1,250 word coursework essays (25% each) <u>changed to</u> 1 x take home exam paper (50%) and 1 x 1,500 coursework essay
Professional and Academic Skills for Marketing	10 lectures and 2 tutorials live and recorded online (recording made available on VLE), and VLE forum discussions. Groupwork sessions (20% of these held in person),	1 group presentation (40%) <u>changed to</u> 1 group presentation recorded in PowerPoint (40%)
Perspectives from the Social Sciences	10 pre-recorded weekly lectures with 10 weekly interactive sessions online. 2 seminars on-campus.	No change
Foundations of Economics	20 pre-recorded lectures and interactive online session. 7 tutorials on-campus. Office-hours can be conducted face-to-face or remotely depending on specific student needs and preferences.	No change

Academic year of study 2 for 2020-21 only

Module Title	Teaching Delivery	Assessment
Product Innovation and Management	10 pre-recorded lectures and online discussion sessions. 2 tutorials on-campus.	1 unseen exam (50%) changed to take home exam (50%)
Consumer Behaviour	10 pre-recorded lectures and 10 synchronous activities, plus a written summary on the VLE. 1 tutorial on-campus (2 hrs) and Q&A VLE forum discussions. 1 pre-recorded exam revision lecture, followed by synchronous activity online, and Q&A VLE forum discussion.	Exam (50%) changed to Quizzes (50%)
Marketing Communications	10 lectures pre-recorded and uploaded to VLE, complemented each week by a synchronous online meeting or asynchronous exercises via VLE Forums. 2 tutorials on-campus.	Individual Reflection (20%) changed to Quiz (20%)
Brand Management	10 lectures and 2 tutorials pre-recorded and uploaded to the VLE. 12 Q&As/Discussion sessions (20% of these held in-person), and VLE forum discussion.	Individual Reflection (20%), Case Study (40%) and Group Project (40%) changed to take home Exam - Case Study (60%) and 1 Group Project - Report (40%)
Market Research and Consumer Insight	20 pre-recorded lectures uploaded to VLE with some online activities. 6 tutorials on-campus.	No change
Optional modules	Optional modules from an annually approved list	

Academic year of study 3 for 2020-21 only

Module Title	Teaching Delivery	Assessment
Dissertation	3 online small group meetings and individual meetings (as needed) on-campus.	No change
Marketing Strategy	6 pre-recorded lectures uploaded to the VLE and 6 online discussion sessions. 6 group surgery sessions on-campus.	Group Simulation Report (10%) changed to Quiz (10%)
Consumer Culture	10 pre-recorded lectures with synchronous activity of group presentations. 1 tutorial on-campus.	1 group work presentation (30min/term) (10%) and unseen written examination (50%)

Module Title	Teaching Delivery	Assessment
		changed to 1 group work presentation delivered online (PowerPoint uploaded to the VLE for other students to see) (10%) and a take-home Exam (50%)
Digital Marketing & Social Media	10 lectures and 2 tutorials pre-recorded and uploaded to the VLE. 12 online Q&As/Discussion sessions (20% of these held in person), and VLE forum discussion.	Individual Reflection (20%) and Case Study (40%) <u>changed to</u> Case Study (60%)
Technology & Marketing	Compulsory module being replaced with new compulsory module Coding for Marketers. 10 lectures to be held online in a mixture of pre-recorded videos, asynchronous exercises, and Q&A sessions. Labs (x10) and Tutorials (x2) to be held on-campus.	New module assessment is Portfolio of short projects (30%) and Final Project (70%)
Optional modules	Optional modules from an annually approved list	
Work Placement Module	Optional module not available in 2020-21.	