

MA Brands, Communication & Culture

Programme specification

1. Programme details

Item	Information
a) Programme name (incl. pathways):	MA Brands, Communication & Culture
b) Programme code(s)	730294C
c) Programme credit value(s)	180 CATS 90 ECTS
d) Programme author(s)	Ruth Garland
e) Entry requirements	You should have (or expect to be awarded) an undergraduate degree of at least 2:2 standard in a relevant/related subject. You might also be considered if you aren't a graduate or your degree is in an unrelated field, but have your relevant experience and can show you can work at postgraduate level
f) Academic year effective from	2026-27

2. Programme Aims & Overview

Aims

This exciting degree offers you the opportunity to study one of the major areas in contemporary media and communications - branding. The MA introduces you to the variety of ways in which brands are developed and used, and helps you to understand how the growth of branding – in business, but also in politics, government, sport and culture – has changed the societies we live in. The philosophy of the MA is to take brands and branding seriously as social, cultural and communicative phenomena that sit at the intersection of a range of contemporary developments in economics, culture and technology. This MA offers a unique opportunity to explore brands in a creative and varied way, to enhance your intellectual engagement with the world of branding.

Overview

The programme is embedded in the Department's ethos of diversity and interdisciplinarity. This is reflected in the combination of theory and practice which allows us to challenge norms and engage with real-world issues.

The programme is theory-driven, but with the option to choose up to 30 credits of practice modules, as well as marketing modules from the Institute of Management Studies. You are also given opportunities to apply theory to real-world problems through the dissertation project and additional assignments and presentations.

3. External reference

Item	Information
a) FHEQ Level of Award:	7
b) UCAS Code(s):	N/A
c) HECoS Code(s):	100444 Media & Communications
d) QAA Benchmark group:	N/A

4. Awards

Item	Information
a) Awarding institution:	Goldsmiths, University of London
b) Teaching institution:	Goldsmiths, University of London
c) Home School:	MCCS If other, name here:
d) School(s) also involved in teaching of the programme:	1. None 2. None 3. None If other, name here:
e) Entry awards:	<input type="checkbox"/> Foundation Cert <input type="checkbox"/> CertHE <input type="checkbox"/> DipHE <input type="checkbox"/> PGCert <input type="checkbox"/> PGDip
f) Interim exit awards:	<input type="checkbox"/> Foundation Cert <input type="checkbox"/> CertHE <input type="checkbox"/> DipHE <input checked="" type="checkbox"/> PGCert <input checked="" type="checkbox"/> PGDip
g) Final awards:	MA

5. Delivery

Item	Information
a) Language of study:	English
b) Valid intake points in year:	<input type="checkbox"/> January <input checked="" type="checkbox"/> Sept/Oct <input type="checkbox"/> Other If other, specify:
c) Mode of study:	On Campus Indicate the overall balance of teaching modes in the rows below. Row d) shows total hours of directed learning, with e) and f) showing how this is broken down in in-person vs. online learning, in hours and percentages.

Item	Information	
d) Total hours directed learning/year	120	
e) In-person hours	120	100%
f) Online hours	0	0%
g) Pace of study:	<input checked="" type="checkbox"/> Full time <input checked="" type="checkbox"/> Part time	
h) Duration of programme	Full time: 1 <input checked="" type="checkbox"/> years <input type="checkbox"/> months Part time: 2 <input checked="" type="checkbox"/> years <input type="checkbox"/> months	
i) External accreditation:	N/A	
j) Apprenticeship Standard:	N/A	

6. Programme Learning Outcomes

Also, see the [curriculum map](#) at the end of document.

For UG exit awards, Learning Outcomes must be achieved in the level indicated below:

- CertHE = Level 4
- DipHE = Level 5

Learning outcomes are grouped in categories of:

- **Declarative learning** - knowledge, thinking & facts (D1-3)
- **Functional learning** - application of knowledge, thinking & facts (F1-3)
- **Professional and transferable skills and behaviours** (P1-3)

On successful completion of the programme, you will be able to:

	Learning Outcome	Level	Graduate Attribute
D1	Develop a systematic and in-depth understanding of the history of branding, and the social, political and cultural factors that have influenced its development.	7	Diversity of perspective
D2	Discuss and appraise different theoretical models that have been developed to explain the significance of branding, and the ability to evaluate these critically and creatively.	7	Diversity of perspective
D3	Identify and assess current debates within branding practice and branded culture, from the perspective of branding professionals and academics.	7	Diversity of perspective
F1	Develop a high degree of critical reasoning and significant independence of thought.	7	Diversity of perspective

	Learning Outcome	Level	Graduate Attribute
F2	Structure complex arguments, and communicate these with clarity in written and verbal form.	7	Collaboration
F3	Design and undertake a specialist research project, organise the findings, and present them in the form of a single-authored, original piece of academic writing.	7	Political in the personal
P1	Act autonomously in the execution of a piece of research and take responsibility for both ethical and practical decisions, and for presenting the findings in a clear and coherent form.	7	Responsible agency
P2	Show independence and creativity in self-learning, exercise initiative and taking personal responsibility for work.	7	Diversity of perspective
P3	Demonstrate a range of advanced communication and discussion skills in written and oral contexts that deepen your knowledge of branding debates.	7	Diversity of perspective

7. Programme Structure

For Undergraduate programmes (UG), each level must amount to at least **120 CATS** (60 ECTS).

Postgraduate (PGT) programmes must amount to at least 180 CATS (90ECTS), with exception to interim exit awards.

Programmes are staged in **Phases**, where each Phase relates to an exit award.

Compulsory modules must be taken by all students.

Option modules – you must choose one or more of the options available to this programme at this level and point. The option modules available from this list may vary from year to year, depending on student numbers and staff availability. Selection takes place during your studies, not before.

Phase 1 (FT)

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Brands in Context	MC71110 A	30	7	Compulsory	1	Choose an item.	MA Brands, Communication & Culture
Brands, Markets & Culture	MC71111 B	30	7	Compulsory	2	Choose an item.	MA Brands, Communication & Culture
Dissertation	MC71112 D	60	7	Compulsory	3	Choose an item.	MA Brands, Communication & Culture

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Political Comms in the Digital Age	MC71083 A	30	7	Option - Shared	1	Choose an item.	MA Brands, Communication & Culture
Film Craft Fundamentals	MC71169 A	30	7	Option - Shared	1	Choose an item.	MA Brands, Communication & Culture
Journalism in Context	MC71121 A	30	7	Option - Shared	1	Choose an item.	MA Brands, Communication & Culture
Queer Crip Decolonial Feminisms	MC71232 B	30	7	Option - Shared	1	Choose an item.	MA Brands, Communication & Culture
Social Media in Everyday Life	MC71190 A	30	7	Option - Shared	1	Choose an item.	MA Brands, Communication & Culture
Marketing Strategy	IM71033B	30	7	Option - Shared	1		MA Brands, Communication & Culture
Fashion Sustainability & Global Cult	MC71256 A	30	7	Option - Shared	1		MA Brands, Communication & Culture
Race & the World	MC71039 D	30	7	Option - Shared	2		MA Brands, Communication & Culture
Music as Communication	MC71050 A	30	7	Option - Shared	2		MA Brands, Communication & Culture
Embodiment & Experience	MC71051 C	30	7	Option - Shared	2		MA Brands, Communication & Culture
Contemporary Feminist Media Cultures	MC71235 A	30	7	Option - Shared	2		MA Brands, Communication & Culture
Film Editing Fundamentals	MC71171 A	30	7	Option - Shared	2		MA Brands, Communication & Culture
Digital Audiovisual Media	MC71237 A	30	7	Option - Shared	2		MA Brands, Communication & Culture
Digital Marketing & Branding	IM71047A	30	7	Option - Shared	2		MA Brands, Communication & Culture

8. Learning, Teaching & Assessment

Learning & Teaching methods

Teaching will be via a range of formats to be as relevant as possible to the topic and learning outcomes. This may be through workshops, practical labs, lectures and seminars. It may have a mix of in-person and online activities, designed to give you the best learning experience and to make the most out of your learning experience. You are expected to attend all of your timetabled learning activities.

Specifically, this programme will be taught in the following ways:

Assessment modes and approaches

You will be assessed in a range of ways throughout your course. These will be both Formative (for feedback and development), and Summative (required to pass and progress to the next level). Summative assessments are compulsory.

Feedback is a crucial part of your learning and development in this programme. You will receive feedback both on your Formative (work in progress) tasks/assessments, and your Summative (graded) assessments. This feedback will help the assessment to be a part of your learning, not just a test. It may be verbal, written or video based. Please engage with this feedback to improve your future work.

Specifically, this programme will be assessed in the following ways:

Module	Assessment Type	Submission	Learning Outcomes	Credits
Dissertation	Coursework	12-15,000 words	all	60
Brands in Context	Coursework	5000-6000 words in total	D1-D3; F1-F3; P3.	30
Brands, Markets & Culture	Coursework	5000-6000 words in total	D1-D3; F1-F3; P3.	30
Optional modules	Essay/ Project	Various theory & practice depending on module chosen	all	2 x 30

Assessment diet (number of assessments for compulsory modules)

Mode	Level 3	Level 4	Level 5	Level 6	Level 7	Total
Coursework	N/A	N/A	N/A	N/A	3	3

Mode	Level 3	Level 4	Level 5	Level 6	Level 7	Total
Exam	N/A	N/A	N/A	N/A	N/A	0
Live	N/A	N/A	N/A	N/A	N/A	0
Portfolio (multi-modal)	N/A	N/A	N/A	N/A	N/A	0
Practical / multimedia	N/A	N/A	N/A	N/A	N/A	0
Written	N/A	N/A	N/A	N/A	2	2
TOTAL:	0	0	0	0	5	5
Of which...	Individual:	5	Group:	0		

9. Other information

Item	Information
a) Assessment regulations	https://www.gold.ac.uk/gam/taught-programmes/assessment/
b) Placement opportunities	N/A
c) Programme-specific requirements	N/A
d) Programme specific costs and resources	N/A
e) Employability and potential career opportunities	N/A

10. Academic support

There is a range of support available to you to give you the best possible chance of success in this programme.

Please see your tutors and student portal/VLE for details of what's available and how to access this support.

11. Curriculum map

Programme Learning Outcomes assessed by each module:

Module name	Code	Type	D1	D2	D3	F1	F2	F3	P1	P2	P3
Brands in Context	MC71110 A	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Brands, Markets & Culture	MC71111 B	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Dissertation	MC71112 D	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Political Comms in the Digital Age	MC71083 A	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Film Craft Fundamentals	MC71169 A	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Journalism in Context	MC71121 A	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Queer Crip Decolonial Feminisms	MC71232 B	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media in Everyday Life	MC71190 A	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketing Strategy	IM71033B	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Fashion Sustainability & Global Cult	MC71256 A	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Race & the World	MC71039 D	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Music as Communication	MC71050 A	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Embodiment & Experience	MC71051 C	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Contemporary Feminist Media Cultures	MC71235 A	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Film Editing Fundamentals	MC71171 A	Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Module name	Code	Type	D1	D2	D3	F1	F2	F3	P1	P2	P3
Digital Audiovisual Media	MC71237 A	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Digital Marketing & Branding	IM71047A	Option - Shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>