

BA (Hons) Promotional Media: PR, Advertising and Branding

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: BA (Hons) Promotional Media: PR, Advertising and Branding

Name of Interim Exit Award(s):

Certificate of Higher Education in Promotional Media: PR, Advertising and Branding

Diploma of Higher Education in Promotional Media: PR, Advertising and Branding

Duration of Programme: 3 years full-time

UCAS Code(s): P310

HECoS Code(s): (100444) Media and Communications

QAA Benchmark Group: Communication, Media, Film and Cultural Studies

FHEQ Level of Award: Level 6

Programme accredited by: Not applicable

Date Programme Specification last updated/approved: September 2021

Home Department: Media, Communications and Cultural Studies

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

Institute of Management Studies

Programme overview

Today, much of the content of the media is a product of advertising, branding, public relations and marketing and these industries are growing. This degree provides you with a comprehensive insight into these important processes, both theoretically and practically. The programme offers a broad and in-depth examination of critical perspectives on the promotional industries, their central relationship with media and introduces you to a range of practices in promotional media and key roles in promotional organisations. You will study and evaluate the impact of promotional activity culturally, sociologically, economically and politically and you will critically examine the growth of the promotional industries both historically and in a contemporary context.

Why study BA Promotional Media: PR, Advertising and Branding at Goldsmiths?

You will study in one of the highest ranking media, communications and cultural studies departments in the UK and globally (World University Rankings ranks Goldsmiths Media Communications and Cultural Studies 7th internationally and 2nd in Europe in 2019). You'll be taught by leading names in media, communications and cultural studies, alongside students from all over the world with diverse cultural experiences that enrich the department and the learning experience.

We concentrate on high quality lectures and small group work.

On practice modules you'll be taught by industry professionals engaged in advertising, branding and public relations, journalism, screen media and interactive media.

Our close links to the media industry bring you into regular contact with promotional media professionals and you will undertake a work placement as part of the module. You'll develop skills that you can use throughout your career whether in the promotional media industries or elsewhere.

We regularly host debates and talks by international figures in media and cultural research and the promotional media industries.

Programme entry requirements

A-level: BBB

BTEC: DDM

IB: 33 Points, HL655

Access: 60 credits overall with 30 distinctions and distinctions/merits in related subject.

IELTS (or equivalent) 6.0, with a 6.0 in writing and no element lower than 5.5

Aims of the programme

By bringing together theory and practice, this degree covers a broad spectrum of critical perspectives on promotional media and introduces a range of contemporary promotional media practices. It offers a solid basis of practical experience in promotions-based media production, and a critical understanding of the complex relationship between the media and promotional industries, drawing on a wide range of theoretical approaches. We aim to provide an experience in which theory and practice elements can inform each other to produce original and critical work and an erudite and questioning graduate, with lifelong independent learning skills for a rapidly changing industry.

You will learn about the promotional industries in wider contexts, including: their historical development, their sociocultural and economic significance and impact, their relationship

with the media and new technology, contemporary transformations, convergence and digitisation. For us, an ability to evaluate the impact of promotional media activity culturally, sociologically, economically and politically is crucial in developing an engaged and questioning member of society. The world of promotional media is one that is prone to constant transformation and indeed is rapidly changing today – in order for you to stay ahead of these changes and their significance, the ability to learn independently and think for yourself is crucial. Our teaching encourages you to develop as a critical thinker and as a thinking practitioner.

We aim to help you to understand how promotional media work, to be able to critique and evaluate promotional practices, to gain knowledge of the key professional roles in the promotional industries and to develop skills in promotional media practices in the areas of writing, presentation, the visual, creativity, and the digital. Alongside the development of subject specific knowledge and skills we aim to help you develop a range of transferable intellectual, organisational and communication skills which can be applied in a wide range of professional occupations, including, though not exclusively, promotions and media.

What you will be expected to achieve

The programme's subject-specific learning outcomes are devised by academic staff who are at the forefront of their field of study. However, you will also develop a wide range of transferable qualities and skills necessary for employment in a variety of contexts.

The Quality Assurance Agency describes these qualities & skills as: effective communications skills, the exercise of initiative and personal responsibility, decision-making in complex and unpredictable situations, and the independent learning ability required for continuing professional development.

Students who successfully complete the first year of the programme and choose to exit with the award of the **Certificate of Higher Education in Promotional Media: PR, Advertising and Branding** will be able to demonstrate

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	An understanding of theories of promotional media, from different disciplinary traditions.	Introduction to Promotional Media: Histories, Contexts, Theories Introduction to Marketing, Media Arts, Culture and Cultural Studies
A2	A knowledge of the historical development of the promotional industries, and their impact on the media and wider society and culture.	Introduction to Promotional Media: Histories, Contexts, Theories, Introduction to Marketing,
A3	An ability to deconstruct promotional texts and images	Writing for the Media Web Design
A4	An understanding of the promotional industries relations with other social institutions, both public and private.	Introduction to Promotional Media: History, Contexts, Theory, Media Arts, Culture and Cultural Studies
A5	An ability to plan, construct and maintain a website	Web Design

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Conceptual and research skills in the planning, structuring and production of promotional media projects.	Writing for the Media Web Design
B2	Ability to identify key features of promotional media production, including the conventions associated with different promotional industries, the critical issues relevant to that production and an ability to reflect critically on practice	Writing for the Media, Web Design, Introduction to Promotional Media: History, Contexts, Theory
B3	Skills in analysing of the connotative potential of images and/or sounds and/or the written word and ability to deconstruct meaning	Writing for the Media Web Design
B4	A self-reflexive approach to the constructive evaluation of your academic and practical work	Writing for the Media Web Design
B5	Skills in the evaluation of alternative views in your engagement with major	Introduction to Promotional Media: Histories, Contexts, Theories, Media

Code	Learning outcome	Taught by the following module(s)
	thinkers, debates and intellectual paradigms within the field	Arts, Culture and Cultural Studies, Writing for the Media

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Competence in conceptual and research skills in initiating, researching and planning a media campaign/project.	Writing for the Media Web Design
C2	Competence in conceptual and technical skills in the development and realisation of distinctive promotional media campaigns and content, demonstrating the potential of a medium to engage an audience	Web Design Writing for the Media
C3	A competent use of appropriate production technologies	Web Design Writing for the Media
C4	A competent level of textual analysis	Web Design Writing for the Media

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Appropriate methodological skills in your research of issues and debates from a range of sources.	Introduction to Promotional Media: Histories, Contexts, Theories, Introduction to Marketing, Media Arts, Culture and Cultural Studies Writing for the Media Web Design
D2	Effective written communication skills in the formulation, structuring and presentation of coherent and persuasive arguments.	All modules
D3	Problem solving and editorial skills in often complex and sometimes unpredictable production contexts	Web Design Writing for the Media
D4	Competent interpersonal skills in the giving and receiving of criticism	Writing for the Media Web Design
D5	Managing your time	All Modules
D6	Basic skills in tracking data	Wed Design

Students who successfully complete the first and second year of the programme and choose to exit with the award of the **Diploma of Higher Education in Promotional Media: PR, Advertising and Branding**, in addition to the learning outcomes above will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate detailed in-depth knowledge of the different conceptual approaches to analysing and evaluating promotional media texts and practices in the wider media landscape.	Understanding Advertising, The Promotional Industries: Convergence and the Digital
A2	Demonstrate in depth-knowledge of the technological, economic and organisational transformations of the contemporary promotional media industries, including issues of convergence and the digital impact.	Understanding Advertising, The Promotional Industries: Convergence and the Digital
A3	Demonstrate an enhanced ability to analyse and deconstruct promotional media texts.	Understanding Advertising, The Promotional Industries: Convergence and the Digital
A4	Evaluate and apply related media theory.	All optional modules

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Demonstrate advanced conceptual research and conceptual skills in the planning, structuring and production of promotional media campaigns.	Visual Storytelling, Creative Collaborations
B2	Demonstrate enhanced ability to identify key features of promotional media production, including the conventions associated with different promotional industries, the critical issues relevant to that production, and an ability to reflect critically on practice, including your own.	Visual Storytelling, The Promotional Industries: Convergence and the Digital
B3	Demonstrate advanced skills in analysing of the connotative potential of images and/or sounds or the written word and	Optional Modules

Code	Learning outcome	Taught by the following module(s)
	ability to deconstruct meaning in a wide variety of contexts.	
B4	Demonstrate enhanced skills in developing your ideas and an on-going self-reflexive approach to the constructive evaluation of your academic and practical.	Visual Storytelling, The Promotional Industries: Convergence

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Advanced ability to articulate and employ complex arguments from different schools of thought within media theory and apply insights to issues related to the promotional industries.	Theory modules, including optional modules
C2	Enhanced level of skills in the effective planning and production of the promotional video and photography and visual storytelling	Visual Storytelling Creative Collaborations
C3	Advanced levels of conceptual and technical skills in the development and realisation of distinctive promotional media campaigns and content.	Visual Storytelling Creative Collaborations
C4	Ability to coordinate group projects, delegate responsibilities and undertake and reflect on a specific production role.	Creative Collaborations Visual Storytelling

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Good time management skills, including planning and organising your own work	All modules
D2	An ability to work productively with others in critical thinking and in the creative process	Creative Collaborations Visual Storytelling
D3	Ability to identify and investigate problems	All modules

Code	Learning outcome	Taught by the following module(s)
D4	Enhanced problem solving and editorial skills in often complex and sometimes unpredictable production contexts	Visual Storytelling Creative Collaborations

In addition to the learning outcomes stated above for the Certificate of Higher Education and the Diploma in Higher Education, students who successfully complete 360 credits are awarded the BA Promotional Media: PR, Advertising and Branding will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	High level of understanding of the role of data in the promotional industries and an ability to identify and utilise electronic data sources and to retrieve data.	Visualising and Analysing Data Final Project
A2	High level and detailed knowledge of a wide variety of media theory and ability to apply insights from this theory to promotional media and promotional industries.	Optional Modules
A3	High level understanding of the formation of a wide variety of media forms and meanings and an ability to understand how they are used in promotional media and a high level ability to deconstruct complex media messages.	All Modules

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	High level ability to analyse a wide variety of media artefacts and content and skills in analysing how these are deployed in promotional media production.	All Modules
B2	High level ability to apply knowledge in context in the planning and production of promotional media content.	Final Project
B3	High level ability to respond to constructive criticism and develop your	Final Project

Code	Learning outcome	Taught by the following module(s)
	creative ideas in the planning and production of promotional content.	
B4	Advanced skills in data analysis and retrieval.	Visualising and Analysing Data Final Project

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Demonstrate an insight into the working environment and roles within an organisation, .	Work Placement Final Project
C2	Critically evaluate and apply data and experiences which have been acquired during the placement to inform and enhance your knowledge, offer alternative approaches and propose novel solutions to a specific academic issue.	Work Placement Final Project Visualising and Analysing Date
C3	Confident ability to express ideas and evidence clearly in written form, and in accordance with academic standards and guidelines; this includes managing the length of your written work, identifying the sources of your knowledge and attributing ideas accurately to these sources, synthesising information and developing reasoned arguments to produce detailed and coherent work.	All Modules
C4	Ability to independently undertake research tasks and study skills, including retrieval, selection and management of information from a variety of electronic and non-electronic sources.	All Modules

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Strong ability to make independent judgements about the basis of different opinions, evidence and claims and to apply knowledge in different contexts.	Optional Modules
D2	The confidence, knowledge and skills to work independently, flexibly, responsibly and to deadline in the preparation, management and production of promotional media materials.	Final Project Visualising and Analysing Data
D3	Apply previously gained theory-derived knowledge to a practical project in a work or industry context.	Work Placement Final Project
D4	Ability to work on your own initiative and learn independently.	All Modules
D5	Enhanced ability to identify and investigate problems.	All Modules

How you will learn

Knowledge and Understanding:

During the three years of the degree, you will attend and take part in a wide range of learning and teaching activities that will enable you to achieve the learning outcomes for the degree, including weekly lectures, seminars, practice workshops, final project classes, individual tutorials and supervisions. The acquisition of knowledge and understanding outcomes is through compulsory and optional modules with weekly teaching session. Each single module carries 15 credits and each double module carries 30 credits. A single (15) credit module requires 150 hours of learning in taught sessions and independent study. A double (30) credit module requires 300 hours of learning in taught sessions and independent learning. Guidance is given on appropriate preparatory and follow up activities and staff are available to provide tutorial support.

All modules require independent study in the research and planning of coursework so that your understanding can be progressed and feedback given prior to the completion of seen or unseen examinations, examined essays or practice work. The programme is structured so that foundational modules in year one provide the necessary knowledge and understanding to progress to specialised modules, meaning that your knowledge and understanding of the outcomes will be constantly advanced by your studies achieving

greater depth in years 2 and 3. In the third year, you will attend dedicated Final Project workshops during which you will explore the techniques you will require in order to undertake your final project, including drawing on knowledge and skills from across your learning. Your tutor will encourage you to explore your ideas and creativity in undertaking an independent promotional campaign and will offer advice and constructive criticism on project plans and production work to facilitate your ability to reflect on your work and develop it in the process of producing your campaign.

Cognitive and Thinking Skills:

The acquisition of these skills is achieved by full participation in the structured learning activities, the completion of a module, its examined work, and independent study. The acquisition of cognitive and thinking skills through practice modules is through weekly workshops that develop core conceptual and technical skills in media campaign/project research, planning and production. The skills' acquisition is reinforced through portfolio exercises, group work and individual project management. The acquisition of these skills through theory modules is through a combination of compulsory and optional modules with lectures and seminars. The main aim of a lecture is to introduce key writers, theories, debates, themes, and concepts in a structured way. A lecture enables you to acquire concise knowledge and stimulate your thinking about a particular topic. A variety of lecturing styles is used, from instructional lectures followed by student questions, and the use of audio-visual material, to more participatory approaches that can combine several shorter lecture periods with discussions and exercises. Compulsory and options theory modules are supported by smaller group work in seminars or classes. The main aim of the seminar is to enable you to explore in greater depth and detail specific lecture themes and topics, relate these to other lectures, modules, and writers, and relate them to your own reading and ideas.

Tutorial support is available to advise on progress in skill acquisition in both theoretical and practice-based studies. Students are expected to demonstrate progress towards these skills in written submissions involving both formally examined as well as non-assessed coursework. Each year builds effectively from the last to advance your ability to plan, produce and critically evaluate promotional media artefacts. The combination of theory and practice enables you to develop conceptual skills and deploy them analytically in group discussions and in planning practice-based work. The programme is structured so that foundational modules in year one provide the necessary knowledge and understanding to progress to specialised modules, meaning that your knowledge and understanding of the outcomes will be constantly advanced by your studies achieving greater depth in years 2 and 3.

Subject Specific Skills and Professional Behaviours and Attitudes:

The acquisition of subject specific skills is achieved by full participation in the structured learning activities, the completion of the module, its examined work, and independent study. Through practice modules, you will acquire subject specific technical skills and professional behaviours and attitudes in modules on writing for the media, producing Visual Storytellings, web design, data analysis and through group and individual projects. You will attend workshops and lectures to guide the development of thoughtful and reflective practice work, which will be reinforced through group project work and the preparation of independent portfolios. Through workshops and group work you will enhance your skills in collaborative learning, your ability to develop negotiating skills and your skills in the use of information and technology. Compulsory theory modules will provide you with a grounding in the main theories and concepts for analysing and understanding the promotional industries, their relationship with the media, their changing organisational structures and practices in the contemporary digital environment. Through optional modules in years two and three you will develop your own areas of interest by selecting from a wide range of modules that complement the compulsory programme.

Transferable Skills:

All compulsory and options modules require students to read, analyse and critically evaluate arguments, judgments, ideas and evidence; work independently on your coursework; regularly produce written work and portfolio practice work; actively participate in group-work activities; and contribute to seminar and workshop discussions and presentations. You will be expected to manage your timetable and your assessed and formative coursework within the context of college and departmental regulations. You will receive feedback from tutors throughout the programme in seminars and written feedback will be given on submitted coursework. Tutorial support is available to advise you on your progress in skill acquisition in both theoretical and practice-based studies.

How you will be assessed

The Department of Media Communications and Cultural Studies uses a wide variety of methods in order to examine student work in ways that are appropriate for and related to the different learning outcomes of the programme. This is also true for the compulsory modules for the BA Promotional Media: PR, Advertising and Branding. Each module taken provides a written module outline in which module aims, learning outcomes and methods of assessment are explained in detail. The BA Promotional Media: PR, Advertising and Branding programme will provide a uniform experience to its students in relation to assessment.

Knowledge and Understanding:

Assessment of knowledge and understanding is by a mixture of examined essays and portfolio assessments in the first and second years of the degree. In year three, your knowledge and understanding are tested by examined essays and through theoretically informed critical reflection on your final project work.

Cognitive and Thinking Skills:

The assessment of outcomes is by the successful completion, within each practice module, of media projects and Planning Portfolios, including Production Logs completed by all students in individual and group-based work, and in the Production Reflection Essay and Final Portfolios written by all students in their third year. Outcomes are further assessed through examined essays and oral presentations. Criteria for examined written work include the ability to think critically, provide a clear and focused argument, marshal and make use of evidence, and write and present ideas clearly and in a structured way. These skills are tested through coursework, examined theory-based and reflective essays.

Subject Specific Skills and Professional Behaviours and Attitudes:

The assessment of outcomes is by the examined coursework in theory modules and planning portfolios associated in production modules. Outcomes related to practice-based modules will be assessed through the successful completion, within each production module, of media projects. In the third year professional behaviours and attitudes will be assessed through a reflective essay and oral presentation. Coursework, assessed or otherwise, is expected to be word-processed and students are strongly encouraged to attend College computer, IT and library induction modules. For all modules students will be expected to make use of the Department's Learning to Learn materials on the College intranet, and for some year two and three modules you will be expected to make use of Web-based search engines, digital analytics and a variety of information retrieval and research facilities.

Transferable Skills:

Transferable skills are directly relevant to assessment criteria and are assessed by the successful completion of all compulsory modules and chosen optional modules through preparing for classes (reading, planning and research, developing technical skills), working independently on your coursework (evaluating relevant information, creating and presenting a coherent and well-structured argument using appropriate evidence, powers of written expression, and ability to communicate clearly and in a structured way) and actively participating in group-work activities, (giving and receiving constructive criticism, oral

communication skills, teamwork). Through planning and submitting coursework on time, your ability to manage your time is assessed.

Achievement of outcomes is assessed through coursework in relation to a module's and the programme's outcomes with regard to:

- the College's generic grading criteria;
- the Department's general assessment criteria;
- the particular assessment criteria identified for a given module;
- the requirements of the specific assignment undertaken.

All written work is assessed on the following basis:

- the extent to which the specified module learning outcomes have been achieved;
- the structure and form of the essay;
- the presentation of the essay in terms of attention to clarity of expression;
- competent grammar, spelling and punctuation in accordance with the 'Guidelines on Writing and Presenting Essays' in the Department's Undergraduate Handbook.

Marking criteria

Mark	Descriptor	Specific Marking Criteria
80-100%	1st: First (Exceptional)	Awarded when a candidate satisfies the requirements for a distinction but to an outstanding degree.
70-79%	1st: First (Excellent)	It will demonstrate overall the very effective application of appropriate knowledge, understandings and skills specified in the module learning outcomes. It will show a broad understanding of the subject and answer the question fully by taking in a number of appropriate aspects. Well-structured and clearly argued. Appropriate evidence used to make an argument and work demonstrates that concepts/theories have been assimilated and can be used in dealing with own material and experience.
60-69%	2.1: Upper Second (Very good)	The assessment will demonstrate overall the effective application of appropriate knowledge, understanding and skills specified in the module learning outcomes. It will show good evidence of extensive reading and awareness of different perspectives. Clearly structured with reading and evidential material directed towards answering the question. Using your own examples to develop your own arguments is often the difference between this category and the one below.

Mark	Descriptor	Specific Marking Criteria
50-59%	2.2: Lower Second (Good)	The assessment will demonstrate an overall satisfactory application of knowledge, understandings and skills specified in the module learning outcomes. It will show a good understanding of the topic and the principal reading recommended. It may be descriptive or too generalized in parts, lacking analysis or argument or may try to make an argument without providing sufficient appropriate evidence to back it up. It may not focus on the question sufficiently to demonstrate a higher level of achievement of the appropriate module outcomes.
40-49%	3rd: Third (Pass)	The assessment will demonstrate that the majority of the appropriate module learning outcomes are achieved to a satisfactory level. However, the essay will either provide too much description, or use a limited range of material, or may assert a position without sufficient supporting evidence to demonstrate a higher level of outcome. The work is not sufficiently organised around answering the question to achieve a higher mark.
25-39%	Fail	The majority of the appropriate module learning outcomes are not achieved. A very limited knowledge of subject matter, poor organisation and planning and badly written. Fails to address the question and includes material without showing its relevance.
10-24%	Bad fail	A mark in this range represents a significant overall failure of the work to achieve the appropriate standard. It shows no evidence of attention to technical competence, structure or achieving primary goals. It is deemed a valid attempt and not necessarily required to be re-sat.
1-9%	Very bad fail	A mark in this range represents a significant overall failure to achieve the appropriate learning outcomes. Written work shows no evidence of an attempt to address the question. It shall not be deemed a valid attempt and not necessarily required to be re-sat.
0%	Non submission or plagiarised	This is a categorical mark for work representing either failure to submit an assessment, or a mark assigned for a plagiarised assessment.

How the programme is structured

Academic year of study 1

Module Title	Module Code	Credits	Level	Module Status	Term
Introduction to Promotional Media: Histories, Contexts, Theories	MC51063B	15	4	Compulsory	1
Introduction to Marketing	IM51014A	15	4	Compulsory	1
Writing for the Media	MC51064A	30	4	Compulsory	1
Media Arts	MC51019A	15	4	Compulsory	2
Culture and Cultural Studies	MC51005B	15	4	Compulsory	2
Web Design	MC51065A	30	4	Compulsory	2

Academic year of study 2

Module Title	Module Code	Credits	Level	Module Status	Term
The Promotional Industries: Convergence and the Digital	MC52067A	15	5	Compulsory	1
Visual Storytelling	MC52068A	30	5	Compulsory	1
Understanding Advertising	MC52066A	15	5	Compulsory	2
Creative Collaborations	MC52069A	30	5	Compulsory	2
Modules to the value of 30 credits from an annually approved list from the Department of Media, Communications and Cultural Studies	Various	30	5	Optional	1-2

Academic year of study 3

Module Title	Module Code	Credits	Level	Module Status	Term
Visualising and Analysing Data	MC53075A	15	6	Compulsory	1
Work Placement (Media)	MC53063B	15	6	Compulsory	1
Promotional Media Final Project	MC53076A	30	6	Compulsory	2
Modules to the value of 60 credits from an annually approved list from the	Various	60	6	Optional	1-2

Module Title	Module Code	Credits	Level	Module Status	Term
Department of Media, Communications and Cultural Studies					

Academic support

Support for learning and wellbeing is provided in a number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

All students are allocated a Personal Tutor (one in each department for joint programmes) who has overall responsibility for their individual progress and welfare. Personal Tutors meet with their student at least twice a year either face-to-face, as part of a group and/or electronically. The first meeting normally takes place within the first few weeks of the autumn term. Personal Tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This provides an opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success.

All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, the [Library](#) and information available on [Learn.gold \(VLE\)](#) so that they have access to department/programme handbooks, programme information and support related information and guidance.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars so students are expected to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the [Goldsmiths website](#) and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning and teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The [Disability](#) and [Wellbeing](#) Services maintain caseloads of students and provide on-going support.

The [Careers Service](#) provides central support for skills enhancement, running [The Gold Award](#) scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report ([HEAR](#)).

The [Academic Skills Centre](#) works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision for students throughout the year.

Links with employers, placement opportunities and career prospects

Students will undertake work experience in their final year in a Work Placement module (15 credits) where you will spend at least 10 days of work placement in the summer term before year three. It is also possible to do a longer paid internship which would also count towards this module. We have a dedicated Internships and Work Placements Manager who supports students in finding a placement (assisted by the University's central Work Placements team). We will endeavor to source placements from across a wide range of areas but cannot guarantee specific placements. Students are sent placement opportunities which have been sourced directly by the Internships and Work Placements Manager exclusively for students on the module – you will be sent links to external applications for placements and internships, you will be notified about opportunities on CareerSpace. You can also ask for 1-on-1 help contacting specific companies.

Students are also required to take responsibility for helping to secure your own placement (especially if you want something in a niche area). We provide you with support via various resources and a workshop available on how to source placements and make speculative applications. Students are also required to attend a CV Writing Workshop and undertake relevant careers sessions to support them in finding a work placement. They also have access to the University's Career Service for CV Checks, interview prep and much more. If students do not secure a work placement within the allotted time (before the start of their third year in September) they get the opportunity to select an alternative module.

Approximately 60% of graduates in Media, Communications and Cultural Studies were working in media related fields with 8% involved in further study. A large majority appear to be successful in finding work in their preferred fields with over 70% in our survey employed in media production, Public Relations, marketing and management and 15% in other fields. However, due to the use of short-term contracts across the media industries it is still extremely difficult to be conclusive about long term media employment success. The programme should be realistically viewed as the starting point, of what can often be, a long and demanding journey to become established in the promotional media industries. However, you will leave the programme with a very clear idea of your own strengths and weaknesses as a practitioner that is clearly fundamental to your decision making about your future.

The requirements of a Goldsmiths degree

Undergraduate degrees have a minimum total value of 360 credits. Some programmes may include a year abroad or placement year and this may be reflected in a higher total credit value. Programmes are composed of individual modules, each of which has its own credit value. Full-time students take modules to the value of 120 credits each year and part-time students not less than 45 credits and not more than 90 credits each year. If a programme has a part-time pathway, the structure will be set out in the section “How the programme is structured” above. Each full-time year corresponds to a level of the Framework for Higher Education Qualifications (FHEQ), as follows:

Year 1 = Level 4

Year 2 = Level 5

Year 3 = Level 6

More detailed information about the structure and requirements of a Goldsmiths degree is provided in the [Goldsmiths Qualifications and Credit Framework](#).

Modules

Modules are defined as:

- “Optional” – which can be chosen from a group of modules
- “Compulsory” – which must be taken as part of the degree
- “Compulsory (Non-compensatable)” – Some compulsory modules are central to the achievement of a programme’s learning outcomes. These are designated as “Non-compensatable” for that programme and must therefore be passed with a mark of at least 40% in order to pass the module.

Progression

Full-time students are required to have passed modules to a minimum of 90 credits before proceeding to the next year. Part-time students must normally pass new modules to a minimum value of 45 credits before proceeding to the next year.

In addition, some programmes may specify particular modules which must be passed, irrespective of the minimum requirements, before proceeding to the next year.

Award of the degree

In order to graduate with a classified degree, students must successfully complete modules to the minimum value of 360 credits, as set out within the section “The requirements of a Goldsmiths degree” above. A failed module with a mark of 35-39% may be compensated (treated as if it has been passed) so long as the average mean mark for all 120 credits at that level is 45% or above and the module has not been defined as “Non-compensatable”. No more than 60 credits may be compensated this way across a programme and no more than 30 credits at any one level.

Classification

Final degree classification will usually be calculated on the basis of a student's best marks for modules equivalent to 90 credits at Level 4, 105 credits at level 5 and 105 credits at level 6, applying a relative weighting of 1:3:5 to modules at level 4, 5 and 6 respectively.

Degrees are awarded with the following classifications:

- 1st: First Class – 70%+
- 2.1: Upper Second – 60-69%
- 2.2: Lower Second – 50-59%
- 3rd: Third – 40-49%

Students who, following the application of compensation and having used all their permitted resit attempts, have passed modules to the value of 300-345 credits, at least 60 of which are at level 6 may be awarded a pass degree.

More detail on the [calculation of the final classification](#) is on our website.

Interim exit awards

Some programmes incorporate interim exit points of Certificate of Higher Education and/or Diploma of Higher Education, which may be awarded on the successful completion of

modules to the value of 120 credits at level 4 or 240 credits (120 of which at level 5) respectively. The awards are made without classification.

When these awards are incorporated within the programme, the relevant learning outcomes and module requirements will be set out within the “What you will be expected to achieve” section above.

The above information is intended as a guide, with more detailed information available in the [Goldsmiths Academic Manual](#).

Programme-specific rules and facts

General programme costs

In addition to your tuition fees, you will be responsible for meeting standard costs associated with your study. Find out more information at gold.ac.uk/programme-costs.

Specific programme costs

Not applicable.

How teaching quality will be monitored

Goldsmiths employs a number of methods to ensure and enhance the quality of learning and teaching on its programmes.

Programmes and modules are formally approved against national standards and are monitored throughout the year, such as in departmental committees, a variety of student feedback mechanisms and through the completion of module evaluation questionnaires. Every programme has at least one External Examiner who reviews comments annually on the standards of awards and student achievement. External Examiner(s) attend Boards of Examiners meetings and submit an annual written report.

Modules, programmes and/or departments are also subject to annual and periodic review internally, as well as periodic external scrutiny.

Quality assurance processes aim to ensure Goldsmiths’ academic provision remains current, that the procedures to maintain the standards of the awards are working effectively and the quality of the learning opportunities and information provided to students and applicants is appropriate.

Detailed information on all these procedures are published on the [Quality Office web pages](#).