

Variation to the Programme Specification

For Academic Year 2020/21

Name of programme(s) and award type(s): <i>(such as Single Honours History with International Year)</i>	Masters, Postgraduate Diploma, Postgraduate Certificate in Global Media and Management
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Dear students,

As part of our commitment to continually work to improve our programmes, and in light of our plans to start next academic year with a hybrid delivery model due to the impact of Covid-19, we are confirming in this document the changes to your programme in the Academic Year 2020/21. More general information about what studying at the University will be like in 2020/21 can be found here:

<https://www.keele.ac.uk/coronavirus/operations/>

Specific planned changes

How the programme will be taught <i>(include any significant changes to the balance between on campus and digital delivery and what students can expect)</i>	<p>Delivery of teaching will be flexible and hybrid. The course will be divided into four main kinds of work:</p> <ul style="list-style-type: none"> ○ guided independent study ○ engaging pre-recorded sessions ○ live teaching, either on-campus or online ○ collaborative work with classmates, again on-campus or online. <p>Your guided independent study will be clearly set out on the KLE, so that you can plan your work, access the required materials in good time, seek the individual support of your tutors, and understand how you will be assessed.</p> <p>As an alternative to in-person lectures we have devised ways to help you engage with content we would usually deliver in that form, including:</p> <ul style="list-style-type: none"> ○ live online sessions for the whole cohort that enable collaboration and discussion as well as the lecturer’s presentation; ○ pre-recorded lectures, which you can access remotely, watch, and watch again as and when suits you; ○ focused recordings or audio pod/screencasts, giving guidance, such as directions on independent work, on assessments, or covering study skills; ○ activities linked to these recordings, helping you to check and embed your knowledge and understanding. <p>There will be tutorials for smaller groups of students, both on campus and online, to help enable collaboration, participation, and interactive learning experiences.</p>
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	<ul style="list-style-type: none"> ○ For some modules there will be more frequent tutorials. Preparation work for tutorials will be clearly set out, and activities in live sessions will be varied to develop different skills and engage you. ○ There will be a combination of campus and online delivery, with in situ teaching prioritised for delivery on campus from the outset, though students who are unable to attend in situ sessions for health reasons will be able to complete all modules through online learning (via a blend of live, recorded, and independent study).
Changes to placements, field courses or other practical activities (<i>where applicable</i>)	Placements and practice-based training may be delivered in virtual/remote settings if necessitated by the pandemic.
Learning resources and any potential additional costs (<i>such as equipment requirements</i>)	<p>All learning resources will be made available online as usual through Keele's virtual learning platform. There will be no additional costs attached. Provisions will be made to ensure that students have access to software and equipment required for the media production aspects of their study.</p> <p>Given an increasing level of online teaching and assessments for this programme, it would be preferable if students had access to computer equipment with a webcam and microphone. It may also be preferable for students to have adequate Wi-Fi connectivity and associated internet speeds. Students who need support in accessing appropriate IT equipment may be eligible to apply for support from the University's hardship fund.</p>
How the programme will be assessed (<i>a general summary of changes to assessment methods</i>)	For semester 1, traditional on-campus exams will be replaced with take-home exams or with other coursework. For semester 2, if it is still advisable not to meet in large groups, traditional on-campus exams will be replaced with take-home exams or with other coursework. Placements might be undertaken virtually and practice-based projects suitably adapted if pandemic related restrictions persist in Semesters 2 & 3.
How students are supported (<i>any alternative arrangements such as communication methods, support networks etc.</i>)	Personal tutor meetings will be conducted online or by telephone until it is safe to meet in person. Students will receive online inductions which will orientate them with regards to university services, opportunities in their School and Programme, and in how to engage with any online tuition provided.

Updated module lists for 2020/21

Compulsory modules	Module Code	Credits	Semester	Added/removed/unchanged?
Leadership	MAN-40056	15	1	Unchanged
Globalisation, Culture, Media	MDS-40018	15	1	Unchanged
Optional modules	Module Code	Credits	Semester	
Accounting for Decision Making	ACC-40003	15	1	Removed
International Operations and Supply	MAN-40110	15	1	Removed
International Business Context	MAN-40114	15	1	Unchanged
Mediated Communications: Theory and Practice	MDS-40029	15	1	Unchanged

Academic English for Postgraduate Students 1	ENL-40001	15	1	Added
Academic English for Postgraduate Students 2	ENL-40002	15	1	Added
Contemporary Marketing Research	MAN-40122	15	1	Added
Marketing Management in the Digital Age	MAN-4-128	15	1	Added
Creativity and Personal Development	MAN-40058	15	2	Unchanged
English for Media Professionals	ENL-30004	15	2	Unchanged
Management information systems	MAN-40012	15	2	Removed
Entrepreneurship	MAN-40018	15	2	Unchanged
Developments in International Management and Business	MAN-40081	15	2	Removed
Contemporary Challenges in Global Business	MAN-40118	15	2	Removed
Creative Media Practice	MDS-40016	30	2	Unchanged
Doing Media Research	MDS-40026	15	2	Unchanged
Mediated Communications: Theory and Practice	MDS-40028	30	2	Removed
Strategic Marketing in a Global Context	MAN-40124	15	2	Added
Branding	MAN-40126	15	2	Added
Opportunities and Challenges in Contemporary Management	MAN-40112	15	2	Added
International Marketing Communications	MAN-40130	15	2	Added
Dissertation	MDS-40014	60	1-3	Unchanged
Media Project	MDS-40015	60	1-3	Unchanged
Placement Project	MAN-40106	60	1-3	Added
Entrepreneurship Project	MAN-40108	60	1-3	Unchanged
Consultancy Project	MAN-40104	60	1-3	Unchanged
Work Placement	MAN-40071	15	1-3	Removed
Applied Company Research	MAN-40085	60	1-3	Removed