

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>	MSc Marketing
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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>There will be a structured weekly programme for all modules.</p> <p>For Semester 1: Lectures will be delivered online until it is safe to conduct large group teaching in situ on campus.</p> <p>For some modules all tutorials will be online. These will take place in a live environment, with your tutor and other students, weekly and will require preparation. For other modules it is planned to offer a number of the tutorial sessions face to face on campus, subject to University Covid-19 secure guidelines, and health and safety conditions, etc.</p> <p>This structure will be reviewed for Semester 2, in line with the University five stage operational system and the desire for a significant increase in face to face contact in this second Semester.</p>
Changes to placements, field courses or other practical activities <i>(where applicable)</i>	<p>The possibility of running the consultancy project and placement project optional modules in Semester 3 will depend upon the Covid-19 restrictions and whether organizations want to work with students next year or not.</p>
Learning resources and any potential additional costs <i>(such as equipment requirements)</i>	<p>Learning resources will be available online and module leaders will clearly communicate where these are located. Generally, these will be on the KLE (Keele Learning Environment) or signposted from it.</p> <p>Reading lists will make extensive use of e-books and other material that is available digitally. It is assumed that students will have continuous digital access availability.</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</p>

	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 .
How the programme will be assessed <i>(a general summary of changes to assessment methods)</i>	There will be changes to some assessments to enable them to be performed and submitted digitally. In particular there will be no physical examinations in Semester 1 and these will generally be replaced by online examinations. This will be reviewed for Semester 2, in line with the University five stage operational system.
How students are supported <i>(any alternative arrangements such as communication methods, support networks etc.)</i>	Support will be provided online. Academic support will form an integral part of the tutorial structure. In addition, module and programme leaders will offer digital "office hours" every week. Personal tutors will also provide support digitally.

Updated module lists for 2020/21

Compulsory modules	Module Code	Credits	Semester	Added/removed/unchanged?
Understanding Consumer Behaviour	MAN-40120	15	1	Unchanged
Contemporary Marketing Research	MAN-40122	15	1	Unchanged
Marketing Management in the Digital Age	MAN-40128	15	1	Unchanged
Introduction to Research	MAN-40084	0	1/2	Unchanged
Strategic Marketing in a Global Context	MAN-40124	15	2	Unchanged
International Marketing Communications	MAN-40130	15	2	Unchanged
Optional modules	Module Code	Credits	Semester	
Accounting for Decision Making	ACC-40003	15	1	Unchanged
Leadership	MAN-40056	15	1	Unchanged
International Operations and Supply	MAN-40110	15	1	Unchanged
International Business Context	MAN-40114	15	1	Unchanged
Mediated Communications: Theory and Practice	MDS-40029	15	1	Unchanged
Entrepreneurship	HRM-40018	15	2	Unchanged
Research Methods	HRM-40040	15	2	Unchanged
Creativity and Personal Development	HRM-40058	15	2	Unchanged
Contemporary Challenges in Global Business	MAN-40118	15	2	Unchanged
Branding	MAN-40126	15	2	Unchanged
Dissertation –Management (60)	MAN-40033	60	3	Unchanged
Consultancy Project	MAN-40104	60	3	Dependent upon Covid-19 restrictions
Placement Project	MAN-40106	60	3	Dependent upon Covid-19 restrictions
Entrepreneurship Project	MAN-40108	60	3	Unchanged