

Programme change proposals

At York each degree programme has its own, tailored set of distinctive learning outcomes. These won't change, no matter what your location or mode of delivery, and our academics are working hard to ensure your programmes and modules next year continue to inspire and motivate you.

Your health and safety is our number one priority and in light of the Covid-19 pandemic we have needed to make changes to some of your programmes of study for the coming academic year. This document summarises the changes that are proposed.

Programme(s)	MSc Global Marketing
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Summary of Overall Plans

Students on this programme will be invited to engage in learning in a variety of ways, with flexibility built in to allow us to maximise face-to-face teaching in line with any shifts in the government guidance on physical distancing. Lectures will be pre-recorded and put on the VLE, and group teaching will be offered both in classrooms and online.

We'll timetable as many students as we can fit in classroom sessions, giving all students face-to-face opportunities in turn. For those students who don't get a seat for any given session, there'll be a timetabled online version of the seminar (attended regularly by those who aren't able to attend campus as well as those who might be self-isolating or just unable to fit in the classroom) that will include the same kind of lively interactions and meet the same learning outcomes.

We'll be continuing to assess students through a combination of coursework and online exams, and specific assessment plans will be available for each module by the start of the module.

Programme Structures

We have made a number of changes to the programmes as we move to build flexibility into our delivery along with a commitment to develop the more applied skills of research to management and professional practice. These changes relate to three areas:

1. Taught modules in Spring and Summer term,

2. choice of optional modules,
3. the dissertation.

Taught Modules in Spring and Summer Term

To support you better in transitioning into Masters-level higher education in the UK, we have developed a module on *Skills for Management and Professional Development*. This module runs throughout Spring and Summer term and supports you in developing critical skills for success in your academic study and later professional life.

As part of the module you are supported to develop skills to take a more critically reflective and critical reflexive approach to their learning and personal development. Students will work individually and collectively to develop skills working as part of a tutor and self facilitated learning group. In particular, group working skills are integral to the learning process at university, as well as in employment.

In order to allow the *Skills for Management and Professional development* module to support your studies during Spring and Summer term, we had to adjust how we teach *Ethical Marketing & Sustainability*. The module has been reconfigured to be taught during both Spring and Summer term in order to enable you to engage better with the knowledge taught.

Choice of Optional Modules

In Spring Term you will have increased the number of optional modules available, of which you will be required to choose two. You have the choice of:

1. Brand Management (Marketing),
2. Contemporary Consumer Behaviour (Marketing),
3. Marketing Planning for Services (Marketing), and
4. Business Information Systems
5. Managing People

* Note only one of these two options may be chosen

All available optional modules have been very popular with past students.

Dissertation

1. To improve your student experience and learning for the dissertation we have consolidated a range of research methods modules into one high quality research

methods module.

2. Furthermore we have reduced the credits of the dissertation from 60 to 50 and developed a new project-based dissertation route allowing for a deeper level of applied practice.

We have introduced a new Research Methods (20 credit) module which will incorporate qualitative and quantitative research methods and provide more advanced specialist pathways during the Summer Vacation/Autumn Term Period. This will replace Research Methods (20 credits, Spring Term) and Data Analysis (10 credits, Summer Term).

We have also introduced the option of a more practically focused dissertation project as an alternative to the traditional dissertation. Students will be given the option, subject to achieving satisfactory marks, to choose the traditional dissertation module or the project-based dissertation module.

Overall, we believe the changes described support an improved student experience.

Further changes or information of note

As part of supporting your transition into Masters-level education you will complete a personal skills development plan, which includes academic as well as professional skills for your career. As part of that you will be encouraged to attend sessions provided by the central academic writing skills team to support achieving the goals set in the plan.