

Teaching in Semester 2 (February – May 2021)

Programme – MA Marketing Management for EHT

Level of Study - 7

Teaching pattern in 2020-21 academic year, Semester 2:

| Module number | Module Name | Module Credits | Compulsory/Optional Module | Lectures | Practical | Seminars and small group teaching | Other teaching e.g. tutorials |
|----------------------------|---|----------------|----------------------------|----------------------------|--------------|--|-------------------------------|
| 729 | Global Marketing | 20 | Compulsory | Online 4 hours per week | No practical | Choice of online or face to face 2 hours per week | Week 1-6 |
| 730 | Integrated Marketing Communications | 20 | Compulsory | Online 4 hours per week | No practical | Choice of online or face to face 2 hours per week | Week 7-12 |
| 1644 1654 296 298 | Choose 1 Optional Module Risk and Crisis Management Designing Event Experiences Strategic Brand Management Hospitality Operations Development | 20 | Optional | Online 2 hours per week | No practical | Choice of online or face to face 1 hour per week | Week 1-12 |
| | Graduate Advantage | Zero Credit | Compulsory | | No practical | Online 1 hour per week | |
| 1639 | Master Research Project | 60 credit | Compulsory | | No practical | Online 1 hours per week | Plus, Supervisory support |

Please note that hours per week are an average across term time tuition and may vary across the weeks.

Where there is a choice of online or face to face teaching, students will be given a deadline to make the decision on whether to study online or face to face, likely to be late December. After that deadline, swapping between online and face to face teaching may not be possible, though we will try to accommodate changes where we can. You can change your choice between semester 1 and semester 2 (so if you studied online in semester 2, but now want to join us in person, that's ok).

Are there any changes to the content of the course, compared with what was agreed previously?

No change

Are there any changes to the assessment methods we are using?

No Change

Are there any changes to previously advertised field trips, placements, enrichment activities or other external activities?

As of now, no field trips and placements are planned for semester 2. However, we will go by the university and government guidance on field trips, placements etc during semester 2.

When might what is set out above change?

We intend to use the teaching methods set out above for the whole of Semester 2 of the 2020-21 academic year.

If there are more severe restrictions on movement or gatherings as a result of changed government guidance (e.g. in the event of another wave of Coronavirus), teaching that is planned to be on campus may have to be moved online. In that instance all of the face-to-face teaching for your course would be online until restrictions are lifted.

At the moment we intend that teaching in the 2021-22 academic year will be on campus and face-to-face for all students on this course, although we will continue to make use of our extensive online resources to supplement on-campus teaching. However, if restrictions on movement or group size continue, we would need to continue to offer your course in a blended way, in a similar pattern to that described above. We will let you know as soon as possible if we think that is likely to happen, but decisions may need to be taken at short notice where we are obliged to act on changes to national or local advice.