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Sent by email to o.murphy@gold.ac.uk

02 November 2020

Dear Dr Murphy,

Re: Institutional Response: External Examiner Annual Report 2019/20

I am writing further to the receipt of your External Examiner's report for MA Creative and Cultural Industries.

Your report does not appear to raise any significant issues that require a more immediate response however, the School has been asked to address the following comments raised in your report:

- **Feedback:** The inclusion of marking criteria on the feedback sheet would be a welcome addition.

I am confident that the Programme Team will endeavour to address the issues identified in your report and your comments will help inform their [Annual Review and Enhancement](#) process.

The University is pleased to note your positive comments, including:

1. Your positive comments regarding the programme structure, academic standards, and assessment process.
2. Across the modules reviewed I was happy that all learning aims were met, and that adequate support was provided to ensure that students were able to complete required assessments remotely when required. Students are supported to develop their own interests, and this programme evidences the value of interdisciplinary approaches to teaching and research at MA level.
3. The level of teaching, assessment formats, and work produced was in line with similar MA programmes that I have worked on / reviewed. Module marks are an accurate reflection of the standards student achieved.
4. I was impressed with the diversity of assessments methods used, from essays, to video, to podcasts and group reports. The modes of assessment echo documents and publication styles used in industry. Given that this is the



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first year this course has run, I was very impressed with the quality of work, topics covered.

5. A key strength of this programme was the Cardiff centric focus, reviewing assignments, and reading across modules I got a real sense of the creative and cultural ecosystem in the city. This is an important distinction, as there is a clear need for the study of creative and cultural industries across the regions, and a focus on the distinct ecosystems that develop in response to the social, political and economic context in individual cities and regions.

In order to meet the expectations of the [QAA Quality Code](#), both the External Examiner Annual Report and this Institutional Response will be published on the University's [Public Information website](#) and will be available to all students and staff.

We are most grateful for your valuable input into this process.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'S Wright', written in a cursive style.

Mr Simon Wright
Academic Registrar