

INSTITUTIONAL RESPONSE: EXTERNAL EXAMINER REPORT 2013-2014 - MSc in Strategic Marketing

Dear Professor Christodoulides,

I am writing further to your External Examiner's report for the above programme(s). Your Report has been considered by the Cardiff Business School in accordance with our approved procedures. I am, therefore, now in a position to respond on behalf of the Vice-Chancellor to the main points you had raised.

Issues Highlighted

Your Report raised issue(s) which have been referred for consideration by the School. The following response has been provided on behalf of the School.

"1. [3.] the External Examiner's indication that evidence of second/sample marking in exam scripts and assignments "could be more clearly demonstrated by means of a form";

2. [6.] suggested enhancements to the assessment packs provided (to include "each module's outline, questions and indicative answers and the module leader's reflective report on student performance").

[3] The suggestion will be fed into the programme team and section meeting and we will consider issuing a standard form for completion by second markers, providing a summary of the number of samples and level of agreement between first and second markers of scripts/assignments. We can continue with the practice of noting both marks as well as the agreed mark on the marksheet submitted to the Exams Office.

[6] Inclusion of such documents is normal practice, with the exception of the module leader's reflective report. This will be a welcome addition to our future presentation of assessment results and the specific format will be discussed in the next team meeting. As for the omission of module outline, questions and indicative answers, this was coincidental and can be attributed to the timing of the exam script review and external's visit, which overlapped with the Records and Exams Office moving to new premises. We believe that this is not going to be an issue in the future.

We would like to thank Professor Christodoulides for attending and devoting substantial time and effort in evaluating assessed work of our MSc students."

Positive Comments

The School and University are pleased to note your positive comments on the School's provision including:

a. [1, 2 and 3] your positive indications regarding the programme structure, academic standards and assessment process.

I hope that you will find this response satisfactory and thank you for your service as External Examiner.

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 Registry web pages and will be available publically.

The University's provision of the formal Institutional Response is not intended to constrain direct communication between schools and their External Examiners.

Schools are encouraged to discuss with their External Examiners any matters of detail raised in their Reports and, more widely, any issues impacting on the quality and standards of awards, including possible changes to programmes.

We are most grateful for your comments and for your support in this matter.

Dr S L Williamson

for Dr C B Turner
Academic Registrar