



EXTERNAL EXAMINER ANNUAL REPORT FORM

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	For completion by External Examiner:		
Name of External Examiner:	Prof. Martin Hingley		
Home Institution / Employer of External Examiner:	Lincoln Business School, University of Lincoln		
Programme and / or Subjects Covered by this Report:	UG Marketing: BS: 2535, 2543, 53741, 2540, 3744, 3725, 3543, 3742, 2539.		
Academic Year / Period Covered by this Report:	2013/14	Date of Report:	26/6/14

For completion by External Examiner in the spaces provided. Please extend spaces where necessary. **Please note this Form will be published online.**

1. Programme Structure:

The structure of the suite of modules and subjects in the marketing discipline is good and appropriate concerning the coverage of the subject. Learning outcomes are addressed and met. The sum of the parts of the modules on offer produces an effective and up to date subject coverage.

2. Academic Standards:

Academic standards are high. There is rigour in the assessment procedure which resists 'grade inflation' that may be observed to be creeping into other comparable institutions. Tutors use the full marking scale and award high performing students appropriately without 'over-marking'.

3. The Assessment Process:

The assessment process for coursework and exams is fairly designed. External examiners have good opportunity to moderate in advance, online and in good time. As mentioned above, grading is 'firm but fair'. There is evidence of students at the top end of the mark range making use of good supporting citations in their answers. Concerning assessment design, this is done well, a minor criticism is that sometimes students are not clearly informed on exam papers of the value of each question, or sub-sectioned questions, in terms of exact marks available for the question and each part. Tutors (in the most part) provide useful model answers and marker guides, and

there is evidence (but not in all cases) of second marking. Feedback is, again in the most part, good. But it can be lacking on some examination scripts, such that sometimes the external cannot identify the logic of the mark attributed. Some tutors provide statistical breakdown of mark profile, marking by exam question option chosen etc. and this is good practice. The assessment methods are appropriate in balance, with no over reliance on one particular method. Protocol at the exam board was conducted well with detailed breakdown and analysis of key data.

4. Year-on-Year Comments:

N/A, my first year as external examiner.

5. Preparation / Induction Activity (for new External Examiners only):

The dedicated induction day was useful and conducted very professionally.

Documentation, online support from exam office and emailed material was very useful and supportive.

6. Noteworthy Practice and Enhancement:

Module analysis, reports, comparable marking data (where used by some tutors) are good and should be rolled out for all modules/ subjects.

7. Appointment Overview (for retiring External Examiners only):

N/A.

8. Annual Report Checklist

Please include appropriate comments within Sections 1-7 above for any answer of 'No'.

		Yes (Y)	No (N)	N/A (N/A)
Programme/Course Information				
8.1	Did you receive sufficient information about the Programme and its contents, learning outcomes and assessments?	Y		
8.2	Were you asked to comment on any changes to the assessment of the Programme?		N	
Draft Examination Question Papers				
8.3	Were you asked to approve all examination papers contributing to the final award?	Y		
8.4	Were the nature, spread and level of the questions appropriate?	Y		
8.5	Were suitable arrangements made to consider your comments?	Y		
Marking Examination Scripts				
8.6	Did you receive a sufficient number of scripts to be able to assess whether the internal marking and classifications were appropriate and consistent?	Y		
8.7	Was the general standard and consistency of marking appropriate?	Y		
8.8	Were the scripts marked in such a way as to enable you to see the reasons for the award of given marks?		N not in all cases (of exams)	
8.9	Were you satisfied with the standard and consistency of marking applied by the internal examiners?	Y		
8.10	In your judgement, did you have the opportunity to examine a sufficient cross-section of candidates' work contributing to the final assessment?	Y		
Coursework and Practical Assessments				
8.11	Was the choice of subjects for coursework and / or practical assessments appropriate?	Y		
8.12	Were you afforded access to an appropriate sample of coursework and / or practical assessments?	Y		
8.13	Was the method and general standard of assessment appropriate?	Y		
8.14	Is sufficient feedback provided to students on their assessed work?		N not in all cases (of exams)	

		Yes (Y)	No (N)	N/A (N/A)
Clinical Examinations (if applicable)				
8.15	Were satisfactory arrangements made for the conduct of clinical assessments?			N/A
Sampling of Work				
8.16	Were you afforded sufficient time to consider samples of assessed work?	Y		
Examining Board Meeting				
8.17	Were you able to attend the Examining Board meeting?	Y		
8.18	Was the Examining Board conducted properly, in accordance with established procedures and to your satisfaction?	Y		
8.19	Cardiff University recognises the productive contribution of External Examiners to the assessment process and, in particular, to the work of the Examining Board. Have you had adequate opportunities to discuss the Programme and any outstanding concerns with the Examining Board or its officers?	Y		
Joint Examining Board Meeting (if applicable)				
8.20	Did you attend a Composite Examining Board, i.e. one convened to consider the award of Joint Honours degrees?	Y		
8.21	If so, were you made aware of the procedures and conventions for the award of Joint Honours degrees?	Y		
8.22	Was the Composite Examining Board conducted according to its rules?	Y		

Please return this Report, preferably in a Microsoft Word format, by email to:

ExternalExaminers@cf.ac.uk

Your fee and expenses claim form and receipts, should be sent electronically to the above email address or in hard copy to:

Clive Brown, Registry Officer, Registry & Academic Services, Cardiff University,
McKenzie House, 30-36 Newport Road, Cardiff, CF24 0DE