



## EXTERNAL EXAMINER ANNUAL REPORT FORM

The completion of this Report is supported by *Annual Report Form – Guidance to External Examiners*. The Guidance and this Form are available at: <http://www.cardiff.ac.uk/regis/ifs/exex/rep/index.html>. Fee information and claim forms are available at: <http://www.cardiff.ac.uk/regis/ifs/exex/fees/index.html>.

	For completion by External Examiner:		
Name of External Examiner:	Professor Martin Hingley		
Home Institution / Employer of External Examiner:	Lincoln Business School, University of Lincoln		
Programme and / or Subjects Covered by this Report:	Undergraduate Marketing UG Marketing: BS: 2535, 2543, 3741, 2540, 3744, 3725, 3543, 3742, 2539.		
Academic Year / Period Covered by this Report:	2014-15	Date of Report:	30/6/15

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 modules make up a cohesive and effective final year structure. It would perhaps be worth the team considering the addition of a final year individual dissertation, this would provide a stretch and challenge to the students and give them a substantial piece of individual achievement to present to a future employer or form the basis of their next stage of academic development.

**2. Academic Standards:** I can confirm that standards are high without over-inflation of marks. However, there were some borderline students that could justifiably have been raised to a higher degree award. At present the examinations board does not have discretion to do this, but I would advocate the introduction of these powers.

**3. The Assessment Process:** Conduct of the online and paper process is useful, professional and effective. The exam board was conducted and chaired well, and allowed for committee discussion. There was discussion about the discretion issue mentioned above, and the merit of allowing such panel discretion on marks beyond numerical calculations with respect to borderline candidates. The University may wish to consider anonymous (not named and

only student number) identity of candidates in the examination and board process.

**4. Year-on-Year Comments:** Last year I mentioned the possibility of extending the good practice of some markers, who provide more and more consistent feedback to both student and external examiner. This good practice takes the form of: (for students) standardised (pro forma) feedback sheets, typed responses, second marker comments, exam advice information for students and for examiners: model answers, a report on how the module went down and year on year mark profiling. Some tutors also assess online, perhaps the university needs to discuss whether this will be rolled out for general implementation.

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

**6. Noteworthy Practice and Enhancement:** Exam advice information for students by one or two tutors, good model answers, good module reports and year on year mark profiling.

**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)
<b>Programme/Course Information</b>				
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?	Y		
<b>Draft Examination Question Papers</b>				
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		
<b>Marking Examination Scripts</b>				
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?	Y		
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		
<b>Coursework and Practical Assessments</b>				
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?	Y but some variation		
<b>Clinical Examinations (if applicable)</b>				
8.15	Were satisfactory arrangements made for the conduct of clinical assessments?			N/A
<b>Sampling of Work</b>				
8.16	Were you afforded sufficient time to consider samples of assessed work?	Y		

		Yes (Y)	No (N)	N/A (N/A)
<b>Examining Board Meeting</b>				
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		
<b>Joint Examining Board Meeting (if applicable)</b>				
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](mailto: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