

Academic & Student Support Services  
Academic Registrar  
Simon Wright LLB  
*Gwasanaethau Academaidd a Chefnogi Myfyrwyr*  
*Cofrestrydd Academaidd*  
*Simon Wright LLB*



Sent by email to [L.Yeomans@leedsbeckett.ac.uk](mailto:L.Yeomans@leedsbeckett.ac.uk)

17 August 2015

Dear Dr Yeomans,

**Re: Institutional Response: External Examiner Annual Report 2014 – 2015**

I am writing further to the receipt of your External Examiner's Report for the MA in International Public Relations & Global Communications Management.

Your Report has been considered by the 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.

**Issue(s) Highlighted:**

1. Issues identified in the 2011-12 report concerning the overall programme learning outcomes, as well as aims, should be explicitly stated in the programme specification in the course handbook so that they can be mapped against specific module learning outcomes;
2. A recommendation that given the necessary updates in module content over the past few years (reflecting developments in theory and practice) that overall programme learning outcomes and specific module learning outcomes are reviewed holistically at an appropriate time in order to capture these changes and to rationalise specific module learning outcomes where appropriate.

The following response has been provided on behalf of the School:

1. Sterling work has been done over the past year with a diverse teaching team to produce a more standardised set of module handbooks. There is still work to be done here, in terms of ensuring that the aims and outcomes of the overall course handbook reflect the more module-specific aims and outcomes outlined, and we have pencilled in a date for a team meeting before the start of the next academic year to ensure that this will be done,
2. We will discuss our annual updates to course content and delivery at the team meeting, and to provide the next intake of students with a transparent and coherent picture of the course as a whole.

Cardiff University  
McKenzie House  
30-36 Newport Road  
Cardiff CF24 ODE  
Tel Ffôn I +44(0)29 2087 9189  
[www.cardiff.ac.uk](http://www.cardiff.ac.uk)

*Prifysgol Caerdydd*  
*Tŷ McKenzie*  
*30-36 Heol Casnewydd*  
*Caerdydd CF24 ODE*  
Tel Ffôn I +44(0)29 2087 9189  
[www.cardiff.ac.uk](http://www.cardiff.ac.uk)

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

1. Your positive indications regarding the programme structure, academic standards and assessment process;
2. Excellent individual and group assignment briefs, presenting students with a range of contemporaneous issues related to different sectors (corporate, NGO, public). Outstanding work was underpinned by strong research, creativity and execution in the practical work. In essays, work of the highest quality demonstrated students' abilities to critically evaluate literature and present compelling, well-evidenced arguments in relation to specific topics and questions;
3. Very good mix of academic knowledge and skills are developed, combined with vocational skills including digital communication management and campaign analytics.
4. Numerous enhancement opportunities including the guest speaker programme and specific workshops such as media training. The Course Director has included more workshops this year to enhance employability.
5. Dedicated and enthusiastic team who are highly responsive to students' interests and employability potential.

I hope that you will find this response satisfactory and thank you for your continued support of the programme. As this is your final year as External Examiner, we would like to thank you for your service and we are most grateful for your valuable input into this process.

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 Student Intranet and will be available to all students and staff.

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.

Yours sincerely,



Mr Simon Wright  
Academic Registrar