



EXTERNAL EXAMINER ANNUAL REPORT FORM

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	For completion by External Examiner:		
Name of External Examiner:	Professor George Christodoulides		
Home Institution / Employer of External Examiner:	Birkbeck, University of London		
Programme and / or Subjects Covered by this Report:	MSc in Strategic Marketing		
Academic Year / Period Covered by this Report:	2014/5	Date of Report:	27.06.2015

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

I am confident that the MSc in Strategic Marketing is a strong programme that reflects the reputation of the host department. The range of modules available helps students acquire a set of complementary skills necessary for a successful career in marketing. As far as I am aware no substantial changes to the structure of the programme have taken place over the last year.

2. Academic Standards

The academic standards are high and comparable to those of other institutions (of the same) in the United Kingdom. Likewise the quality of student work is of similar standards to other institutions where I have worked or have acted as External Examiner.

3. The Assessment Process

The assessment process is rigorous and the quality of feedback provided to student work is particularly high. There is evidence of second/sample marking on exam scripts and assignments but this could be more clearly documented by means of a dedicated form. All the assessments I have reviewed were appropriate for the level examined and in line with the learning outcomes intended to test.

4. Year-on-Year Comments

Last year I made comments about the weak and often inconsistent presentation of material to the External Examiner. Unfortunately the excellence of academic standards is let down by the poor administration of the process, which I am sorry to note, has not improved. Specific recommendations for enhancement are provided below in section 6 of the form.

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

Not applicable

6. Noteworthy Practice and Enhancement

This is my second year as External Examiner of the MSc Strategic Marketing programme and I am very pleased with the academic standards, rigour of marking (first and second), and quality of feedback provided to students by colleagues. What could be improved, however, is the administration of the External Examining process. The generic email used by the PG office means there is no single person that takes ownership of the process. The packs sent to the external are not consistent and module outlines or module convenor reports are often missing from the EE packs. Also, whilst the distribution of marks for each module is provided other useful statistics (e.g. means and standard deviations) are not supplied making the comparison of modules hard (if not impossible).

I suggest that each External Examiner is assigned to a specific administrator in the PG office. For each module, I would like to see the module outline, a module convenor report, and the distribution of marks with means and SD.

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?	X		
8.2	Were you asked to comment on any changes to the assessment of the Programme?		X	
Draft Examination Question Papers				
8.3	Were you asked to approve all examination papers contributing to the final award?	X		
8.4	Were the nature, spread and level of the questions appropriate?	X		
8.5	Were suitable arrangements made to consider your comments?	X		
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?	X		
8.7	Was the general standard and consistency of marking appropriate?	X		
8.8	Were the scripts marked in such a way as to enable you to see the reasons for the award of given marks?	X		
8.9	Were you satisfied with the standard and consistency of marking applied by the internal examiners?	X		
8.10	In your judgement, did you have the opportunity to examine a sufficient cross-section of candidates' work contributing to the final assessment?	X		
Coursework and Practical Assessments				
8.11	Was the choice of subjects for coursework and / or practical assessments appropriate?	X		
8.12	Were you afforded access to an appropriate sample of coursework and / or practical assessments?	X		
8.13	Was the method and general standard of assessment appropriate?	X		
8.14	Is sufficient feedback provided to students on their assessed work?	X		
Clinical Examinations (if applicable)				
8.15	Were satisfactory arrangements made for the conduct of clinical assessments?			X
Sampling of Work				
8.16	Were you afforded sufficient time to consider samples of assessed work?		X	
Examining Board Meeting				

		Yes (Y)	No (N)	N/A (N/A)
8.17	Were you able to attend the Examining Board meeting?		X	
8.18	Was the Examining Board conducted properly, in accordance with established procedures and to your satisfaction?			
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?			
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?			
8.21	If so, were you made aware of the procedures and conventions for the award of Joint Honours degrees?			
8.22	Was the Composite Examining Board conducted according to its rules?			

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