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Sent by email to N.Garsten@greenwich.ac.uk

22 January 2021

Dear Dr Garsten,

Re: Institutional Response: External Examiner Annual Report 2019/20

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

Your report does not appear to raise any significant issues that require a more detailed response, however the School have been asked to note the following comments:

Students may find it helpful if there are marking grids in all module handbooks.

I am confident that the Programme Team will endeavour to address the issues identified in your report and your comments will help inform their [Annual Review and Enhancement](#) process.

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

1. Your positive comments regarding the programme structure, academic standards and assessment process.
2. The vocational focus of the PR degree is a strength. Students have exposure to guest speakers from the industry; they research and plan PR strategies and campaigns; and an even implement a campaign for a client.
3. The feedback back is clear and constructive.
4. The programme director is to be commended for the retention of so many students during a very difficult period of COVID 19, the strikes and some staff illness.
5. The particularly strong focus on digital research is a strong aspect of the programme. "



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I hope that you will find this response satisfactory and we thank you for your continued support of the programme.

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's [Public Information website](#) and will be available to all students and staff.

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

Yours sincerely,

A handwritten signature in black ink, appearing to read 'S Wright', with a stylized flourish at the end.

Mr Simon Wright
Academic Registrar