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	For completion by External Examiner:		
Name of External Examiner:	Dr Oonagh Murphy		
Home Institution / Employer of External Examiner:	Goldsmiths, University of London		
Programme and / or Modules Covered by this Report	MA in Creative and Cultural Industries		
Academic Year / Period Covered by this Report:	2019/20	Date of Report:	13/07/20

Please complete all information in the spaces provided and submit within **six weeks** of the Examining Board (the dissertation stage Examining Board in the case of postgraduate Master's programmes).

Please return this Report, **in a Microsoft Word format**, by email to: [externalexaminers@cardiff.ac.uk](mailto:externalexaminers@cardiff.ac.uk).

**Please note this form will be published online and should not make any reference to any individual students or members of staff in accordance with the General Data Protection Regulation (2018).**

Please extend spaces where necessary.

**1. Programme Structure** (curriculum design, programme structure and level, methods of teaching and learning)

This programme takes a journalism and new media focus in its understanding of the creative and cultural industries, which is appropriate given that it is taught within the School of Journalism, Media and Culture. In my role as EE I reviewed assignments, module content and learning outcomes from the following:

*MCT574 Introduction to the Creative Management of Social and Digital Media*

*MCT575 Introduction to Cultural and Creative industries*

*MCT576 Critical Issues in Creative Labour*

MCT534 Putting Research into Practice 2

MCT571 Professional Development and Placement

MCT573 PRACTICE AND THEORY OF DIGITAL CREATIVITY

Across the modules reviewed I was happy that all learning aims were met, and that adequate support was provided to ensure that students were able to complete required assessments remotely when required. Students are supported to develop their own interests, and this programme evidences the value of interdisciplinary approaches to teaching and research at MA level.

## **2. Academic Standards** (comparability with other UK HEIs, achievement of students, any PSRB requirements)

The quality of the cohort is good, with a mix of abilities; the weaker students are able to provide summaries of core ideas and texts, with stronger students able to critically engage with theory and practice. Having an academic yet practice led cohort leads to a better student experience.

A broad range of appropriate marks have been used across assignments that I viewed, with students ranging in marks from 40 – 70s, with a consistent grouping of students receiving marks in the 60s.

The level of teaching, assessment formats, and work produced was in line with similar MA programmes that I have worked on / reviewed. Module marks are an accurate reflection of the standards student achieved.

## **3. The Assessment Process** (enabling achievement of aims and learning outcomes; stretch of assessment; comparability of standards between modules of the same level)

Many thanks to the team for making materials so readily available, it was helpful to see a sample of work, alongside the course materials and module handbooks etc. The work I reviewed was of a good standard, and marks and feedback provided were appropriate. I was impressed with the diversity of assessments methods used, from essays, to video, to podcasts and group reports. The modes of assessment echo documents and publication styles used in industry. Given that this is the first year this course has run, I was very impressed with the quality of work, topics covered.

Support was successfully provided to students to enable them to complete assignments remotely during COVID-19.

Students received detailed and constructive feedback on their work, the use of a consistent coversheet allows for consistency in formatting and encourages staff to align feedback to marking criteria. The inclusion of marking criteria on the feedback sheet would be a welcome addition.

## **4. Examination of Master's Dissertations (if applicable)** (sample of dissertations received, appropriateness of marking schemes, standard of internal marking, classification of awards)

This will happen in December 2020

## **5. Year-on-Year Comments**

[Previous External Examiner Reports are available from the Cardiff University Website [here](#).]

This is the first year that this programme was delivered.

## **6. Preparation for the role of External Examiner (for new External Examiners only)** (appropriateness of briefing provided by the programme team and supporting information, visits to School, ability to meet with students, arrangements for accessing work to review)

I was well supported, however as I was appointed quite late in the cycle, and mid Covid-19 I did not have the opportunity to meet with students or visit campus.

**7. Noteworthy Practice and Enhancement** (good and innovative practice in learning, teaching and assessment; opportunities for enhancement of learning opportunities)

A key strength of this programme was the Cardiff centric focus, reviewing assignments, and reading across modules I got a real sense of the creative and cultural ecosystem in the city. This is an important distinction, as there is a clear need for the study of creative and cultural industries across the regions, and a focus on the distinct ecosystems that develop in response to the social, political and economic context in individual cities and regions.

See also response to question 3.

**8. Appointment Overview (for retiring External Examiners only)** (significant changes in standards, programme/discipline developments, implementation of recommendations, further areas of work)

N/A

**9. Issues for Response**

- No issues that need retrospective response.
- As the programme has been discontinued no issues for response that would aid programme development going forward.