

**The University of Leeds**  
**EXTERNAL EXAMINER'S REPORT**

ACADEMIC YEAR: 2017-18

QAT Received 03/07/2018

**Part A: General Information**

**Subject area and awards being examined**

*Title and Name of Examiner:*

<i>Faculty / School of:</i>	Business School
<i>Subject(s):</i>	Marketing
<i>Programme(s) / Module(s):</i>	BA Management with Marketing and BSc International Business and Marketing Modules
<i>Awards (e.g. BA/BSc/MSc etc):</i>	BA and BSc

**Part B: Comments for the Institution on the Examination Process and Standards**

**Points of innovation and/or good practice**

*Please highlight areas of innovation or good practice within the programmes or processes you have been involved with in this box.*

High standards throughout all marketing modules. All major marketing topics are covered in the modules. Students' high achievements in their assessments are a sign of the effective learning and teaching they are provided. Research from faculty and real case studies are used in the modules. A wide range of assessment methods is used across the modules. This is particularly important as students are exposed to a variety of experiences and challenges, and are encouraged to develop different skills and abilities (creative, analytical, team-working, etc.). Marking is fair and consistent across students and across modules. When a team of markers is involved, very detailed guidelines are provided to markers to ensure clarity during marking, as well as fairness and consistency. Feedback to students is generally rich, highlighting both strengths and weakness of their work.

**Enhancements made from the previous year**

*Please highlight any enhancements made to the programme(s) or processes over the past year in this box.*

Modules and assessments have been updated and the high standards of learning and teaching are maintained from previous year. Within one specific module the assessment has been further improved following some suggestions provided last year.

**Matters for Urgent Attention**

*If there are any areas which you think require urgent attention before the programme is offered again please note them in this box*

None.

**For Examiners in the first year of appointment**

1.	Were you provided with an External Examiner Handbook?	Y / N
2.	Were you provided with copies of previous External Examiners' reports and the School's responses to these?	Y / N
3.	Were you provided with a External Examiner Mentor?	Y / N

**For Examiners completing their term of appointment**

4.	Have you observed improvements in the programme(s) over the period of your appointment?	Y
5.	Has the school responded to comments and recommendations you have made?	Y
6.	Where recommendations have not been implemented, did the school provide clear reasons for this?	NA
7.	Have you acted as an External Examiner Mentor?	N

*Please comment on your experience of the programme(s) over the period of your appointment, remarking in particular on changes from year to year and the progressive development and enhancement of the learning and teaching provision, on standards achieved, on marking and assessment and the procedures of the School*

There have not been big changes from the last year. The content of modules has been updated, as well as students' assessments. Students' level is appropriate to the level of study, with achievements that are similar to those from last year. Marking is appropriate and procedure of making and internal moderation is transparent.

## Standards

8.	Is the overall programme structure coherent and appropriate for the level of study?	Y
9.	Does the programme structure allow the programme aims and intended learning outcomes to be met?	Y
10.	Are the programme aims and intended learning outcomes commensurate with the level of award?	Y
11.	Did the Aims and ILOs meet the expectations of the national subject benchmark (where relevant)?	Y
12.	Is the programme(s) comparable with similar programmes at other institutions?	Y

*Please use this box to explain your overall impression of the programme structure, design, aims and intended learning outcomes.*

One of the programmes I am moderating is centred on marketing (BA Management with Marketing), whereas the other one (BSc International Business) is focused on international business. With respect to the BA Management with Marketing, the design of the 3-year programme is excellent—all key aspects in business management and marketing are covered with up-to-date modules, and there is a good progression from more basic to more advanced topics / modules across the three years. This programme is accredited by the Chartered Institute of Marketing (CIM), ensuring students gain relevant academic and professional knowledge in relation to the subject topic. Learning outcomes are appropriate and consistent with CIM guidelines for levels 4, 5 and 6. With respect to the BSc International Business, the focus is not marketing but students are given the possibility to gain some key marketing knowledge in their final year. Key aspects are covered in the marketing modules they are offered.

13.	Is the influence of research on the curriculum and learning and teaching clear?	Y
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*Please explain how this is/could be achieved (examples might include: curriculum design informed by current research in the subject; practice informed by research; students undertaking research)*

Teaching is largely research-informed, with up-to-date contents from journal articles and examples or case studies from faculty's own research.

14.	Does the programme form part of an Integrated PhD?	N
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*Please comment on the appropriateness of the programme as training for a PhD:*

15.	Does the programme include clinical practice components?	N
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*Please comment on the learning and assessment of practice components of the curriculum here:*

16.	Is the programme accredited by a Professional or Statutory Regulatory Body (PSRB)?	Y
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Please comment on the value of, and the programme's ability to meet, PSRB requirements here:

BA Management with Marketing is accredited by the Chartered Institute of Marketing (CIM). The programme is fully delivering on the CIM requirements, as marketing-related modules are aligned with the requirements of the CIM in terms of marketing concepts, analysis & insights, planning, implementation & control outlined for levels 4, 5, and 6. BSc International Business is accredited by the Institute of Export and International Trade, but I will not comment on this as not marketing-related.

### Assessment and Feedback

17.	Does the programme design clearly align intended learning outcomes with assessment?	Y
<p><i>Please comment on the assessment methods and the appropriateness of these to the ILOs, in particular: the design and structure of the assessment methods, and the arrangements for the marking of modules and the classification of awards; the quality of teaching, learning and assessment methods that may be indicated by student performance.</i></p> <p>There is a wide range of assessment methods used across marketing modules such as coursework, exams, oral presentations, and group reports. All assessment methods were very well designed, with clear instructions and well structured. Marking was fair and consistent, and conducted in a transparent way. A summary of marks with additional comments from first marker as well as second marker / internal moderator was given to me. Feedback to students was generally detailed and comprehensive, exceptional in some modules. Student performance was high level, thus confirming the effectiveness of learning and teaching current practices.</p>		
18.	Is the design and structure of the assessment methods appropriate to the level of award?	Y
19.	Were students given adequate opportunity to demonstrate their achievement of the programme aims and intended learning outcomes?	Y
<p><i>Please comment on the academic standards demonstrated by the students and, where possible, their performance in relation to students on comparable courses; the strengths and weaknesses of the students as a cohort:</i></p> <p>Academic standards of students are generally high and aligned with those at similar institutions where I have worked Coursework and group reports were exceptional in some cases, indicating how some students invested significant resources in these assessments.</p>		
<p><i>Please use this box to provide any additional comments you would like to make in relation to assessment and feedback:</i></p> <p>None.</p>		

### The Progression and Awards Process

20.	Were you provided with guidance relating to the External Examiner's role, powers and responsibilities in the examination process?	Y
21.	Was the progression and award guidance provided sufficient for you to act effectively as an External Examiner?	Y
22.	Did you receive appropriate programme documentation for your area(s) of responsibility?	Y
23.	Did you receive appropriate module documentation for your area(s) of responsibility?	Y
24.	Did you receive full details of marking criteria applicable to your area(s) of responsibility?	Y
25.	Were you provided with all draft examination papers/assessments?	Y
26.	Was the nature and level of the assessment questions appropriate?	Y
27.	Were suitable arrangements made to consider your comments on assessment questions?	Y

28.	Was sufficient assessed work made available to enable you to have confidence in your evaluation of the standard of student work?	Y
29.	Were the examination scripts clearly marked/annotated?	Y
30.	Was the choice of subjects for final year projects and/or dissertations appropriate?	Y
31.	Was the method and standard of assessment appropriate for the final year projects and/or dissertations?	Y
32.	Were the administrative arrangements satisfactory for the whole process, including the operation of the Progression and Awards Board?	Y
33.	Were you able to attend the Progression and Awards Board meeting?	N
34.	Were you satisfied with the recommendations of the Progression and Awards Board?	Y / N
35.	Were you satisfied with the way decisions from the School Special Circumstances meeting were communicated to the Progression and Awards Board?	Y / N
<p><i>Please use this box to provide any additional comments you would like to make on the questions above:</i></p> <p>Unable to attend the Progression and Awards Board, cannot answer Q 34 and 35.</p>		

#### Other comments

**Please use this box if you wish to make any further comments not covered elsewhere on the form**

As last year, it was a great pleasure to be involved as EE and see the excellent work of faculty and high achievements by students.

## Part C: School Response to External Examiner Report

### Name of School and Head of School (or nominee)

Title and Name of Examiner:

Subject(s):

Marketing

Programme(s) / Module(s):

BA Management with Marketing

Awards (e.g. BA/BSc/MSc etc):

BA

Title and Name of Responder:

Position\*:

Director of Undergraduate Management Programmes

Faculty / School of:

Leeds University Business School

Address for communication:

Email:

Telephone:

*\*If the individual responding to the report is not the Head of School please state their position within the School.*

### Completing the School response

#### **Response to Points of innovation and/or good practice**

Thank you for your positive comments, noting the high standards achieved on the marketing modules. I am particularly pleased you feel we are demonstrating a blend of research and real life case material built into our module content and that the range of assessments is broad. I agree with your comments referring to clarity of marking guidelines and pleased to see we are also meeting your expectations with regard to these.

#### **Response to Enhancements made from the previous year**

It is pleasing to see you are happy with the improvements to assessment for one of our modules that you identified and recommended last year.

#### **Response to Matters for Urgent Attention**

*If any areas have been identified for urgent attention before the programme is offered again please provide a specific response to them here:*

N/A.

#### **Response to questions 1-7 (and related comments)**

*Schools may provide a general response; however, where Examiners raise specific points these must be addressed individually:*

Thank you for your comments regarding the good standard and transparency of our internal moderating procedures, and that marking and assessment are both appropriate for the level of study.

### Standards

#### **Response to questions 8 to 16 (and related comments)**

*Schools may provide a general response; however, where Examiners raise specific points these must be addressed individually:*

Thank you for the complementary comments regarding the BA Management with Marketing programme. I am particularly pleased to read that you believe the design of the programme is excellent and that there is good progression from basic to more advanced topics.

## Assessment and Feedback

### **Response to questions 17 to 19 (and related comments)**

*Schools may provide a general response; however, where Examiners raise specific points these must be addressed individually:*

It is good to note that you feel feedback to students is detailed and comprehensive in general but exceptional in some modules. I am also encouraged to hear you mention that academic standards are high and aligned with those from other institutions where you have worked. You have also identified the resource that some students invest in their time studying and that some cases of coursework and group reports are exceptional. This very pleasing to hear and I thank you for your warm comments.

## The Progression and Awards Process

### **Response to questions 20-35 (and related comments)**

*Schools may provide a general response; however, where Examiners raise specific points these must be addressed individually:*

I am sorry to hear that you were unable to attend the Progression and Award Board. I understand that for many of our External Examiners it was very difficult to attend both weeks.

## Other comments

### **Response to items included in the 'Other Comments' section of the report**

Your comments about our excellent work across the Faculty are very generous. Thank you for your time and contribution to this year's examiner process. It is very much appreciated.