

4<sup>th</sup> February 2021

Dr Eleni Deliyianni  
Education Officer  
By email

Dear Dr Deliyianni

**Re: Cross-border / franchise program of study “MSc in Global Marketing” at Global College**

Many thanks for your letter dated 27 January 2020 regarding the MSc in Global Marketing, franchised to Global College by Roehampton University. Please see below a response to the questions posed:

**1. How do you check that students admitted to the program meet the admission criteria?**

Students apply to Global College who send the admissions forms to Roehampton University Admissions team for decision. Applicants' qualifications are referenced against NARIC where necessary.

**2. Do you have information about the profile of incoming students?**

Demographic information of students is collected by Roehampton upon application.

**3. How do you ensure that students have a good command of the program's teaching language?**

English language qualifications are checked upon admission and are aligned with the requirements for on-campus programmes. For postgraduate qualifications this is currently IELTS 6.5 overall with no less than 5.5 in any band, or equivalent. Details on other acceptable qualifications can be found at: <https://www.roehampton.ac.uk/international/entry-requirements>

**4. What are the minimum required qualifications of the teaching staff?**

To teach at a collaborative partner at postgraduate level, staff are expected to hold a Master's degree, professional qualification or significant relevant industry experience. CVs are scrutinised at the programme approval event and CVs for any new appointments must be approved by the Link Tutor at Roehampton.

**5. Have you checked the exam papers?**

As this is a franchise programme, the assessment must follow that which is set by the University on campus. This programme does not include exam-based assessment. Assessment topics are approved by External Examiners and Global College are given the opportunity to contextualise for a Cypriot audience, for example using relevant case studies and research. Assessment is moderated by tutors at Roehampton and taken to the relevant Examination boards and Awards and Progression boards, for marks to be ratified.

**6. How do you check that the programs are implemented based on quality criteria?**

**What evidence do you request from Global College?**

The programme was designed in the UK by the University of Roehampton to align with the QAA Subject Benchmark Statement and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland. This went through a programme approval process at Roehampton, which involved external subject specialists, and subsequently there was a franchise approval process to ensure that Global College was able to deliver the programme as it was designed. Ongoing monitoring is undertaken through the annual programme review process, which is scrutinised within the University of Roehampton Business School, and an academic Link Tutor, with expertise in the relevant subject area, will be appointed to act as the first point of guidance to staff at Global College. All marks are approved at University of Roehampton examination boards following a process of internal and external moderation by Roehampton tutors and external examiners.

**7. Have you ever visited classes where your programs are taught in Cyprus? What is the teaching methodology followed?**

Link Tutors normally visit collaborative partners annually, although this has been suspended temporarily due to COVID-19 international travel restrictions. The methodology followed is to replicate as closely as possible the UK delivery – e.g. lectures and separate seminars. The lectures are content-driven whilst the seminars are a more collaborative interaction between staff and students as an opportunity to discuss and explore the subject together. Learning and teaching material and content is developed by the University of Roehampton subject experts and shared with the Global College subject experts via a virtual learning environment. A continuous dialogue occurs between the University and Global College lecturers to ensure the teaching methodology and content implemented at the University is replicated at Global College.

The teaching methodology is delivered through a student learning journey model of “Discover”, “Explore”, “Share and Apply”.

- The Discover element is a content driven approach to knowledge acquisition and information giving.
- The Explore element supports guided instructions on activities to explore individual context and practice.
- The Share and Apply element is a synchronous seminar to further develop ideas through tutor led practical activities, interactive discussions and reflection.

Please do not hesitate to get in contact if you have any further queries.

Yours sincerely,

**Anna Gough-Yates**  
**Deputy Vice-Chancellor & Provost**



