

SALES AND MARKETING: STUDENTS SURVEY RESULTS

2019–2020 y. Autumn semester

REFERENCE PERIOD:

From November 2020 to February 2021

AIM:

To study the *Sales and Marketing* students' the opinion on study modules their quality, and teaching.

QUESTIONNAIRE:

Students studying at *Sales and Marketing* study programme evaluated the quality of study modules according to 14 criteria. Rating scale: *Strongly Agree; Agree; Neither Agree nor Disagree; Disagree; Strongly Disagree*. Forty-five completed questionnaires were received.

SURVEY RESULTS (N=45):

Evaluation criteria	Rating scale				
	Strongly agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The goals of the module are clearly defined	53 %	40 %	7 %	0 %	0 %
The theory is based on practical examples	40 %	47 %	13 %	0 %	0 %
The criteria for assessing the achievement of learning outcomes were clear and understandable.	67 %	27 %	7 %	0 %	0 %
The final assignments provided an opportunity to demonstrate the knowledge and skills acquired during the module	67 %	20 %	13 %	0 %	0 %
The study module materials and learning resources contributed to the acquisition of new knowledge and skills	67 %	20 %	13 %	0 %	0 %
Self-study work (integrated project) was beneficial	60 %	33 %	7 %	0 %	0 %
The lecturer worked according to the timetable (starting and finishing classes on time, not missing them, etc.).	77 %	23 %	0 %	0 %	0 %
Consistent and clear teaching of the module according to the planned plan	58 %	23 %	13 %	4 %	0 %
Lecture time is used effectively	69 %	19 %	10 %	2 %	0 %
The module used various teaching/learning methods (e.g. problem-based learning, case studies, project-based activities, creative tasks, group work, etc.)	58 %	33 %	6 %	2 %	0 %
The relationship between the lecturers and students of the module was respectful and ethical; the favourable psychological climate prevailed	69 %	21 %	4 %	2 %	2 %
The methodological material of the module was available in a virtual learning environment (Moodle)	75 %	23 %	2 %	0 %	0 %
Students were given feedback on their work (discussing the results of assignments, self-study work, etc.)	60 %	25 %	8 %	2 %	4 %
Helpful and timely consultations	63 %	21 %	13 %	4 %	0 %

Sales and Marketing study programme students have a positive perception of the study modules and the quality of their teaching in the autumn semester of 2019-2020, as shown by 90% of the students who participated in the survey agreeing with the evaluation criteria. For more information on the measures that have been implemented in response to the views expressed by students, see the *You Said We Did* section