

SALES AND MARKETING: STUDENTS SURVEY RESULTS

2018–2019 y. Autumn semester

REFERENCE PERIOD:

From November 2018 to February 2019

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 13 criteria. Rating scale: *Strongly Agree; Agree; Neither Agree nor Disagree; Disagree; Strongly Disagree*. Forty-three completed questionnaires were received.

SURVEY RESULTS (N=43):

Evaluation criteria	Rating scale				
	Strongly agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The study module materials and learning resources contributed to the acquisition of new knowledge and skills	30 %	37 %	23%	5 %	5 %
The module used various teaching/learning methods (e.g. problem-based learning, case studies, project-based activities, creative tasks, group work, etc.)	33 %	56 %	9 %	2 %	0 %
The criteria for assessing the achievement of learning outcomes were clear and understandable.	33 %	42 %	19 %	7 %	0 %
The methodological material of the module was available in a virtual learning environment (Moodle)	44 %	40 %	9 %	7 %	0 %
Module studies promoted personal development	23 %	42 %	23 %	9 %	2 %
Self-study work (integrated project) was beneficial	37 %	33 %	19 %	2 %	9 %
I liked the content of the module (topics, practical and self-study tasks)	33 %	28 %	26 %	7 %	7 %
Lecture time is used effectively	58 %	16 %	8 %	9 %	8 %
Consistent and clear teaching of the module according to the planned plan	58 %	18 %	8 %	9 %	8 %
The relationship between the lecturers and students of the module was respectful and ethical; the favourable psychological climate prevailed	67 %	19 %	8 %	1 %	4 %
Students were given feedback on their work (discussing the results of assignments, self-study work, etc.)	50 %	21 %	12 %	11 %	7 %
Helpful and timely consultations	47 %	23 %	21 %	4 %	6 %
I liked the work of the module lecturers	60 %	16 %	8 %	7 %	10 %
The study module materials and learning resources contributed to the acquisition of new knowledge and skills	30 %	37 %	23%	5 %	5 %
The module used various teaching/learning methods (e.g. problem-based learning, case studies, project-based activities, creative tasks, group work, etc.)	33 %	56 %	9 %	2 %	0 %
The criteria for assessing the achievement of learning outcomes were clear and understandable.	33 %	42 %	19 %	7 %	0 %
The methodological material of the module was available in a virtual learning environment (Moodle)	44 %	40 %	9 %	7 %	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 2018-2019, as shown by 75% 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.