

SALES AND MARKETING: STUDENTS SURVEY RESULTS

2019–2020 y. Autumn semester

REFERENCE PERIOD:

From November 2019 to February 2020

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 17 criteria. Rating scale: *Strongly Agree; Agree; Neither Agree nor Disagree; Disagree; Strongly Disagree*. Thirty-nine completed questionnaires were received.

SURVEY RESULTS (N=39):

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	26 %	58 %	16 %	0 %	0 %
The module used various teaching/learning methods (e.g. problem-based learning, case studies, project-based activities, creative tasks, group work, etc.)	32 %	42 %	21 %	5 %	0 %
The criteria for assessing the achievement of learning outcomes were clear and understandable.	5 %	42 %	21 %	32 %	0 %
The methodological material of the module was available in a virtual learning environment (Moodle)	58 %	32 %	11 %	0 %	0 %
Module studies promoted personal development	5 %	63 %	32 %	0 %	0 %
Self-study work (integrated project) was beneficial	16 %	53 %	26 %	5 %	0 %
I liked the content of the module (topics, practical and self-study tasks)	21 %	42 %	21 %	16 %	0 %
The goals of the module are clearly defined	16 %	21 %	58 %	5 %	0 %
The theory is based on practical examples	21 %	63 %	16 %	0 %	0 %
The final assignments provided an opportunity to demonstrate the knowledge and skills acquired during the module	16 %	42 %	42 %	0 %	0 %
Lecture time is used effectively	67 %	18 %	11 %	4 %	0 %
Consistent and clear teaching of the module according to the planned plan	66 %	22 %	12 %	0 %	0 %
The relationship between the lecturers and students of the module was respectful and ethical; the favourable psychological climate prevailed	78 %	16 %	4 %	0 %	1 %
Students were given feedback on their work (discussing the results of assignments, self-study work, etc.)	63 %	23 %	8 %	5 %	0 %
Helpful and timely consultations	55 %	34 %	5 %	5 %	0 %
I liked the work of the module lecturers	62 %	27 %	8 %	3 %	0 %
The lecturer worked according to the timetable (starting and finishing classes on time, not missing them, etc.).	68 %	21 %	5 %	5 %	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 83% 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