

STUDENTS' SURVEY ON THE QUALITY OF THE CONTENT AND TEACHING OF STUDY COURSES

Autumn semester of 2021–2022

AIM OF THE SURVEY: to reveal students' attitude about the content of the study subject and the quality of teaching.

TARGET AUDIENCE: students of the study programme *Advertising Technologies*, who have completed the autumn semester and passed the examinations.

REFERENCE PERIOD: The study subjects taken in the autumn semester were assessed after receiving the final assessment of the subject by 28 February, 2022.

OBJECT OF THE SURVEY: The study subjects delivered in the autumn semester of 2021–2022.

METHODOLOGY OF THE SURVEY: the quantitative and qualitative methods were chosen for the analysis of the empirical data. The survey was conducted in the Study Management System. Participation in the survey was voluntary. The survey was anonymous and data confidentiality was guaranteed.

The evaluation of the quality of the study subject content was performed according to 6 criteria, the evaluation of the teaching quality was performed according to 8 criteria (in total 14 criteria). Students rated the quality of the content and teaching on a five-point scale, with 1 – strongly disagree, 5 – strongly agree.

SURVEY FINDINGS

The average quality assessment of the content of the study programme subjects is 4.66 points (see Figure 1). In 2020–2021, the average of the evaluations of the content of study subjects in the autumn semester was 4.5.

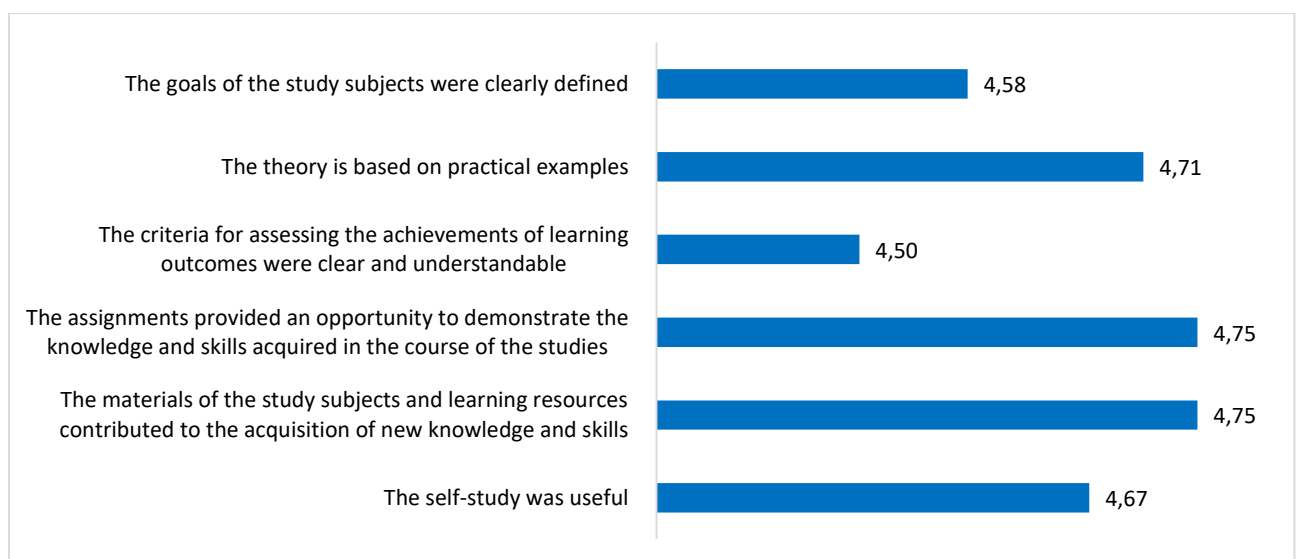


Fig. 1. Evaluation of the study subject quality of the study programme *Advertising Technologies* according to six criteria (averages)

The average of the rating of the teaching quality of the study programme *Advertising Technologies* subjects is 4.39 points (see Figure 2). In 2020–2021, the average of the assessments of the teaching of study subjects in the autumn semester was 4.24 points.

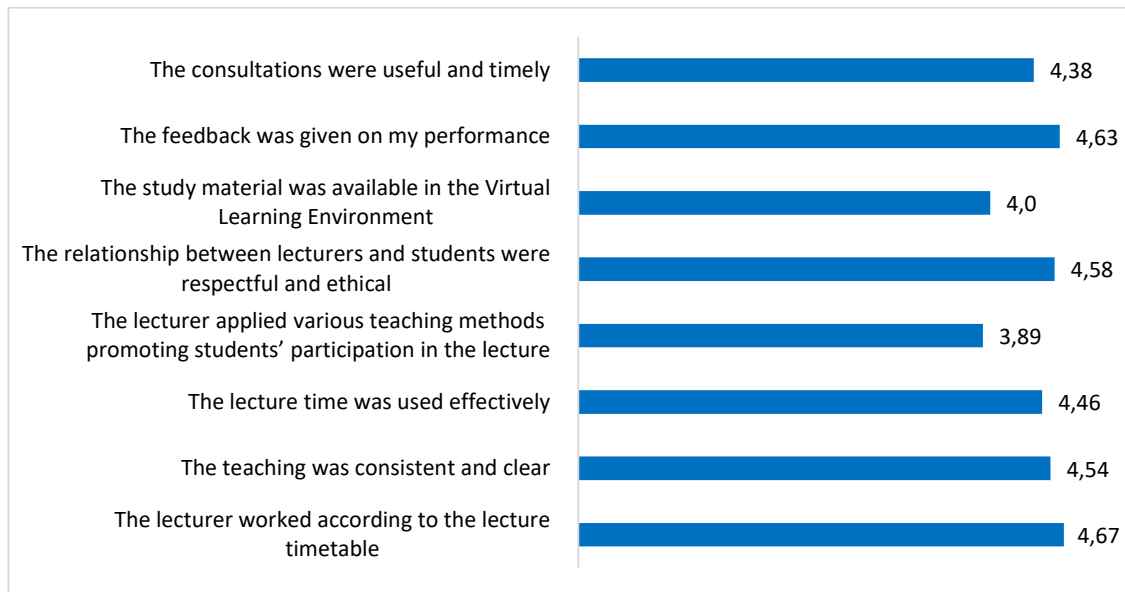


Fig. 2. Evaluation of the teaching quality of the study programme *Advertising Technologies* subjects according to eight criteria (averages)

To sum up, it can be stated that students rated the study subject content and the quality of teaching in 2021–2022 autumn semester as very good. The overall average of the study subject content and the quality of teaching according to 14 criteria is 4.53 points, whereas the average in 2020–2021 was 4.37 points. It should be noted that the content of the subjects taught is evaluated in higher scores than the quality of teaching.

It can be assumed that the measures for improving the quality of studies provided in response to the findings of the previous year's student survey were appropriate and resulted in a higher assessment of the quality of studies in the autumn semester of 2021–2022 compared to the results of the autumn semester of 2020–2021.

According to the results of the survey, more teaching and learning materials should be uploaded in the Virtual Learning Environment Moodle, teachers should be encouraged to apply more diverse teaching methods in the study process, and more attention should be paid to the students' counselling.

For more information on the measures implemented in response to students' feedback, see the section *You said, we did*.