

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

2022 Spring semestre

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 *Advertising Technologies* study programme, who have completed the spring semester and passed the examinations.

REFERENCE PERIOD: The study subjects taken in the spring semester were evaluated after receiving the final assessment of the subject by September 1, 2022.

OBJECT OF THE SURVEY: The study subjects delivered in the spring semestre, 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 4.48 points (see Fig. 1), whereas in the spring semestre of 2021, the average of the evaluations of the content of study subjects in the autumn semester was 4.38.

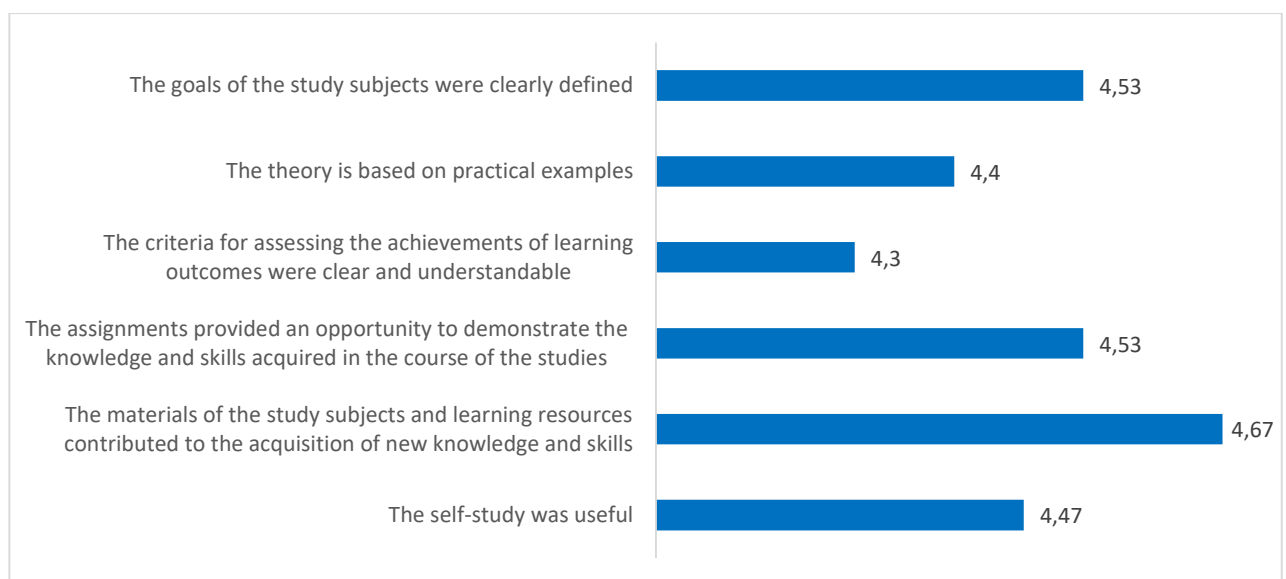


Fig. 1. Evaluation of the study subject quality of the *Advertising Technologies* study programme according to six criteria (arithmetic mean)

The average of the rating of the teaching quality of the subjects of the study programme *Advertising Technologies* is 4.48 points (see Fig. 2). In the spring semestre of 2021, the average of the assessments of the teaching of study subjects in the autumn semester was 4.10 points.

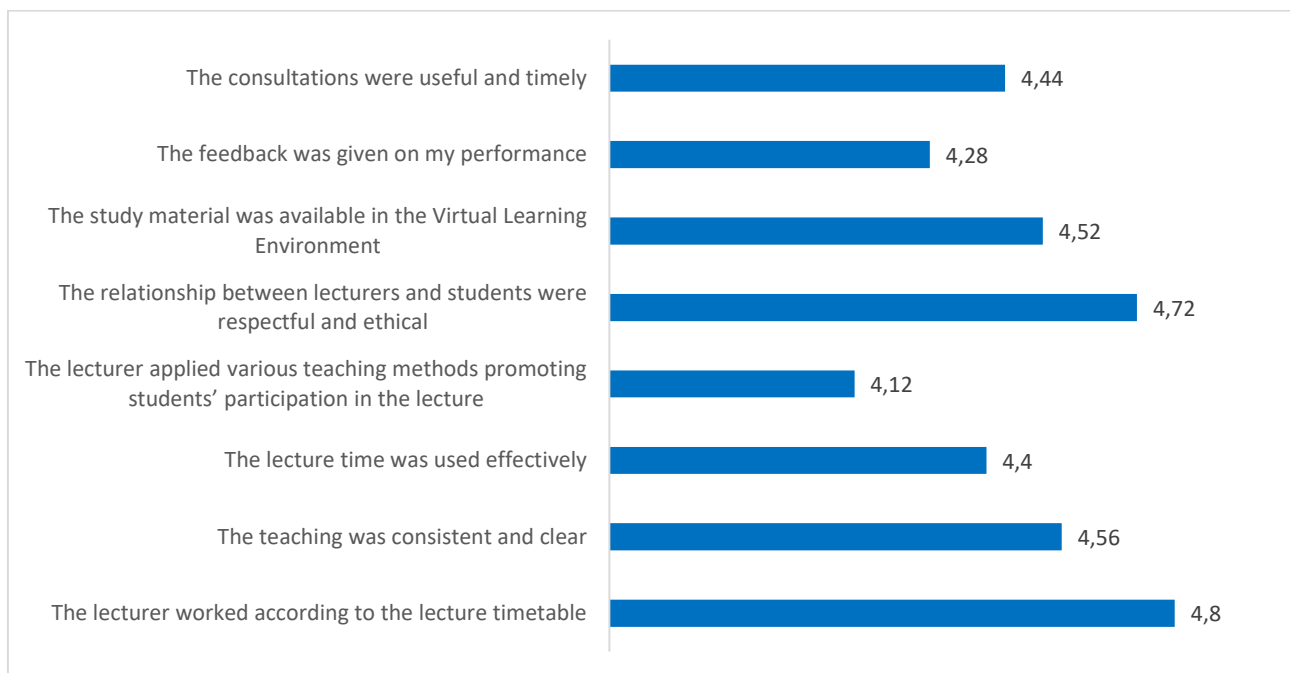


Fig. 2 Evaluation of the teaching quality of the study programme *Advertising Technologies* subjects according to eight criteria (arithmetic mean)

To sum up, it can be stated that students rated the study subject content and the quality of teaching in the spring semester of 2022 as very good. The overall average of the study subject content and the quality of teaching according to 14 criteria is 4.48 points (in the autumn semester 2021 was 4.24).

It should be noted that the average of both the content of the study subjects and the quality of teaching is identical.

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 evaluation of the quality of studies in the spring semestre of 2022 compared to the spring semester, 2021.

Based on the findings of the survey, teachers should be more encouraged to apply more diverse teaching methods in the study process, pay more attention to the objectivity of assessment and ensure feedback.

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