

SALES AND MARKETING: STUDENTS SURVEY RESULTS

2023–2024 y. Autumn semester

REFERENCE PERIOD:

From October 2023 to January 2024

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*. Eighteen completed questionnaires were received.

SURVEY RESULTS (N=23):

Evaluation criteria	Rating scale				
	Strongly agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The goals of the study modules are clearly defined	17 %	57 %	9 %	13 %	4 %
The theory is based on practical examples	35 %	57 %	8 %	0 %	0 %
The criteria for assessing the achievement of learning outcomes were clear and understandable	13 %	48 %	26 %	9 %	4 %
The final assignments provided an opportunity to demonstrate the knowledge and skills acquired during the study module	35 %	48 %	13 %	4 %	0 %
The study modules materials and learning resources contributed to the acquisition of new knowledge and skills	26 %	57 %	13 %	4 %	0 %
Self-study work was beneficial	26 %	57 %	13 %	0 %	4 %
The lecturer worked according to the timetable (starting and finishing classes on time, not missing them, etc.)	61 %	30 %	5 %	4 %	0 %
Consistent and clear teaching of the study subjects according to the planned plan	43 %	41 %	9 %	6 %	1 %
Lecture time is used effectively	45 %	38 %	13 %	3 %	1 %
The lecturer used various teaching methods that activate participation in the lecture	41 %	28 %	25 %	5 %	1 %
The relationship between the lecturers and students of the study module was respectful and ethical; the favourable psychological climate prevailed	58 %	28 %	6 %	6 %	2 %
The methodological material of the study modules was available in a virtual learning environment (Moodle)	60 %	35 %	5 %	0 %	0 %
Students were given feedback on their work (discussing the results of assignments, self-study work, etc.)	41 %	42 %	8 %	5 %	4 %
Helpful and timely consultations	38 %	35 %	20 %	2 %	5 %

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 2023-2024, as shown by 82% 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