

SALES AND MARKETING: STUDENTS SURVEY RESULTS

2023–2024 y. Spring semester

REFERENCE PERIOD:

From April 2024 to June 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.*

SURVEY RESULTS:

Evaluation criteria	Rating scale				
	Strongly agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The goals of the study modules are clearly defined	40%	40%	20%	0%	0%
The theory is based on practical examples	20%	40%	30%	10%	0%
The criteria for assessing the achievement of learning outcomes were clear and understandable	30%	30%	30%	10%	0%
The final assignments provided an opportunity to demonstrate the knowledge and skills acquired during the study module	30%	60%	10%	0%	0%
The study modules materials and learning resources contributed to the acquisition of new knowledge and skills	40%	30%	30%	0%	0%
Self-study work was beneficial	30%	30%	20%	20%	0%
The lecturer worked according to the timetable (starting and finishing classes on time, not missing them, etc.)	48%	28%	10%	10%	3%
Consistent and clear teaching of the study subjects according to the planned plan	38%	28%	10%	17%	7%
Lecture time is used effectively	45%	21%	7%	21%	7%
The lecturer used various teaching methods that activate participation in the lecture	28%	17%	31%	17%	7%
The relationship between the lecturers and students of the study module was respectful and ethical; the favourable psychological climate prevailed	48%	14%	21%	17%	0%
The methodological material of the study modules was available in a virtual learning environment (Moodle)	48%	24%	24%	3%	0%
Students were given feedback on their work (discussing the results of assignments, self-study work, etc.)	34%	21%	21%	17%	7%
Helpful and timely consultations	31%	31%	14%	10%	14%

Sales and Marketing study programme students have a positive perception of the study modules and the quality of their teaching in the spring semester of 2023-2024, as shown by 64% 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.