

SALES AND MARKETING: STUDENTS SURVEY RESULTS

2024–2025 y. Autumn semester

REFERENCE PERIOD:

From September 2024 to February 2025

AIM:

To analyze *Sales and Marketing* students' opinions on study modules and the Quality of their teaching.

QUESTIONNAIRE:

Students studying in the *Sales and Marketing* study programme evaluated the quality of study modules based on 14 criteria. The evaluation scale included the following options: *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 modules	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.)	57%	32%	8%	0%	3%
Consistent and clear teaching of the study modules	38%	16%	16%	16%	14%
Lecture time is used effectively	49%	27%	14%	11%	0%
The lecturer used various teaching methods that activate participation in the lecture	35%	14%	16%	24%	11%
The relationship between the lecturers and students of the study modules was respectful and ethical; the favourable psychological climate prevailed	57%	16%	11%	11%	5%
The methodological material of the study modules was available in a virtual learning environment (Moodle)	68%	32%	0%	0%	0%
Students were given feedback on their work (discussing the results of assignments, self-study work, etc.)	43%	19%	8%	19%	11%
Helpful and timely consultations	41%	24%	8%	14%	14%

Sales and Marketing study programme students positively evaluated the study modules and the quality of teaching during the autumn semester of 2024-2025. This is confirmed by 71% of the students who participated in the survey. For more on the measures that have been implemented in response to students feedback, see the *You Said We Did* section.