

# ***Programme evaluation***

*Spring 2017*

**MSc in International Marketing**

**Response rate: 30%, additionally 7% partially completed**

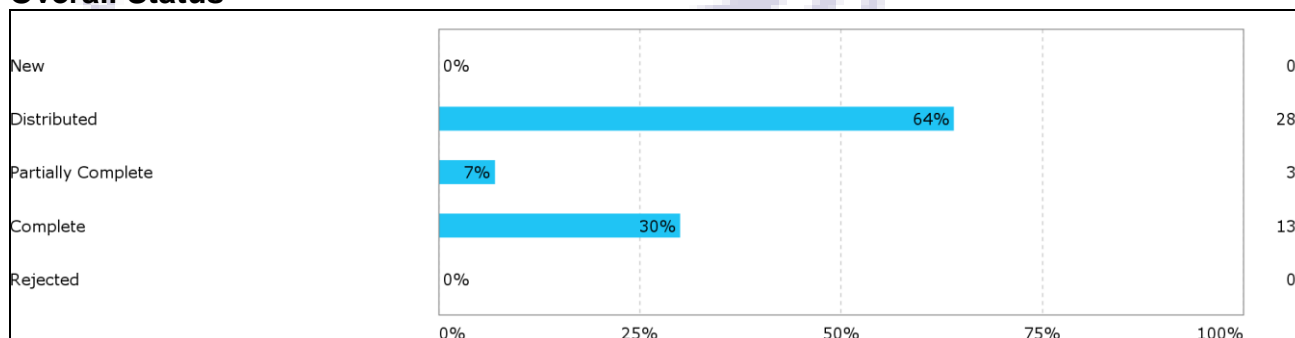
## Introduction

This evaluation is based on surveys answered during the spring semester 2017, which was made available for answering to the entire population. This rapport contains only the quantitative results of the survey.

### *Content of the survey*

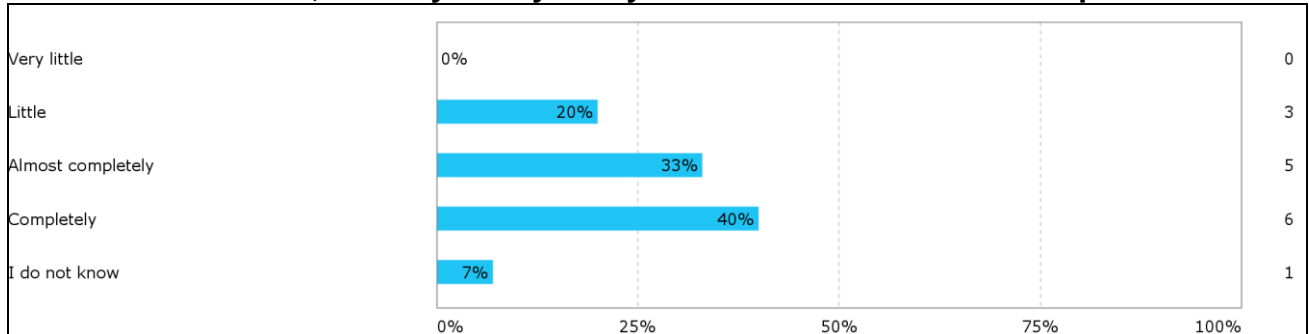
The programme evaluations purpose is to evaluate the students' overall impression and experience of the programme, after they have completed it. The evaluation presents the official competency profile for the programme and asks whether the student have achieved these competencies. The evaluation also investigates the students' opinion on the programme's difficulty, their workload in coherence with the programme and to what extend the programme lived up to their initial expectations.

### Overall Status



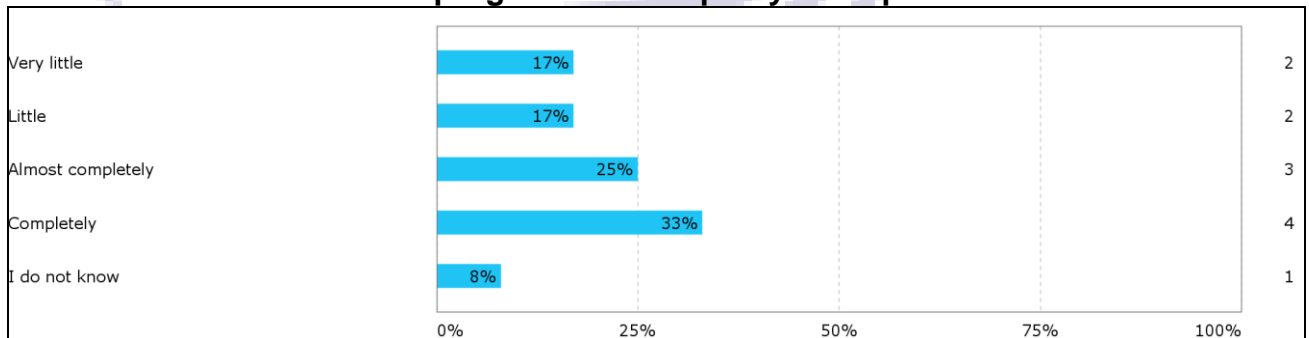
# Results

## 1.a To which extend, would you say that you have achieved these competences?



## 1.b Do you have any further comments concerning this subject?

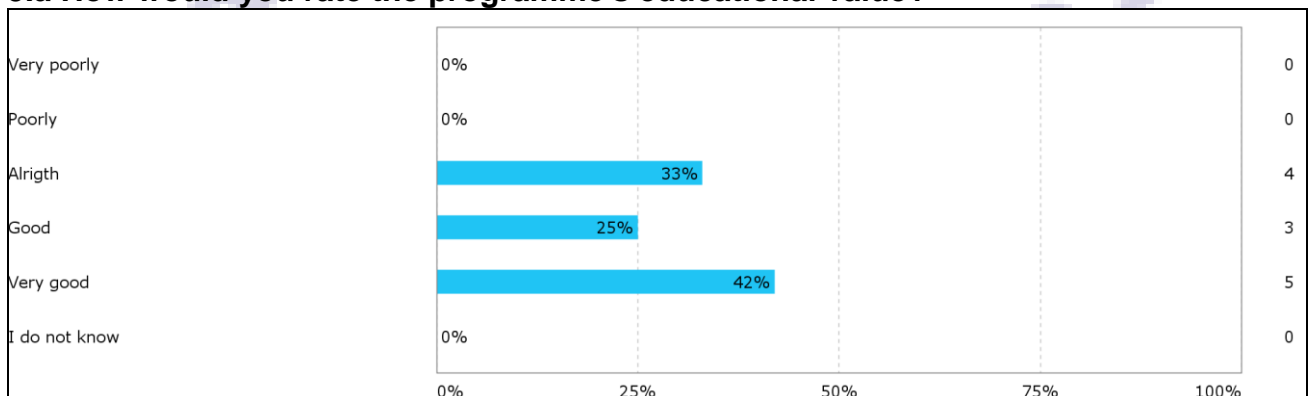
## 2.a To which extend did the programme live up to your expectations?



## 2.b In which areas did the programme live up to your expectations?

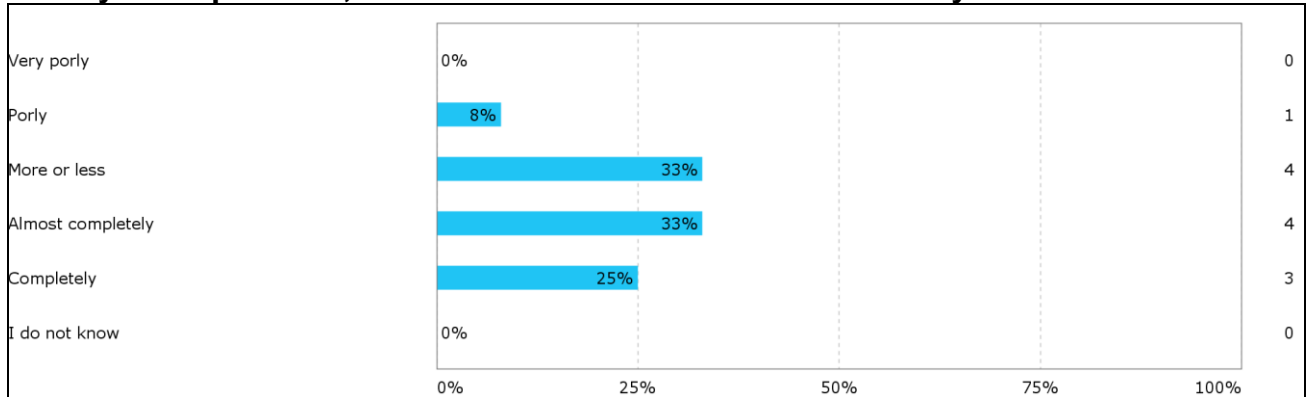
## 2.c In which areas did the programme NOT live up to your expectations?

## 3.a How would you rate the programme's educational value?



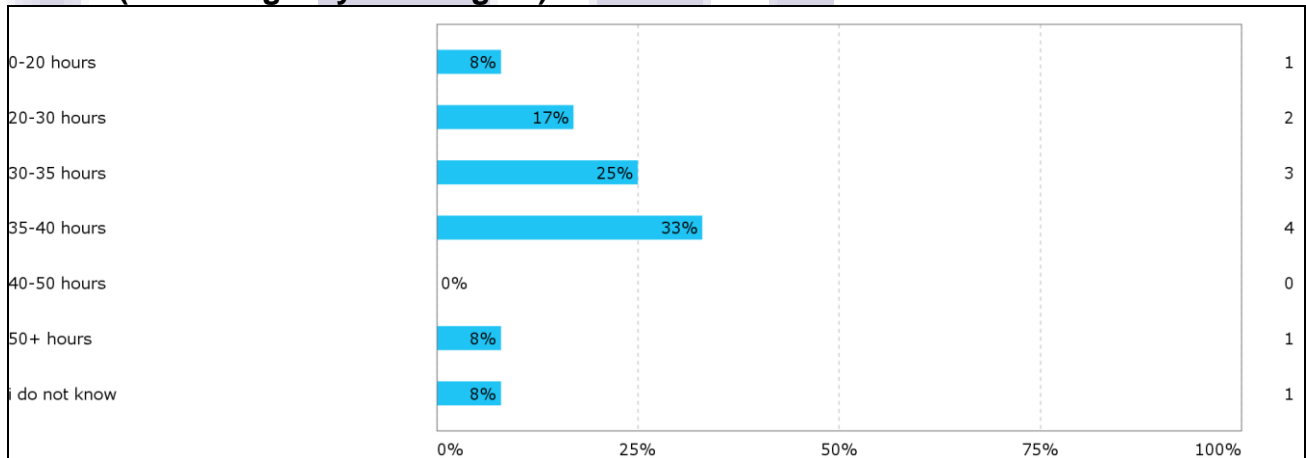
### 3.b How could we improve the educational value?

#### 4.a In your experience, are the individual semesters sufficiently connected?



#### 4.b How could the connection between semesters be improved?

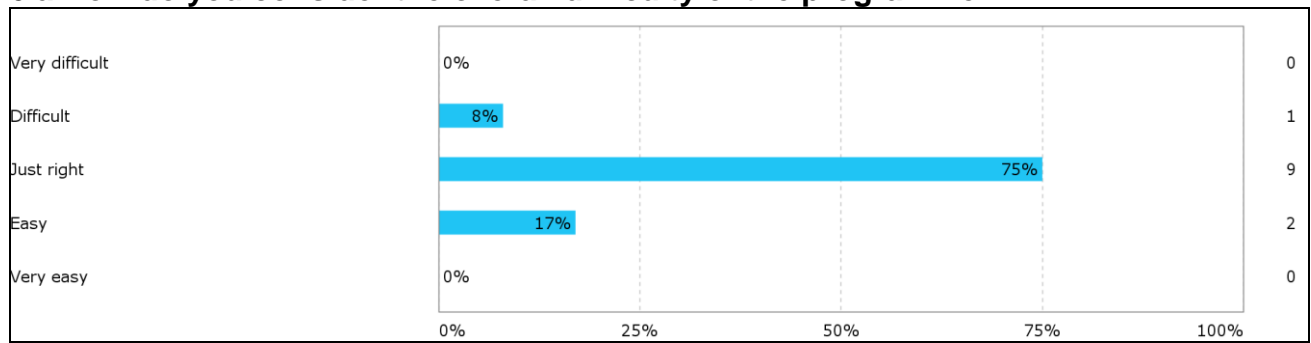
#### 5.a How many hours did you use in connection to the programme, on a weekly basis? (Excluding July and August)



#### 5.b Do you have any ideas or suggestion on how you think the work load should be changed?



### 6.a How do you consider the overall difficulty of the programme?



### 7.a If you have any further ideas on how we could improve, please write them below

