

Programme evaluation
Spring 2018

MSc in International Marketing

Response rate: 31%

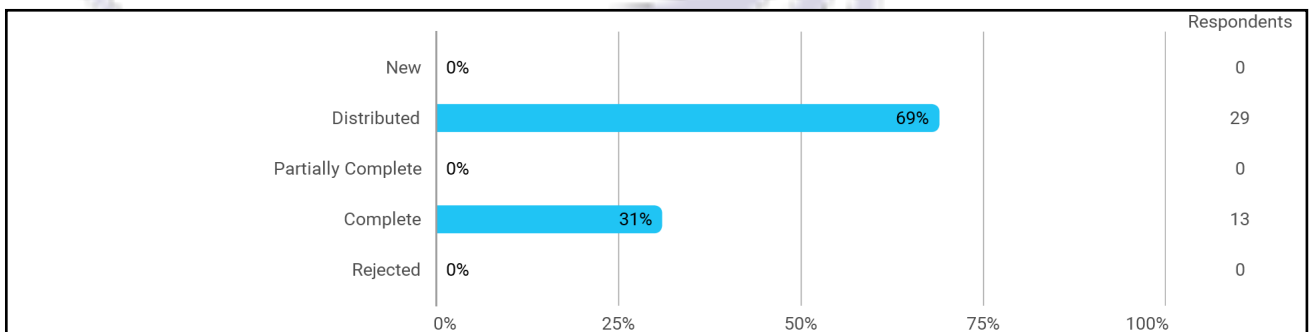
Introduction

This evaluation is based on surveys answered during the spring semester 2018, which was made available for answering to the entire population. This rapport contains only the quantitative results of the survey.

Content of the survey

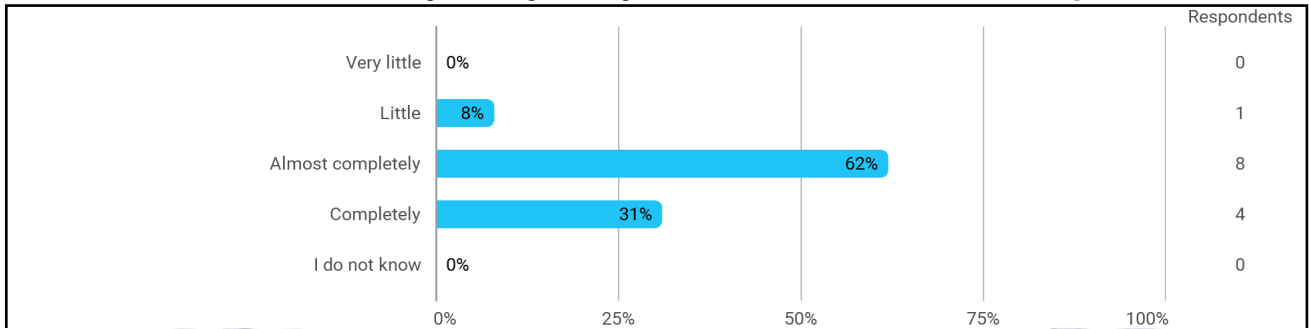
The programme evaluations purpose is to evaluate the students' overall impression and experience of the programme, after they have completed it. The evaluation presents the official competency profile for the programme and asks whether the student have achieved these competencies. The evaluation also 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

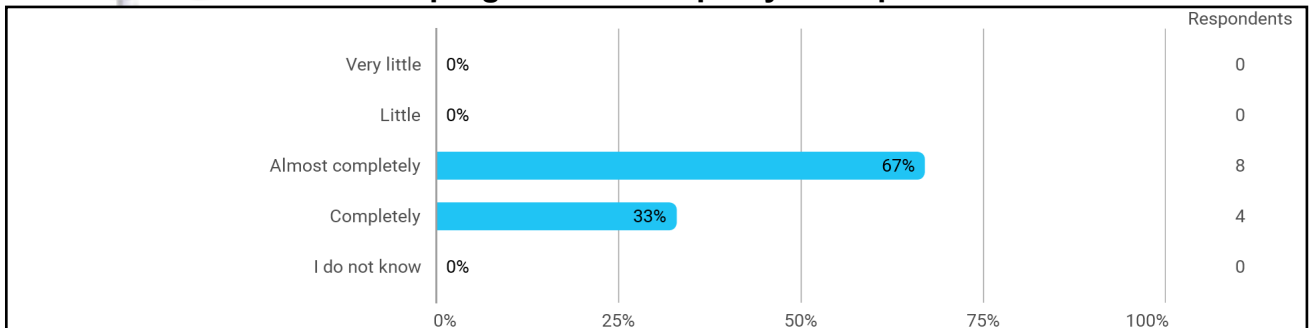


Results

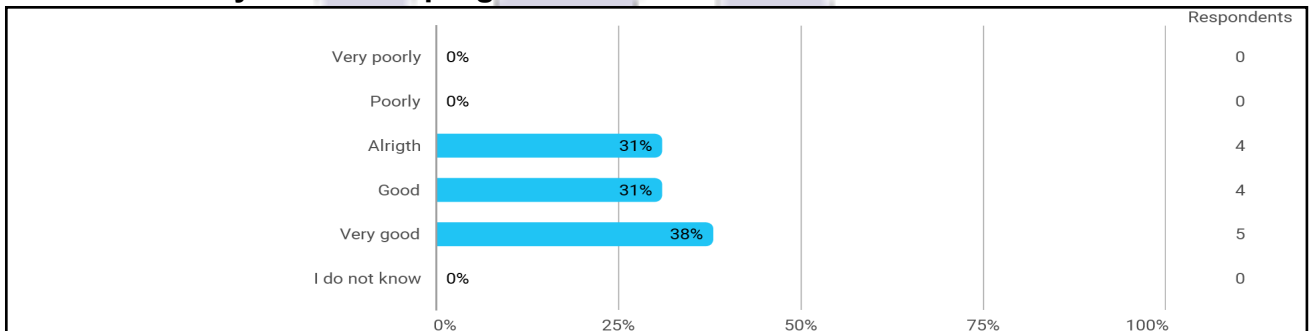
1.a To which extend, would you say that you have achieved these competences?



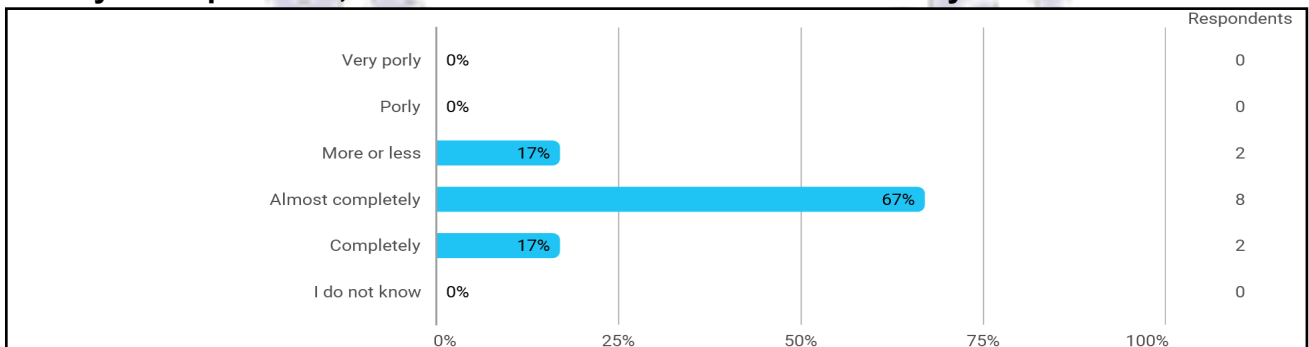
2.a To which extend did the programme live up to your expectations?



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

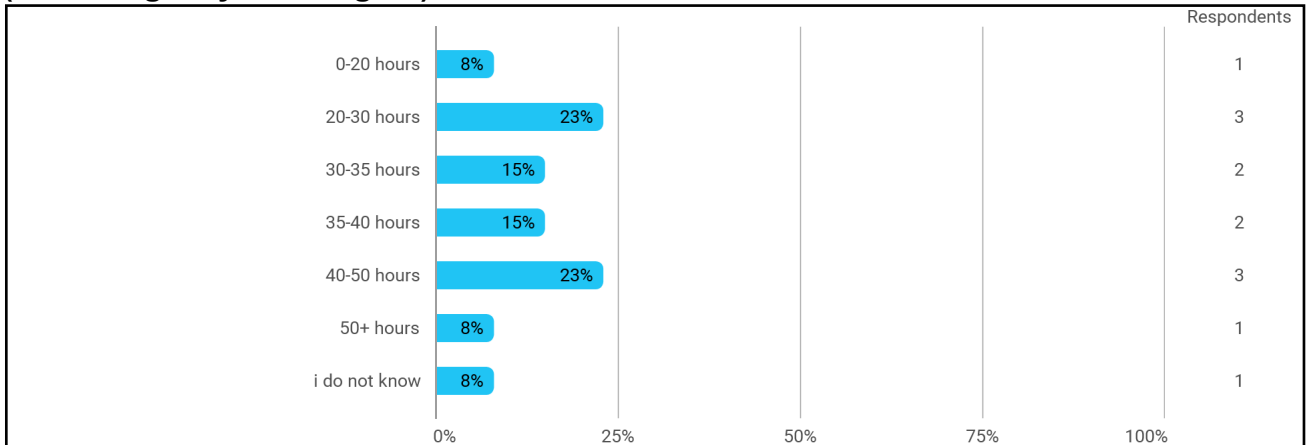


4.a In your experience, are the individual semesters sufficiently connected?





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



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

