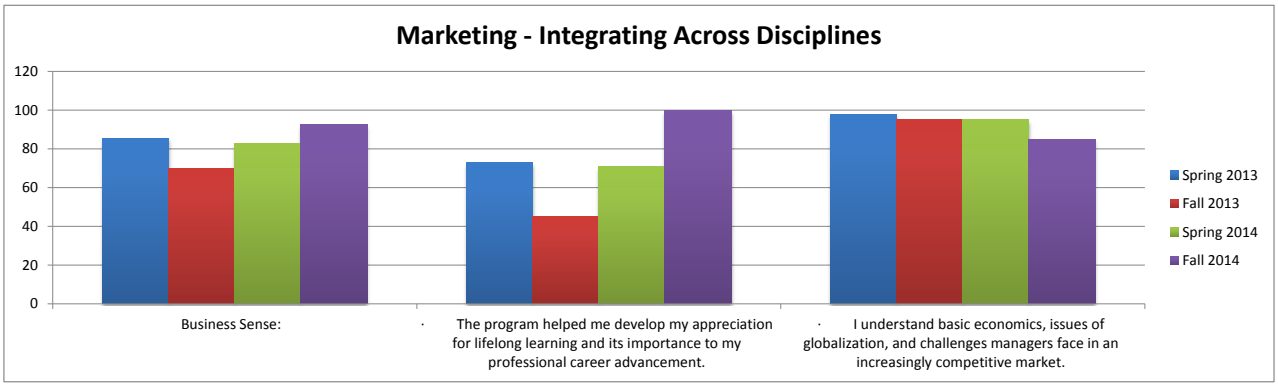
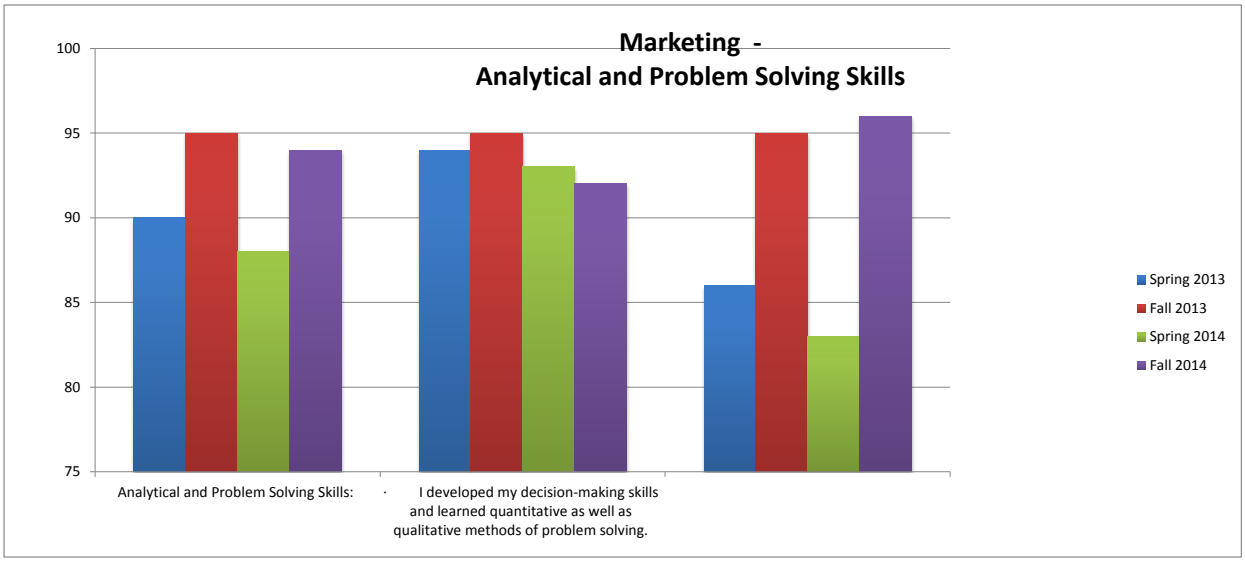
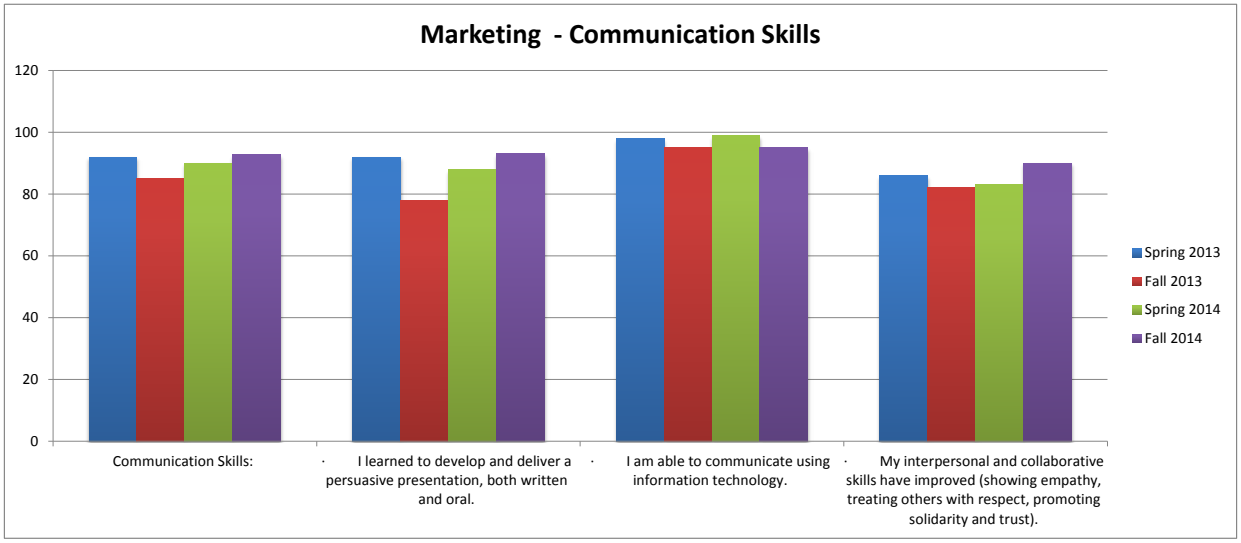
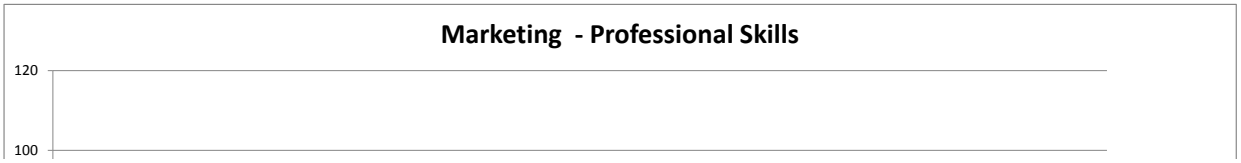
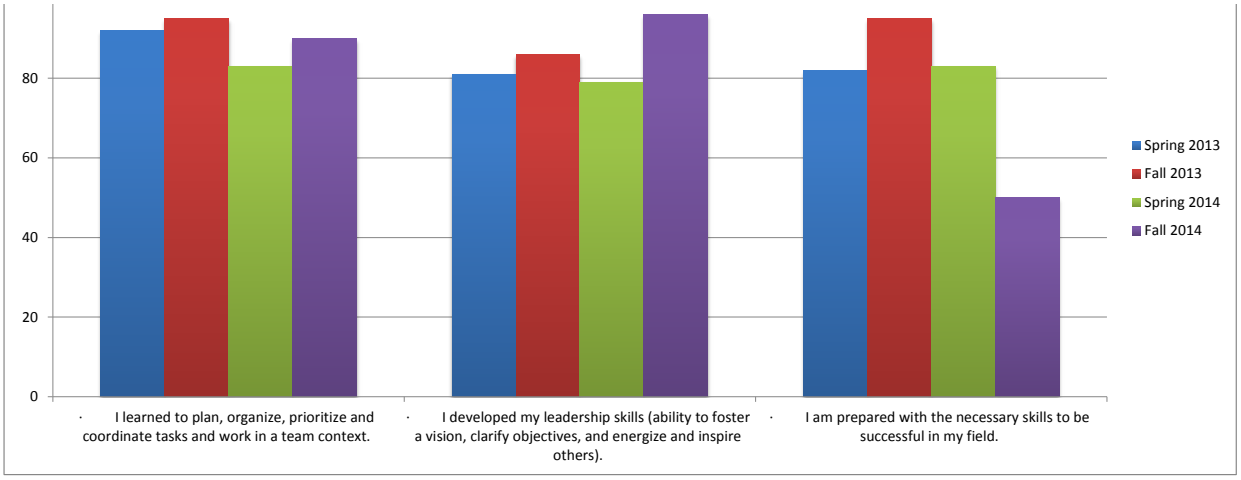
Graduating Senior Survey: Marketing Trends

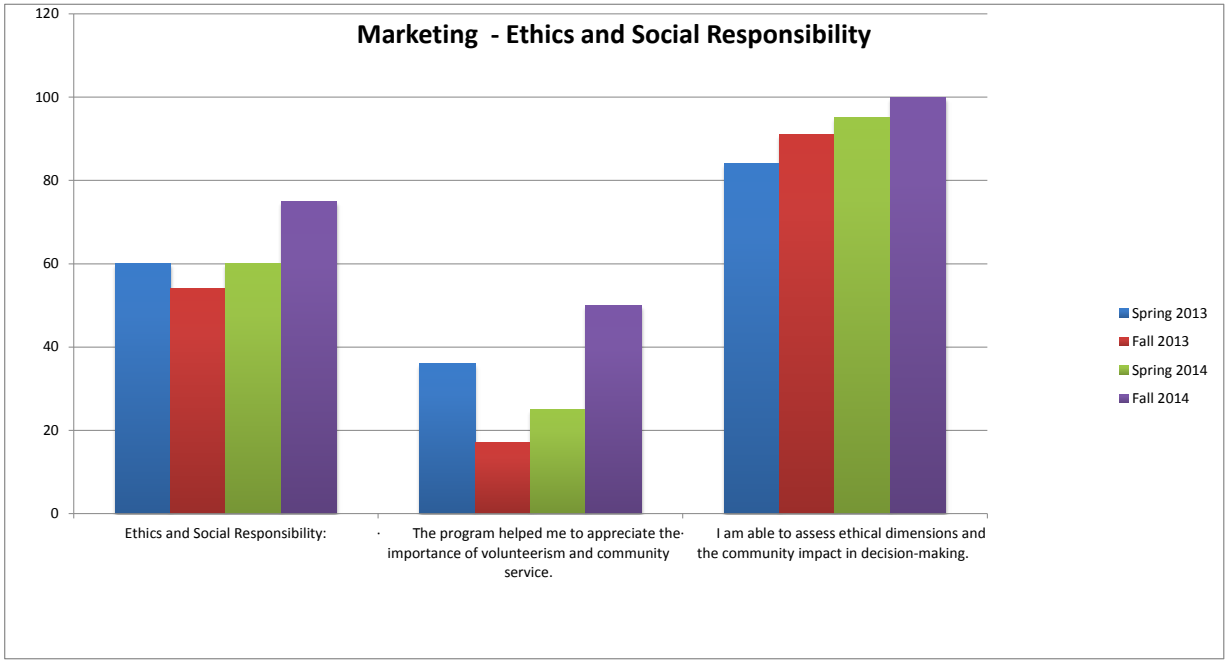









80
60
40
20
0
I learned to plan, organize, prioritize and coordinate tasks and work in a team context.
I developed my leadership skills (ability to foster a vision, clarify objectives, and energize and inspire others).
I am prepared with the necessary skills to be successful in my field.
Spring 2013
Fall 2013
Spring 2014
Fall 2014


Marketing - Ethics and Social Responsibility
120
100
80
60
40
20
0
Ethics and Social Responsibility:
The program helped me to appreciate the importance of volunteerism and community service.
I am able to assess ethical dimensions and the community impact in decision-making.
Spring 2013
Fall 2013
Spring 2014
Fall 2014