Graduating Senior Survey - Marketing Majors

**Business Sense**
Percentage of students that agree or strongly agree with the statements

- I understand the issues of globalization, and challenges managers face in an increasingly competitive market.
- I understand basic economics and challenges managers face in an increasingly competitive market.
- The program helped me develop my appreciation for lifelong learning and its importance to my professional career advancement.

**Analytical and Problem Solving Skills:**
Percentage of students that agree or strongly agree with the statements

- I developed my ability to choose among various courses of action under risk and uncertainty using different perspectives.
- I developed my decision-making skills and learned quantitative as well as qualitative methods of problem solving.

**Communication Skills**
Percentage of students that agree or strongly agree with the statements

- My interpersonal and collaborative skills have improved (showing empathy, treating others with respect, promoting solidarity and trust).
- I am able to communicate using information technology.
- I learned to develop and deliver a persuasive oral presentation.
- I learned to develop and deliver a persuasive written presentation.
**Professional Skills**  
Percentage of students that agree or strongly agree with the statements

- I am prepared with the necessary skills to be successful in my field.  
- I developed my leadership skills (ability to foster a vision, clarify objectives, and energize and inspire others).  
- I learned to plan, organize, prioritize and coordinate tasks and work in a team context.

**Ethics and Social Responsibility:**  
Percentage of students that agree or strongly agree with the statements

- I am able to assess ethical dimensions and the community impact in decision-making.  
- The program helped me to appreciate the importance of volunteerism and community service.

**Faculty Advisement**  
Percentage of students that agree or strongly agree with the statements

- I used the DARS and/or the curriculum sheets to understand the requirements and plan my courses.  
- Whenever I needed career advice, my advisor provided useful input.  
- I was able to see my advisor and got help to understand the curriculum and choose my courses.
Overall, I have positive course scheduling experiences.

I was able to register for my BUAD Core courses as planned.

I was able to register for my Option courses as planned.

There were adequate electives to complete my Option.

Overall, I have positive course scheduling experiences.

There were opportunities to interact with my professors on different projects (field trips, attending professional meetings, joint research, etc.).

My interactions with professors enhanced my educational experience.

My participation in the student organization helped me develop my skills and knowledge in my field.

I had opportunity to play a leadership role in my student organization.

My participation in the student organization helped me develop my skills and knowledge in my field.