QUESTIONNAIRE FOR THE EVALUATION OF THE PROGRAMME

Programme

Title	Master in Marketing e Comunicazione
Institution	Bologna
N. of participants	12

Continuing Education Programmes

Information about the survey

Period web survey	February-March 2011	
n. of answers	10	
response rate	83,3%	

A. GENERAL INFORMATION		Progra	ımme
		n. resp.	%
	up to 24	1	10,0
1. Age	25-30	8	80,0
	31-40	1	10,0
	41 and more		
	not responding		
	same region/community/county of the attended programme	6	60,0
	other region/community/county but same country	1	10,0
	other EU country	2	20,0
2. Where did you live immediately prior	other European country (extra-EU)		
to taking part in the programme?	Africa		
to taking part in the programme:	North America		
	South and Central America		
	Oceania	1	10,0
	not responding		
	Bachelor	6	60,0
	Master	4	40.0
3. Which is the highest level qualification that	PhD		-,-
you had/were about to attain at the time of	other postgraduate qualification		
enrolment in the programme?	other		
	not responding		
	same region/community/county of the attended programme	6	60.0
	other region/community/county but same country	2	20.0
	other EU country	_	20,0
	other European country (extra-EU)		
4. Where did you achieve the highest	Africa		
qualification that you had at the time	Asia		
of enrolment in the programme?	North America		
	South and Central America		
	Oceania	1	10,0
	not responding	1	10,0
	full time job	1	10,0
	part-time job	1	10,0
5. What kind of employment position did you	occasional, fixed term or seasonal work activities	4	40.0
hold during the programme?	none	4	40.0
	not responding	•	.0,0
		2	20.0
	scholarship/grant self-finance	6	20,0 60,0
6. How did you finance your participation	employers	O	60,0
in this programme?	other	2	20.0
	not responding	۷	20,0
	through the web site of the university	6	60,0
	through other web sites		
	through email advertisement		
	through an advertisement seen in the newspapers		- 00 0
7. How did you get to know about	through a leaflet advertising all the university's programmes	2	20,0
the programme?	a teacher or another staff member of the university told me about		
	the programme	2	20.0
	people who had previously attended this programme told me	2	20,0
	people who have not attended this programme told me about it		
	other		
	not responding		

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B. REASONS FOR PROGRAMME ENR		l Drawn	.m.m.o
The following factors influenced my decision to	enroll in the programme:	Progra	
	-t	n. resp.	%
	strongly disagree		
	disagree	4	10.0
0.0	somewhat/rather disagree	7	10,0
8. Opportunity to pursue personal interest	somewhat/rather agree		10.0
	agree	4	40,0
	strongly agree	4	40,0
	not responding	1	10,0
	strongly disagree	1	10,0
	disagree		
	somewhat/rather disagree		
9. Prospect of facilitating career improvement	somewhat/rather agree		
	agree	1	10,0
	strongly agree	7	70,0
	not responding	1	10,0
	strongly disagree	1	10,0
	disagree		
	somewhat/rather disagree		
10. Opportunity to acquire professional skills	somewhat/rather agree		
	agree	1	10,0
	strongly agree	7	70,0
	not responding	1	10,0
	strongly disagree	1	10.0
	disagree		- , -
11. Prospect of facilitating immediate access to the labour market	somewhat/rather disagree		
	somewhat/rather agree	1	10,0
	agree	1	10,0
	strongly agree	6	60,0
	not responding	1	10,0

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	RGANIZATION, FACILITIES, TOOLS, ETC.	Progr	amme
		n. resp.	### W
	strongly disagree	11. 103p.	10.0
12. The objectives/learning outcomes of the programme were clearly stated beforehand	disagree	1	10,0
	somewhat/rather disagree	2	,
	somewhat/rather agree	1	10,0
	agree	3	
20.0.0.0.0.0.0	strongly agree	2	20,0
	not responding	_	20,0
	strongly disagree	1	10,0
	disagree	,	10,0
13. The theoretical background acquired was	somewhat/rather disagree	2	20,0
in line with the objectives/intended learning	somewhat/rather agree	1	
outcomes of the programme	agree	5	50.0
	strongly agree	1	10.0
	not responding	-	, .
	1 0	1	40.0
	strongly disagree	1	10,0
14. The practical/professional skills acquired	disagree	1	10,0
were in line with the objectives/intended	somewhat/rather disagree		10,0 30.0
learning outcomes of the programme	somewhat/rather agree	3	20,0
learning outcomes of the programme	agree	2	
	strongly agree		20,0
	not responding		
	strongly disagree	1	10,0
	disagree		
15. The programme was well-structured	somewhat/rather disagree	2	20,0
(consistent as a whole, no overlaps, no	somewhat/rather agree	4	40,0
gaps,)	agree	2	20,0
	strongly agree	1	10,0
	not responding		
	strongly disagree	1	10,0
	disagree	1	10,0
16. The tenies of this programme were	somewhat/rather disagree	3	30,0
16. The topics of this programme were thoroughly explained by the teachers	somewhat/rather agree	3	30,0
inoroughly explained by the teachers	agree	1	10,0
	strongly agree	1	10,0
	not responding		
	strongly disagree	2	20.0
	disagree	2	20,0
47 Francis described to accepted	somewhat/rather disagree		
17. Enough time was dedicated to practical activities	somewhat/rather agree	2	20,0
acuviues	agree	3	30,0
	strongly agree	1	10,0
	not responding		
	strongly disagree	1	10,0
	disagree	2	20,0
40 Franch days 1 d td	somewhat/rather disagree	1	10,0
18. Enough time and activities were dedicated	somewhat/rather agree	3	
to peer-learning from other participants	agree	3	
	strongly agree		23,0
	not responding		
	strongly disagree	2	20,0
	disagree		20,0
	somewhat/rather disagree		
19. The teaching material (course materials,	somewhat/rather disagree	2	20,0
guidelines, etc.) were satisfactory for study	agree	4	
	strongly agree	2	
	not responding		20,0

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0. 17. 120. 17. 17. 17. 17. 17. 17. 17. 17. 17. 17	RGANIZATION, FACILITIES, TOOLS, ETC. (follows)	Programme	
		n. resp	%
	strongly disagree	2	20,0
20. The activities carried out during the	disagree		,
internship/traineeship were satisfactory and	somewhat/rather disagree	2	20,0
relevant to the programme	somewhat/rather agree	1	10,0
(Skip question if the programme did not feature an	agree	2	20,0
internship/traineeship)	strongly agree	2	20,0
	not responding	1	10,0
	strongly disagree	1	10.0
	disagree		, .
	somewhat/rather disagree	3	30.0
21. The administrative services related to the	somewhat/rather agree	3	30.0
programme were satisfactory	agree	2	20.0
	strongly agree	1	10.0
	not responding		- / -
	strongly disagree	1	10.0
	disagree		- , -
lee - , , , , , , , , , , , , , , , , , , ,	somewhat/rather disagree	2	20.0
22. The schedule (days of the week and hours	somewhat/rather agree	3	30.0
of instruction/training) was satisfactory	agree	3	30.0
	strongly agree	1	10.0
	not responding		-,-
	strongly disagree	2	20,0
	disagree		
	somewhat/rather disagree	1	10,0
23. The classrooms were satisfactory	somewhat/rather agree	2	20,0
-	agree	1	10,0
	strongly agree	4	40,0
	not responding		
	strongly disagree	1	10.0
	disagree		
24. The equipment for the teaching activities	somewhat/rather disagree	2	20,0
(projectors, blackboards, computers,	somewhat/rather agree	1	10,0
laboratory equipment, etc.) was satisfactory	agree	1	10,0
	strongly agree	4	40,0
	not responding	1	10,0
	strongly disagree	2	20,0
	disagree		
25. The laboratories and/or libraries were	somewhat/rather disagree	2	20,0
	somewhat/rather agree		
satisfactory?	agree	2	20,0
	strongly agree	4	40,0
	not responding		

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D. OVERALL PROGRAMME EVALUAT	TION	Progra	mme
		n. resp.	%
	strongly disagree	1	10,0
	disagree	1	10,0
	somewhat/rather disagree	1	10,0
28. I was satisfied with the programme overall	somewhat/rather agree	2	20,0
	agree	3	30,0
. I was satisfied with the teachers/lecturers . I was satisfied with the overall learning perience (e.g., I have acquired new mpetences or updated concepts) . The contents of the programme met my pectations . This programme may facilitate my access the labour market or improve my ofessional status . I would recommend this programme others	strongly agree	2	20,0
	not responding		
	strongly disagree	1	10.0
	disagree		10,0
	somewhat/rather disagree	3	30.0
29. I was satisfied with the teachers/lecturers	somewhat/rather agree	3	30.0
	agree	1	10.0
	strongly agree	1	10.0
	not responding	1	10,0
			. 5,0
	strongly disagree		
	disagree	1	10,0
•	somewhat/rather disagree	1	10,0
	somewhat/rather agree	4	40,0
competences or updated concepts)	agree	2	20,0
	strongly agree	2	20,0
	not responding		
	strongly disagree	1	10.0
	disagree	1	10.0
04 TI	somewhat/rather disagree	1	10.0
	somewhat/rather agree	1	10.0
expectations	agree	4	40.0
expectations	strongly agree	2	20.0
	not responding		
	strongly disagree	2	20.0
	disagree		20,0
22 This programme may facilitate my access	somewhat/rather disagree	1	10.0
to the labour market or improve my professional status	somewhat/rather agree	2	20.0
	agree	3	30.0
professional status	strongly agree	2	20.0
	not responding		20,0
	strongly disagree	2	20,0
	disagree	1	10,0
33 I would recommend this programme	somewhat/rather disagree	1	10,0
to others	somewhat/rather agree	2	20,0
to others	agree	3	30,0
	strongly agree	1	10,0
	not responding		
	strongly disagree	2	20.0
	disagree	1	10.0
34. The fee for this programme corresponds	somewhat/rather disagree	3	30.0
with the quality level of the activities carried	somewhat/rather agree	2	20.0
out	agree	1	10,0
out	strongly agree	1	10,0
	10og., ~g.00	. , , ,	,,,,

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