

QUESTIONNAIRE FOR THE EVALUATION OF THE PROGRAMME

Programme

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

Information about the survey

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

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

B. REASONS FOR PROGRAMME ENROLMENT			
The following factors influenced my decision to enroll in the programme:		Programme	
		<i>n. resp.</i>	%
8. Opportunity to pursue personal interest	strongly disagree		
	disagree		
	somewhat/rather disagree	1	10,0
	somewhat/rather agree		
	agree	4	40,0
	strongly agree	4	40,0
	not responding	1	10,0
9. Prospect of facilitating career improvement	strongly disagree	1	10,0
	disagree		
	somewhat/rather disagree		
	somewhat/rather agree		
	agree	1	10,0
	strongly agree	7	70,0
	not responding	1	10,0
10. Opportunity to acquire professional skills	strongly disagree	1	10,0
	disagree		
	somewhat/rather disagree		
	somewhat/rather agree		
	agree	1	10,0
	strongly agree	7	70,0
	not responding	1	10,0
11. Prospect of facilitating immediate access to the labour market	strongly disagree	1	10,0
	disagree		
	somewhat/rather disagree		
	somewhat/rather agree	1	10,0
	agree	1	10,0
	strongly agree	6	60,0
	not responding	1	10,0

C. EVALUATION OF PROGRAMME, ORGANIZATION, FACILITIES, TOOLS, ETC.		Programme	
		n. resp.	%
12. The objectives/learning outcomes of the programme were clearly stated beforehand	strongly disagree	1	10,0
	disagree	1	10,0
	somewhat/rather disagree	2	20,0
	somewhat/rather agree	1	10,0
	agree	3	30,0
	strongly agree	2	20,0
	not responding		
13. The theoretical background acquired was in line with the objectives/intended learning outcomes of the programme	strongly disagree	1	10,0
	disagree		
	somewhat/rather disagree	2	20,0
	somewhat/rather agree	1	10,0
	agree	5	50,0
	strongly agree	1	10,0
	not responding		
14. The practical/professional skills acquired were in line with the objectives/intended learning outcomes of the programme	strongly disagree	1	10,0
	disagree	1	10,0
	somewhat/rather disagree	1	10,0
	somewhat/rather agree	3	30,0
	agree	2	20,0
	strongly agree	2	20,0
	not responding		
15. The programme was well-structured (consistent as a whole, no overlaps, no gaps,...)	strongly disagree	1	10,0
	disagree		
	somewhat/rather disagree	2	20,0
	somewhat/rather agree	4	40,0
	agree	2	20,0
	strongly agree	1	10,0
	not responding		
16. The topics of this programme were thoroughly explained by the teachers	strongly disagree	1	10,0
	disagree	1	10,0
	somewhat/rather disagree	3	30,0
	somewhat/rather agree	3	30,0
	agree	1	10,0
	strongly agree	1	10,0
	not responding		
17. Enough time was dedicated to practical activities	strongly disagree	2	20,0
	disagree	2	20,0
	somewhat/rather disagree		
	somewhat/rather agree	2	20,0
	agree	3	30,0
	strongly agree	1	10,0
	not responding		
18. Enough time and activities were dedicated to peer-learning from other participants	strongly disagree	1	10,0
	disagree	2	20,0
	somewhat/rather disagree	1	10,0
	somewhat/rather agree	3	30,0
	agree	3	30,0
	strongly agree		
	not responding		
19. The teaching material (course materials, guidelines, etc.) were satisfactory for study	strongly disagree	2	20,0
	disagree		
	somewhat/rather disagree		
	somewhat/rather agree	2	20,0
	agree	4	40,0
	strongly agree	2	20,0
	not responding		

C. EVALUATION OF PROGRAMME, ORGANIZATION, FACILITIES, TOOLS, ETC. (follows)			Programme	
			n. resp	%
20. The activities carried out during the internship/traineeship were satisfactory and relevant to the programme (Skip question if the programme did not feature an internship/traineeship)	strongly disagree		2	20,0
	disagree			
	somewhat/rather disagree		2	20,0
	somewhat/rather agree		1	10,0
	agree		2	20,0
	strongly agree		2	20,0
	not responding		1	10,0
21. The administrative services related to the programme were satisfactory	strongly disagree		1	10,0
	disagree			
	somewhat/rather disagree		3	30,0
	somewhat/rather agree		3	30,0
	agree		2	20,0
	strongly agree		1	10,0
	not responding			
22. The schedule (days of the week and hours of instruction/training) was satisfactory	strongly disagree		1	10,0
	disagree			
	somewhat/rather disagree		2	20,0
	somewhat/rather agree		3	30,0
	agree		3	30,0
	strongly agree		1	10,0
	not responding			
23. The classrooms were satisfactory	strongly disagree		2	20,0
	disagree			
	somewhat/rather disagree		1	10,0
	somewhat/rather agree		2	20,0
	agree		1	10,0
	strongly agree		4	40,0
	not responding			
24. The equipment for the teaching activities (projectors, blackboards, computers, laboratory equipment, etc.) was satisfactory	strongly disagree		1	10,0
	disagree			
	somewhat/rather disagree		2	20,0
	somewhat/rather agree		1	10,0
	agree		1	10,0
	strongly agree		4	40,0
	not responding		1	10,0
25. The laboratories and/or libraries were satisfactory?	strongly disagree		2	20,0
	disagree			
	somewhat/rather disagree		2	20,0
	somewhat/rather agree			
	agree		2	20,0
	strongly agree		4	40,0
	not responding			

D. OVERALL PROGRAMME EVALUATION		Programme	
		n. resp.	%
28. I was satisfied with the programme overall	strongly disagree	1	10,0
	disagree	1	10,0
	somewhat/rather disagree	1	10,0
	somewhat/rather agree	2	20,0
	agree	3	30,0
	strongly agree	2	20,0
	not responding		
29. I was satisfied with the teachers/lecturers	strongly disagree	1	10,0
	disagree		
	somewhat/rather disagree	3	30,0
	somewhat/rather agree	3	30,0
	agree	1	10,0
	strongly agree	1	10,0
	not responding	1	10,0
30. I was satisfied with the overall learning experience (e.g., I have acquired new competences or updated concepts)	strongly disagree		
	disagree	1	10,0
	somewhat/rather disagree	1	10,0
	somewhat/rather agree	4	40,0
	agree	2	20,0
	strongly agree	2	20,0
	not responding		
31. The contents of the programme met my expectations	strongly disagree	1	10,0
	disagree	1	10,0
	somewhat/rather disagree	1	10,0
	somewhat/rather agree	1	10,0
	agree	4	40,0
	strongly agree	2	20,0
	not responding		
32. This programme may facilitate my access to the labour market or improve my professional status	strongly disagree	2	20,0
	disagree		
	somewhat/rather disagree	1	10,0
	somewhat/rather agree	2	20,0
	agree	3	30,0
	strongly agree	2	20,0
	not responding		
33. I would recommend this programme to others	strongly disagree	2	20,0
	disagree	1	10,0
	somewhat/rather disagree	1	10,0
	somewhat/rather agree	2	20,0
	agree	3	30,0
	strongly agree	1	10,0
	not responding		
34. The fee for this programme corresponds with the quality level of the activities carried out	strongly disagree	2	20,0
	disagree	1	10,0
	somewhat/rather disagree	3	30,0
	somewhat/rather agree	2	20,0
	agree	1	10,0
	strongly agree	1	10,0
	not responding		