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Assessment Artifact
VEMK071 Marketing IIB
Student Survey
Secondary Marketing

Please, answer the following questions using the rating scale:

0 Not Applicable

1 Strongly Disagree

2 Disagree

3 Somewhat Agree

4 Agree

5 Strongly Agree

1. The Marketing Education program has prepared me to study Marketing in college. 5
2. My marketing classes have provided me with the knowledge and skills to be successful in a marketing career. 4
3. The Student Store Lab was a good practical experience in marketing. 4
4. I learned to use technology while in the marketing program. 5
5. Being a DECA member was a valuable experience. 4
6. Marketing has improved my ability to communicate effectively. 4
7. Marketing has improved my management/leadership skills. 4

Average 30
7

4.2

COMMENTS: *Please, share your overall impression of the marketing program, including any changes or improvements you would like to suggest.*