

**Assessment Artifact  
VEMK071 Marketing IIIB**

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

**Average** 3.86

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

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