

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

Average 29

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

Marketing has help me to become a more
 Opened minded person. It also helped me
 to gain amount of experience in marketing
 such as running the register and Quick Book.

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Average

34

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

The program is good but more opportunities to attend off-island conferences

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Average

(35)

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

Marketing is really important to me.
 it has improved my knowledge in any way. I have learn alot when I have Marketing