

**Assessment Artifact**  
**VEMK071 Marketing IIB**  
**Student Survey**  
**Secondary Marketing**

# 3

*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. 4
2. My marketing classes have provided me with the knowledge and skills to be successful in a marketing career. 3
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. 5
6. Marketing has improved my ability to communicate effectively. 5
7. Marketing has improved my management/leadership skills. 4

Average 30

4.3

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