

Evaluation of Program Spring 2020

MSc International Marketing

Response rate: 26 %

Evaluation for the School of Business and Economics by student assistant Kasper Kann



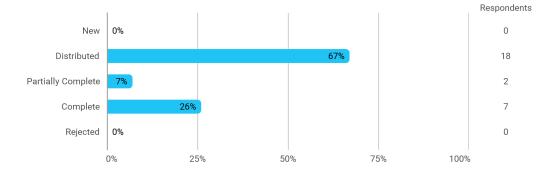
Introduction

This evaluation is based on surveys answered during the spring semester 2020, which was made available for answering to the entire population.

Content of the survey

The program evaluations purpose is to evaluate the students' overall impression and experience of the program, after they have completed it. The evaluation presents the official competency profile for the program and asks whether the student have achieved these competencies. The evaluation also investigates the students' opinion on the program's difficulty, their workload in coherence with the program and to what extend the program lived up to their initial expectations.

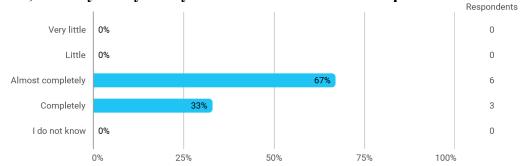
Overall Status



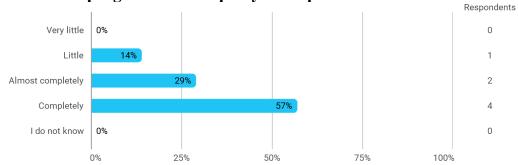


Results

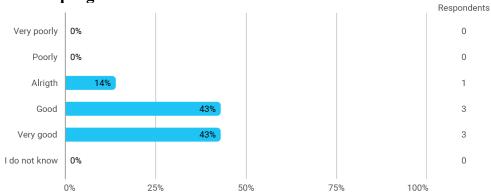
1.a To which extend, would you say that you have achieved these competences?



2.a To which extend did the programme live up to your expectations?

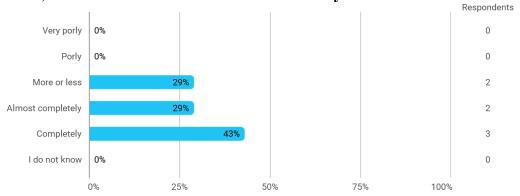


3.a How would you rate the programme's educational value?

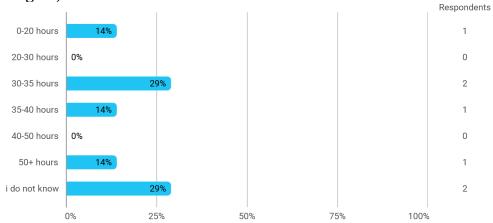




4.a In your experience, are the individual semesters sufficiently connected?



5.a How many hours did you use in connection to the programme, on a weekly basis (excluding July and August)?



6.a How do you consider the overall difficulty of the programme?

