

**(2114) M.U. en Marketing e Investigación de Mercados11-V.2**

	Year 22-23				Year 21-22		Year 20-21		Year 19-20		Year 18-19		Year 17-18		Year 16-17							
	Average (cod: 2114)	Average confidence interval 95%	Global Masters		Average (cod: 2114)	Global Masters	Average (cod: 2114)	Global Masters	Average (cod: 2114)	Global Masters	Average (cod: 2114)	Global Masters	Average (cod: 2114)	Global Masters	Average (cod: 2114)	Global Masters						
<b>Surveys collected</b>	327																					
<b>Groups evaluated</b>	24																					
<b>Teaching materials and course guide</b>																						
1. Key aspects outlined in the course guide have been covered.	4.49	4.402	4.578	4.43	4.50	4.41	4.53	4.37	4.44	4.30	4.24	4.20	4.34	4.18	4.18	4.16						
2. The study material (books, notes, multimedia materials ...) has facilitated learning.	4.31	4.212	4.408	4.19	4.25	4.15	4.21	4.14	4.16	4.06	3.87	3.97	3.90	3.93	3.80	3.93						
	4.40			4.31	4.38		4.28	4.37		4.26	4.30		4.18	4.05		4.08	4.12		4.05	3.99		4.04
<b>Teaching methodology</b>																						
3. The teacher clearly explains the concepts included in each lesson.	4.32	4.214	4.426	4.25	4.26	4.20	4.29	4.20	4.27	4.09	4.04	4.02	3.96	4.01	3.94	4.01						
4. The structure of the activities is clear, logical and organized, and the most relevant aspects are highlighted.	4.33	4.228	4.432	4.22	4.16	4.18	4.25	4.16	4.24	4.08	3.98	3.99	3.99	3.98	3.87	3.96						
5. The teacher encourages participation in the different activities.	4.43	4.334	4.526	4.33	4.27	4.27	4.45	4.25	4.28	4.21	4.21	4.16	4.13	4.13	4.17	4.11						
6. The teacher enhances the independent work of the students.	4.40	4.306	4.494	4.38	4.26	4.35	4.37	4.32	4.22	4.27	4.19	4.23	4.10	4.16	4.08	4.17						
7. Attendance at different learning activities has helped me understanding and study of the subject.	4.31	4.206	4.414	4.18	4.13	4.14	4.20	4.11	4.17	4.05	3.98	3.99	4.06	3.96	3.94	3.95						
	4.36			4.27	4.22		4.23	4.31		4.21	4.24		4.14	4.08		4.08	4.05		4.05	4.00		4.04
<b>Coordination</b>																						
8. The work of this teacher is successfully integrated with the work of other teachers.	4.38	4.282	4.478	4.24	4.26	4.20	4.20	4.20	4.25	4.11	4.03	4.00	4.10	3.96	4.14	3.97						
	4.38			4.24	4.26		4.20	4.20		4.20	4.25		4.11	4.03		4.00	4.10		3.96	4.14		3.97
<b>Attitude</b>																						
9. The teacher is respectful to the students.	4.59	4.504	4.676	4.66	4.55	4.63	4.61	4.66	4.67	4.59	4.66	4.57	4.63	4.53	4.62	4.54						
10. The teacher is accessible and willing to help us.	4.56	4.472	4.648	4.59	4.57	4.55	4.65	4.55	4.65	4.50	4.58	4.48	4.49	4.43	4.44	4.44						
	4.58			4.62	4.56		4.59	4.63		4.61	4.66		4.55	4.62		4.52	4.56		4.48	4.53		4.50
<b>Attention to students</b>																						
11. The tutoring received from the tutor has proved useful.	4.43	4.299	4.561	4.52	4.32	4.48	4.46	4.44	4.47	4.37	4.36	4.33	4.34	4.26	4.36	4.27						
	4.43			4.52	4.32		4.48	4.46		4.44	4.47		4.37	4.36		4.33	4.34		4.26	4.36		4.27
<b>Assessment</b>																						
12. The evaluation system is in line with the activities developed.	4.33	4.224	4.436	4.32	4.31	4.28	4.30	4.24	4.29	4.17	4.12	4.09	4.21	4.08	4.05	4.03						
	4.33			4.32	4.31		4.28	4.30		4.24	4.29		4.17	4.12		4.09	4.21		4.08	4.05		4.03
<b>GLOBAL</b>																						
13. Overall, I am satisfied with what I've learned with this teacher.	4.35	4.246	4.454	4.23	4.24	4.21	4.23	4.18	4.31	4.08	4.09	4.01	4.04	3.99	3.97	3.99						
14. I would recommend this teacher to other students.	4.35	4.244	4.456	4.27	4.23	4.23	4.28	4.20	4.28	4.12	4.11	4.06	4.06	4.03	3.96	4.05						
	4.40			4.34	4.31		4.30	4.36		4.28	4.33		4.21	4.17		4.14	4.16		4.11	4.10		4.11
<b>Master degree average</b>																						

Year 15-16		Year 14-15		Year 13-14		Year 12-13	
Average (cod: 2114)	Global Masters	Average (cod: 2114)	Global Masters	Average (cod: 2114)	Global Masters	Average (cod: 2114)	Global Masters

**Course materials and educational guide**

1. I have had the educational guide of the subject I am studying from the beginning ...	4.76	4.31	4.28	4.25	4.15	4.22	4.08	4.20
2. The course guide provides plenty of detailed information (...)	4.57	4.13	4.00	4.04	3.91	4.00	3.94	3.99
3. The educational guide has been a point of reference for me during the course.	4.37	3.89	3.78	3.76	3.68	3.75	3.78	3.75
4. The study material (notes, texts, etc.) is appropriate for learning.	4.18	3.97	3.59	3.87	3.78	3.87	3.96	3.85
	4.47	4.07	3.91	3.98	3.88	3.96	3.94	3.95

**Methodology**

5. The balance between 'in situ' activities and 'out-of-class' activities is the right one.	4.16	3.93	3.64	3.85	3.75	3.84	3.94	3.81
6. The content of the different activities is in keeping with the objectives...	4.30	4.11	3.81	4.01	3.93	4.01	4.00	3.97
7. The structure of the activities is clear, logical and organized...	4.11	3.91	3.68	3.82	3.73	3.83	3.87	3.80
8. The way the course is implemented encourages students to absorb knowledge.	4.19	4.06	3.74	3.97	3.83	3.98	3.98	3.96
9. The way the course is implemented encourages students to learn skills and capabilities.	4.17	3.98	3.61	3.87	3.72	3.86	3.94	3.84
10. The professor encourages students to work (learn) independently.	4.32	4.15	3.81	4.10	3.84	4.06	4.06	4.02
11. The professor coordinates with the other professors.	4.21	3.97	3.76	3.88	3.75	3.84	3.85	3.76
12. The assessment system not only takes knowledge into account, but also the skills and the educational objectives that were set.	4.21	4.01	3.67	3.92	3.85	3.91	3.97	3.87
	4.21	4.02	3.72	3.93	3.80	3.92	3.95	3.88

**Tutorials**

13. The professor encourages and facilitates attendance at tutorials.	4.28	4.09	3.96	4.03	3.85	4.00	4.03	3.97
14. The professor keeps to the times set aside for tutorials.	4.57	4.30	4.22	4.28	4.09	4.23	4.15	4.18
15. The tutorials have been useful to me.	4.36	4.13	4.00	4.10	4.02	4.04	4.02	3.99
	4.39	4.17	4.04	4.13	3.97	4.08	4.07	4.04

**Attitude**

16. The professor treats the students with respect.	4.66	4.50	4.43	4.48	4.34	4.46	4.27	4.45
17. He/she is approachable and willing to give assistance.	4.49	4.42	4.30	4.37	4.21	4.35	4.26	4.35
18. Communications between the professor and students are fluid and spontaneous.	4.45	4.32	4.09	4.28	4.20	4.27	4.19	4.26
	4.53	4.42	4.27	4.38	4.25	4.36	4.24	4.35

**Global**

19. I would recommend this subject to other students.	4.35	4.00	3.69	3.92	3.77	3.95	4.08	3.93
20. I would recommend this professor to other students.	4.30	4.08	3.76	4.02	3.86	4.00	4.11	3.99

**Master degree average**

(it doesn't include items of global block)

4.35	4.12	3.90	4.05	3.92	4.03	4.01	4.00
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