EVALUATION OF OFFICIAL MASTERS COURSES.

(Graduate survey)

RUCT: 4310904

Year of completion **2024-2025**

2114 - MÁSTER UNIVERSITARIO EN MÁRKETING E INVESTIGACIÓN DE MERCADOS

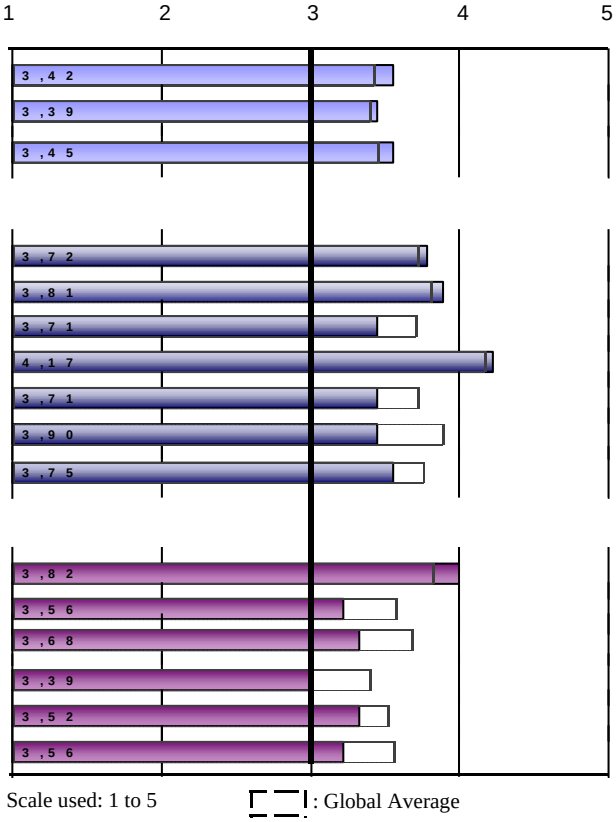
Gender	**Male**	4	44,44%
	Female	5	55,56%
The qualification that I have completed was my first choice in my application to the University?	**Yes**	6	66,67%
	No	3	33,33%
Usual status during studies	**Full-time student**	8	**88,89%**
	Part-time student	1	**11,11%**

In the future, do you intend to pursue further studies?			**What kind of studies?**			**Main reason**		
Yes	4	44,44%	**Degree**	1	33,33%	**Specialisation**	1	25,00%
No	5	55,56%	**Master's degree**	0	0,00%	**Employability**	2	50,00%
			Doctorate	2	66,67%	**Career development**	1	25,00%
						Others	0	0,00%

Frequency Response

Strongly disagree…Strongly agree

	AVERAGE	N/C	1	2	3	4	5
TRAINING PROCESS / CURRICULUM							
1. I think that the curriculum has a coherent structure and a good timing	3,56	0	1	0	2	5	1
2. I believe that the curriculum combines theoretical and practical knowledge adequately	3,44	0	1	0	3	4	1
3. I think that the competences developed in my qualification adequately qualify me for professional practice	3,56	0	1	1	0	6	1
	3,52	*Average of section*					
DEVELOPMENT OF COMPETENCES DURING MASTER'S DEGREE STUDIES							
4. I have gained and applied advanced theoretical and practical knowledge	3,78	0	0	1	3	2	3
5. I am able to solve problems in new environments and multidisciplinary contexts	3,89	0	0	1	1	5	2
6. I feel able to evaluate and select the most suitable scientific theory and methods in the field of study of the MD	3,44	0	1	0	3	4	1
7. In particular cases, I can reflect on ethics and social responsibility	4,22	0	0	0	2	3	4
8. As for the development of new working methods in the field of the MD, I am able to control complex situations	3,44	0	0	1	4	3	1
9. I am able to communicate scientific and technological research results clearly	3,44	0	0	3	1	3	2
10. I have developed sufficient autonomy to participate in research projects or scientific collaborations	3,56	0	1	0	3	3	2
	3,68	*Average of section*					
DEVELOPMENT OF TEACHING							
11. The content included in the course guides was covered as planned	4,00	0	1	0	2	1	5
12. The methodologies used in the different modules were suited to the competences required in the qualification a	3,22	0	1	1	3	3	1
13. Overall, I think that the assessment process was suited to the competences taught in the qualification	3,33	0	1	0	3	5	0
14. I received enough information about career opportunities related to my qualification	3,00	0	1	3	1	3	1
15. I felt guided and well advised throughout the development of my studies	3,33	0	1	1	3	2	2
16. The information published on the website was helpful	3,22	0	1	2	1	4	1
	3,35	*Average of section*					



Total respondents: 9 Graduate population: 56 Collected until: 01/03/2026 Printing date: 25/03/2026

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EVALUATION OF OFFICIAL MASTERS COURSES.

(Graduate survey)

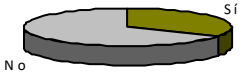
RUCT: 4310904

Year of completion **2024-2025**

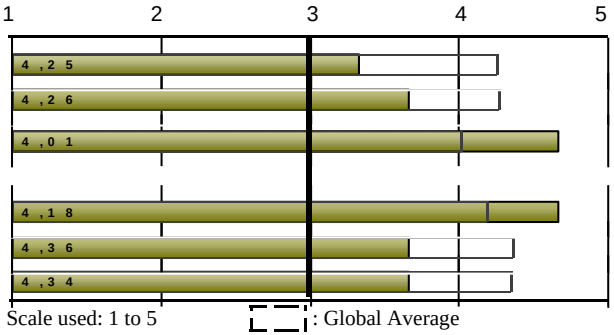
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EXTERNAL INTERNSHIPS

17. Did you carry out external internships during your master's degree studies?	**Yes**	3	**33,33%**
	No	6	**66,67%**



Only those who have answered "	AVERAGE	Frequency Response N/C	1	2	3	4	5
			Strongly disagree…Strongly agree				
18. Internships were consistent with the professional profiles of my qualification	3,33	0	1	0	0	1	1
19. I believe that the internships helped me improve my training	3,67	0	1	0	0	0	2
20. The organisation and management of the internships was adequate	4,67	0	0	0	0	1	2
Indicates your level of satisfaction with:			Strongly dissatisfied…Strongly sa				
21. My academic tutor	4,67	0	0	0	0	1	2
22. My tutor at the host company or institution	3,67	0	1	0	0	0	2
23. My internships	3,67	0	1	0	0	0	2
	3,94	*Average of section*					



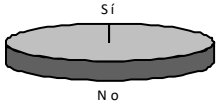
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Year of completion **2024-2025**

2114 - MÁSTER UNIVERSITARIO EN MÁRKETING E INVESTIGACIÓN DE MERCADOS

MOBILITY PROGRAMMES: ERASMUS, SICUE/SENECA, INTERNATIONAL PROGRAMME OR OTHE

24. Did you participate in any mobility programme during your master's degree?	**Yes**	0	**0,00%**
	No	9	**100,00%**



EVALUATION OF OFFICIAL MASTERS COURSES.

(Graduate survey)

RUCT: 4310904

Year of completion **2024-2025**

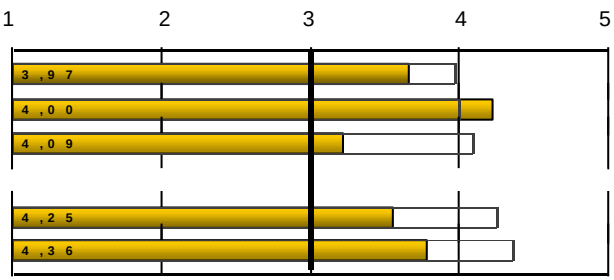
2114 - MÁSTER UNIVERSITARIO EN MÁRKETING E INVESTIGACIÓN DE MERCADOS

TFM

Frequency Response

Strongly disagree…Strongly agree

	AVERAGE	N/C	1	2	3	4	5
34. The objectives of the master's degree final project were made clear from the beginning	3,67	0	1	1	1	3	3
35. Requirements and assessment criteria for the master's degree final project were suitable and published in adva	4,22	0	0	1	0	4	4
36. The mark assigned to my master's degree final project was suited to the requirements	3,22	0	2	1	2	1	3
Indicates your level of satisfaction with:							
			Strongly dissatisfied…Strongly sa				
37. My tutor for the master's degree final project	3,56	0	1	1	1	4	2
38. The master's degree final project that I carried out	3,78	0	1	0	2	3	3
	3,69	*Average of section*					



39. Do you have a job?			
	Yes	5	**55,56%**
	No	4	**44,44%**

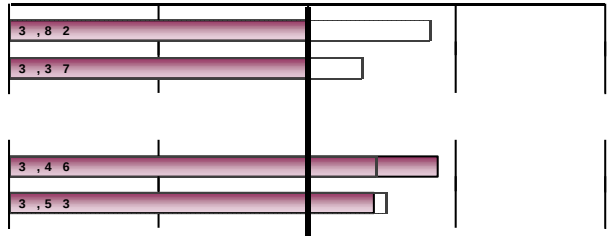


EXPECTATIONS AND OCCUPATION

Frequency Response

Strongly disagree…Strongly agree

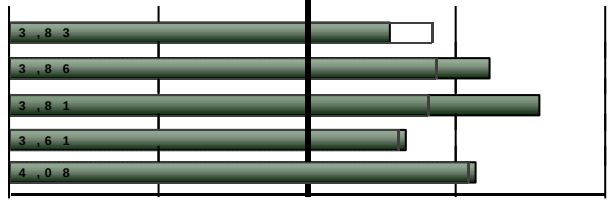
Considere que en la situació del mercat laboral, la titulació cursada en la UV em va permetre o em permetrà:	AVERAGE	N/C	1	2	3	4	5
40. (If Yes) To find a better job than the one that I have now	3,00	1	1	0	2	0	1
41. (If Not) To find the type of job for which I have prepared	3,00	1	1	0	0	2	0
		None…….. Completely					
Indicate to what extent the answer that you gave to the previous question is due to the following factors:		N/C	1	2	3	4	5
42. The training received during the qualification studied at the UV	3,88	1	0	1	2	2	3
43. Current conditions of the labour market	3,44	0	0	2	2	4	1



OVERALL

Strongly disagree…Strongly agree

	AVERAGE	N/C	1	2	3	4	5
Quality of lecturers	3,56	0	1	0	1	7	0
Facilities and infrastructure	4,22	0	0	0	1	5	3
Satisfaction with my personal experience, both academic and extracurricular, at the University of Valencia	4,56	0	0	0	1	2	6
Would you recommend this qualification?	3,67	0	1	1	0	5	2
The gender perspective has been present in a transversal way in this degree.	4,13	1	0	0	2	3	3
	4,00	*Average of section*					



Scale used: 1 to 5 : Global Average

Total respondents: 9 Graduate population: 56 Collected until: 01/03/2026 Printing date: 25/03/2026

EVALUATION OF OFFICIAL MASTERS COURSES.

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Year of completion **2024-2025**

2114 - MÁSTER UNIVERSITARIO EN MÁRKETING E INVESTIGACIÓN DE MERCADOS

AGGREGATE since: 2014

BREAKDOWN

Only courses is over 2 surveys collected

TRAINING PROCESS / CURRICULUM

Completion course	Collected	1.The curriculum has a coherent structure and a good timing		2.The curriculum combines theoretical and practical		3.the competences developed … adequately qualify me		Average of section
		no. resp.	average	no. resp.	average	no. resp.	average	
Aggregate	130	130	3,26	130	2,85	129	2,93	3,01
2024-2025	9	9	3,56	9	3,44	9	3,56	3,52
2023-2024	5	5	3,6	5	2,2	5	2,6	2,80
2022-2023	7	7	3	7	3	7	2,57	2,86
2021-2022	5	5	2,8	5	2	4	2,25	2,36
2019-2020	21	21	3	21	2,62	21	2,76	2,79
2018-2019	14	14	3,07	14	3,43	14	3,21	3,24

DEVELOPMENT OF COMPETENCES DURING MASTER'S DEGREE STUDIES

Completion course	4.I have gained and applied advanced theoretical and		5.I am able to solve problems in new environments and multidisciplinary		6.I feel able to evaluate and select the most appropriate		7.In particular cases, I can reflect on ethics and social responsibility		8.As for the development of new and innovative working methods in		9.I am able to communicate scientific and technological		10.I have developed sufficient autonomy to participate in		Average of section
	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	
Aggregate	130	3,35	130	3,49	128	3,5	125	3,94	127	3,42	128	3,55	129	3,29	3,51
2024-2025	9	3,78	9	3,89	9	3,44	9	4,22	9	3,44	9	3,44	9	3,56	3,68
2023-2024	5	3,2	5	2,8	5	3,4	5	4,4	5	2,6	5	3,6	5	3	3,29
2022-2023	7	3	7	3	7	3,71	6	3,83	7	3,14	6	3	6	2,67	3,20
2021-2022	5	3,2	5	3,6	5	2,8	5	4	5	3	5	2,2	5	2	2,97
2019-2020	21	3,05	21	3,14	21	3,05	21	3,48	19	3,37	21	3,48	21	3,43	3,28
2018-2019	14	3,36	14	3,57	14	3,43	11	3,64	13	3,08	14	3,71	14	3	3,39

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(Graduate survey)

Year of completion **2024-2025**

2114 - MÁSTER UNIVERSITARIO EN MÁRKETING E INVESTIGACIÓN DE MERCADOS

DEVELOPMENT OF TEACHING

Completion course	11.The content included in the course guides was covered as planned		12.The methodologies used were suited to the competences		13.Overall, I think that the assessment process was suited		14.I received enough information about career opportunities		15.I felt guided and well advised throughout the development of my		16.The information published on the website was helpful		Average of section
	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	
Aggregate	128	3,78	128	3,02	129	3,22	126	2,66	128	2,91	126	3,21	3,14
2024-2025	9	4	9	3,22	9	3,33	9	3	9	3,33	9	3,22	3,35
2023-2024	5	3,4	5	3	5	3,2	5	2,8	5	2,4	5	3	2,97
2022-2023	7	3,29	7	2,29	7	2,57	6	2,17	7	2,43	7	3,14	2,66
2021-2022	5	4	5	3,8	5	3,2	5	1,6	5	2	4	3,25	2,97
2019-2020	21	3,76	21	2,95	21	3,1	20	2,6	21	3,1	21	2,95	3,08
2018-2019	14	3,86	14	3,14	14	3,07	14	2,79	14	3,14	14	2,93	3,15

EXTERNAL INTERNSHIPS

Completion course	18.Internships were consistent with the professional profiles of my		19.I believe that the internships helped me improve my training		20.The organisation and management of the internships was		Indicates your level of satisfaction with: 21.My academic tutor		22.My tutor at the host company or		23.My internships		Average of section
	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	
Aggregate	41	3,49	41	3,85	41	3,95	36	3,72	41	4,1	42	3,88	3,83
2024-2025	3	3,33	3	3,67	3	4,67	3	4,67	3	3,67	3	3,67	3,94
2023-2024	1	*	1	*	1	*	1	*	1	*	1	*	*
2022-2023	2	*	2	*	2	*	2	*	2	*	2	*	*
2021-2022	2	*	2	*	2	*	2	*	2	*	2	*	*
2019-2020	4	4,75	4	4,5	4	4,5	4	4	4	4,5	4	4,5	4,46
2018-2019	5	3,2	5	3,6	5	3,8	4	3,75	5	4,6	6	3,67	3,77

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MOBILITY PROGRAMMES: ERASMUS, SICUE/SENECA, INTERNATIONAL PROGRAMME OR OTHERS

Completion course	26.I believe that the academic level at the host university was suitable		27.I think that the academic recognition of my study period in the		28.Attention and information received from the University of		29.This mobility period helped me improve my language skills		30.I believe that a mobility period is useful for the work/professional		Indicates your level of satisfaction with: 31.The financial aid received		32.The teaching staff at the host		33.The mobility period that I spent		Average of section
	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	
Aggregate	1	*	1	*	1	*	1	*	1	*	1	*	1	*	1	*	*
2024-2025		*		*		*		*		*		*		*		*	*
2023-2024		*		*		*		*		*		*		*		*	*
2022-2023		*		*		*		*		*		*		*		*	*
2021-2022		*		*		*		*		*		*		*		*	*
2019-2020		*		*		*		*		*		*		*		*	*
2018-2019		*		*		*		*		*		*		*		*	*

TFM

Completion course	34.The objectives of the master's degree final project were made clear		35.Requirements and assessment criteria for the master's degree		36.The mark assigned to my master's degree final project was		Indicates your level of satisfaction with: 37.My tutor for the TFM		38.TFM that I carried out		Average of section
	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	
Aggregate	127	3,87	126	3,91	124	3,79	127	3,8	124	4,21	3,92
2024-2025	9	3,67	9	4,22	9	3,22	9	3,56	9	3,78	3,69
2023-2024	5	4,4	5	4,4	5	4,4	5	4,2	5	4,2	4,32
2022-2023	7	3,43	7	3,29	6	3,33	7	4,14	6	4,5	3,73
2021-2022	5	4	5	4,4	5	3,8	5	3,8	4	4,25	4,04
2019-2020	21	4	21	3,9	21	3,67	21	3,95	21	4,14	3,93
2018-2019	14	3,71	14	4	13	4,08	14	4	14	4,43	4,04

EXPECTATIONS AND OCCUPATION

Completion course	40.(Job) To find a better job than the one that I have now		41.(Not job) To find the type of job for which I have prepared		42.how much to: The training received during the qualification		43.how much to: Current conditions in the labor market	
	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average
Aggregate	61	3,43	38	3,29	121	3,3	122	3,34
2024-2025	4	3	3	3	8	3,88	9	3,44
2023-2024	2	*		*	5	4,2	5	3,8
2022-2023	4	3	1	*	7	2,86	7	3,43
2021-2022	3	3,33	2	*	5	2,6	5	2,4
2019-2020	9	3	6	3,17	21	3,1	20	2,8
2018-2019	7	3,43	4	3,5	12	2,75	12	3,42

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	OVERALL								
	Quality of lecturers		Facilities and infrastructure		Satisfaction with my personal experience at the UV		Would you recommend this qualification?		Average of section
Completion course	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	
Aggregate	120	3,41	125	3,7	125	3,78	125	3,12	3,51
2024-2025	9	3,56	9	4,22	9	4,56	9	3,67	4,00
2023-2024	5	3,6	5	4,6	5	3,2	5	2,8	3,55
2022-2023	7	2,57	7	3,57	7	3	7	2,43	2,89
2021-2022	5	3,2	5	4	5	4,2	5	2,6	3,50
2019-2020	20	3,25	20	3,75	20	3,7	20	2,9	3,40
2018-2019	9	3,56	13	3,31	13	3,85	13	3,15	3,46

** Average of a section is calculated by weighting the number of responses for each item.*