

Year of completion 2022-2023

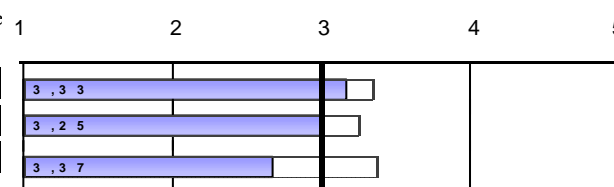
2114 - MÁSTER UNIVERSITARIO EN MÁRKETING E INVESTIGACIÓN DE MERCADOS

Gender	Male	0	0,00%
	Female	5	100,00%
The qualification that I have completed was my first choice in my application to the University?	Yes	5	83,33%
	No	1	16,67%
Usual status during studies	Full-time student	4	66,67%
	Part-time student	2	33,33%

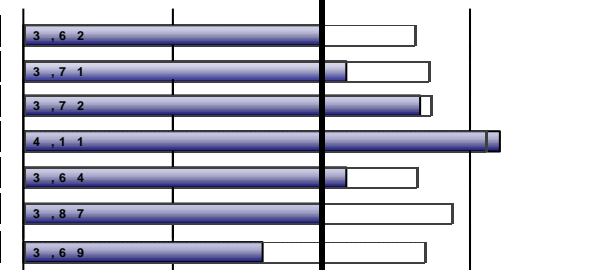
In the future, do you intend to pursue further studies?			What kind of studies?			Main reason		
Yes	4	66,67%	Degree	0	0,00%	Specialisation	3	75,00%
			Master's degree	2	50,00%	Employability	0	0,00%
			Doctorate	2	50,00%	Career development	0	0,00%
No	2	33,33%				Others	1	25,00%

TRAINING PROCESS / CURRICULUM

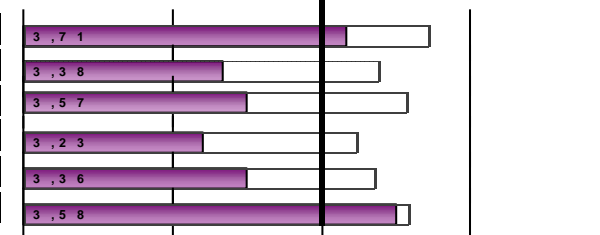
	AVERAGE	N/C	1	2	3	4	5
1. I think that the curriculum has a coherent structure and a good timing	3,17	0	0	1	4	0	1
2. I believe that the curriculum combines theoretical and practical knowledge adequately	3,00	0	1	0	3	2	0
3. I think that the competences developed in my qualification adequately qualify me for professional practice	2,67	0	1	2	1	2	0
		2,94	Average of section				


DEVELOPMENT OF COMPETENCES DURING MASTER'S DEGREE STUDIES

	AVERAGE	N/C	1	2	3	4	5
4. I have gained and applied advanced theoretical and practical knowledge	3,00	0	1	0	4	0	1
5. I am able to solve problems in new environments and multidisciplinary contexts	3,17	0	1	1	1	2	1
6. I feel able to evaluate and select the most suitable scientific theory and methods in the field of study of the MD	3,67	0	0	0	2	4	0
7. In particular cases, I can reflect on ethics and social responsibility	4,20	1	0	0	1	2	2
8. As for the development of new working methods in the field of the MD, I am able to control complex situations	3,17	0	0	3	0	2	1
9. I am able to communicate scientific and technological research results clearly	3,00	1	1	0	2	2	0
10. I have developed sufficient autonomy to participate in research projects or scientific collaborations	2,60	1	1	2	1	0	1
		3,26	Average of section				


DEVELOPMENT OF TEACHING

	AVERAGE	N/C	1	2	3	4	5
11. The content included in the course guides was covered as planned	3,17	0	2	0	1	1	2
12. The methodologies used in the different modules were suited to the competences required in the qualification	2,33	0	1	3	1	1	0
13. Overall, I think that the assessment process was suited to the competences taught in the qualification	2,50	0	1	3	0	2	0
14. I received enough information about career opportunities related to my qualification	2,20	1	2	2	0	0	1
15. I felt guided and well advised throughout the development of my studies	2,50	0	1	2	2	1	0
16. The information published on the website was helpful	3,50	0	1	1	1	0	3
		2,71	Average of section				



Scale used: 1 to 5

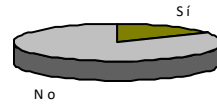
: Global UV Average

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EXTERNAL INTERNSHIPS

17. Did you carry out external internships during your master's degree studies?	Yes	1	16,67%
	No	5	83,33%

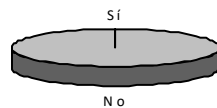


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MOBILITY PROGRAMMES: ERASMUS, SICUE/SENECA, INTERNATIONAL PROGRAMME OR OTHE

24. Did you participate in any mobility programme during your master's degree?	Yes	0	0,00%
	No	6	100,00%




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TFM	AVERAGE	N/C	Frequency Response					1	2	3	4	5
			Strongly disagree...	Strongly agree								
34. The objectives of the master's degree final project were made clear from the beginning	3,33	0	1	1	1	1	2					
35. Requirements and assessment criteria for the master's degree final project were suitable and published in advance	3,17	0	1	2	0	1	2					
36. The mark assigned to my master's degree final project was suited to the requirements	3,20	1	1	1	1	0	2					
Indicates your level of satisfaction with:												
37. My tutor for the master's degree final project	4,00	0	1	0	1	0	4					
38. The master's degree final project that I carried out	4,40	1	0	0	1	1	3					
3,61 Average of section												

39. Do you have a job?	Yes	3	50,00%
	No	3	50,00%



EXPECTATIONS AND OCCUPATION	AVERAGE	N/C	Frequency Response					1	2	3	4	5
			Strongly disagree...	Strongly agree								
Considered that in the labor market situation, the qualification studied at the UV will or will not allow you to find a better job than the one you have now:	3,67	0	1	0	0	0	2					
40. (If Yes) To find a better job than the one that I have now	3,67	0	1	0	0	0	2					
41. (If Not) To find the type of job for which I have prepared	*	2	0	1	0	0	0					
Indicate to what extent the answer that you gave to the previous question is due to the following factors:												
42. The training received during the qualification studied at the UV	3,17	0	1	1	1	2	1					
43. Current conditions of the labour market	3,67	0	0	2	0	2	2					

OVERALL	AVERAGE	N/C	Frequency Response					1	2	3	4	5
			Strongly disagree...	Strongly agree								
Quality of lecturers	2,83	0	2	0	1	3	0					
Facilities and infrastructure	3,83	0	1	0	1	1	3					
Satisfaction with my personal experience, both academic and extracurricular, at the University of Valencia	3,33	0	1	0	2	2	1					
Would you recommend this qualification?	2,67	0	1	2	2	0	1					
3,17 Average of section												

 Scale used: 1 to 5  : Global UV Average

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AGGREGATE since: 2014

BREAKDOWN	TRAINING PROCESS / CURRICULUM							
	Only courses is over 2 surveys 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	115	115	3,23	115	2,83	114	2,9	2,99
2013-2014	12	12	3,17	12	2,25	12	2,42	2,61
2014-2015	13	13	3,31	13	2,46	13	3	2,92
2015-2016	13	13	3,85	13	3,31	13	3,23	3,46
2016-2017	14	14	3,29	14	3	14	3	3,10
2017-2018	13	13	3,31	13	3	13	2,85	3,05
2018-2019	14	14	3,07	14	3,43	14	3,21	3,24
2019-2020	21	21	3	21	2,62	21	2,76	2,79
2021-2022	5	5	2,8	5	2	4	2,25	2,36
2022-2023	6	6	3,17	6	3	6	2,67	2,94

BREAKDOWN	DEVELOPMENT OF COMPETENCES DURING MASTER'S DEGREE STUDIES															
	Only courses is over 2 surveys collected	4.I have gained and applied advanced theoretical and practical		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	115	3,33	115	3,5	113	3,5	110	3,92	112	3,46	113	3,57	114	3,29	3,51	
2013-2014	12	3,17	12	3,5	12	3,58	12	3,75	12	3,58	12	3,83	12	3,25	3,52	
2014-2015	13	3,38	13	3,62	13	3,46	13	4	13	3,38	12	3,5	13	3,54	3,56	
2015-2016	13	3,54	13	3,46	13	3,85	12	4,25	13	3,92	13	3,92	13	3,46	3,77	
2016-2017	14	3,43	14	3,5	12	3,5	14	4	14	3,57	14	3,43	14	3,5	3,56	
2017-2018	13	3,69	13	4	13	3,92	13	4,23	13	3,46	13	3,77	13	3,38	3,78	
2018-2019	14	3,36	14	3,57	14	3,43	11	3,64	13	3,08	14	3,71	14	3	3,39	
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	
2021-2022	5	3,2	5	3,6	5	2,8	5	4	5	3	5	2,2	5	2	2,97	
2022-2023	6	3	6	3,17	6	3,67	5	4,2	6	3,17	5	3	5	2,6	3,26	

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		DEVELOPMENT OF TEACHING												
		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
Completion course		no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	
Aggregate		113	3,78	113	3,02	114	3,22	111	2,63	113	2,9	111	3,24	3,13
	2013-2014	12	3,75	12	2,92	12	3,33	12	2,42	12	2,5	12	3,42	3,06
	2014-2015	12	3,67	11	3	12	3,25	12	2,92	12	3,42	11	4	3,37
	2015-2016	13	3,92	13	3,23	13	3,38	13	2,62	13	2,54	13	3,08	3,13
	2016-2017	13	3,85	14	2,93	14	3,14	14	2,57	13	2,54	13	3,23	3,04
	2017-2018	13	4	13	2,92	13	3,46	13	3,08	13	3,31	13	3,23	3,33
	2018-2019	14	3,86	14	3,14	14	3,07	14	2,79	14	3,14	14	2,93	3,15
	2019-2020	21	3,76	21	2,95	21	3,1	20	2,6	21	3,1	21	2,95	3,08
	2021-2022	5	4	5	3,8	5	3,2	5	1,6	5	2	4	3,25	2,97
	2022-2023	6	3,17	6	2,33	6	2,5	5	2,2	6	2,5	6	3,5	2,71

		EXTERNAL INTERNSHIPS												
		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:					Average of section	
								21.My academic tutor		22.My tutor at the host company or		23.My internships		
Completion course		no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	
Aggregate		36	3,56	36	3,86	36	4	31	3,61	36	4,14	37	3,89	3,85
	2013-2014	4	2,75	4	3,5	4	3,5	4	3,75	4	3,75	4	3,75	3,50
	2014-2015	3	3,33	3	3	3	4,33	3	3,67	3	3,33	3	3,33	3,50
	2015-2016	9	4	9	4,67	9	4,33	7	4	9	4,67	9	4,56	4,38
	2016-2017	3	1	3	1	3	1,33	3	1	3	2,33	3	1,33	1,33
	2017-2018	5	4,2	5	4,4	5	4,8	3	4,67	5	4,8	5	4,4	4,54
	2018-2019	5	3,2	5	3,6	5	3,8	4	3,75	5	4,6	6	3,67	3,77
	2019-2020	4	4,75	4	4,5	4	4,5	4	4	4	4,5	4	4,5	4,46
	2021-2022	2	*	2	*	2	*	2	*	2	*	2	*	*
	2022-2023	1	*	1	*	1	*	1	*	1	*	1	*	*

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		MOBILITY PROGRAMMES: ERASMUS, SICUE/SENECA, INTERNATIONAL PROGRAMME OR OTHERS																
		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:				Average of section		
												31.The financial aid received		32.The teaching staff at the host		33.The mobility period that I spent		
Completion course		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	*	*
2013-2014			*		*		*		*		*		*		*		*	*
2014-2015			*		*		*		*		*		*		*		*	*
2015-2016		1	*	1	*	1	*	1	*	1	*	1	*	1	*	1	*	*
2016-2017			*		*		*		*		*		*		*		*	*
2017-2018			*		*		*		*		*		*		*		*	*
2018-2019			*		*		*		*		*		*		*		*	*
2019-2020			*		*		*		*		*		*		*		*	*
2021-2022			*		*		*		*		*		*		*		*	*
2022-2023			*		*		*		*		*		*		*		*	*

		TFM										EXPECTATIONS AND OCCUPATION								
		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:				Average of section	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	
								37.My tutor for the TFM		38.TFM that I carried out										
Completion course		no. resp.	average	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		112	3,87	111	3,86	109	3,81	112	3,79	109	4,24	3,91	54	3,5	35	3,31	107	3,23	107	3,33
2013-2014		11	3,45	11	3,73	11	3,27	11	3,27	11	3,55	3,45	6	2,83	2	*	9	3,33	9	3,67
2014-2015		12	3,75	11	3,73	12	4	12	3,67	11	4,45	3,91	5	4	5	3,6	12	3,58	12	3,5
2015-2016		13	3,92	13	3,77	12	4,08	13	4,31	13	4,62	4,14	6	4,17	5	3,6	13	3,54	13	3,23
2016-2017		13	3,92	13	4,08	13	4	13	3,38	13	4,23	3,92	5	3,2	6	3,67	12	3,17	13	3,92
2017-2018		13	4,46	13	3,77	13	3,85	13	4,15	13	4,38	4,12	8	4	3	2	13	3,54	13	3,31
2018-2019		14	3,71	14	4	13	4,08	14	4	14	4,43	4,04	7	3,43	4	3,5	12	2,75	12	3,42
2019-2020		21	4	21	3,9	21	3,67	21	3,95	21	4,14	3,93	9	3	6	3,17	21	3,1	20	2,8
2021-2022		5	4	5	4,4	5	3,8	5	3,8	4	4,25	4,04	3	3,33	2	*	5	2,6	5	2,4
2022-2023		6	3,33	6	3,17	5	3,2	6	4	5	4,4	3,61	3	3,67	1	*	6	3,17	6	3,67

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		OVERALL								
		Quality of lecturers		Facilities and infrastructure		Satisfaction with my personal experience at the UIV		Would you recommend this qualification?		Average of section
Year of completion	Course	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	
Aggregate		105	3,41	110	3,64	110	3,76	110	3,11	3,48
	2013-2014	11	3	11	3,55	11	4	11	3,36	3,48
	2014-2015	12	3,42	12	3,67	12	3,67	12	3,25	3,50
	2015-2016	13	3,77	13	4,08	13	3,62	13	3,38	3,71
	2016-2017	12	3,75	13	3,38	13	3,54	13	3,15	3,45
	2017-2018	13	3,46	13	3,15	13	4,08	13	3	3,42
	2018-2019	9	3,56	13	3,31	13	3,85	13	3,15	3,46
	2019-2020	20	3,25	20	3,75	20	3,7	20	2,9	3,40
	2021-2022	5	3,2	5	4	5	4,2	5	2,6	3,50
	2022-2023	6	2,83	6	3,83	6	3,33	6	2,67	3,17

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