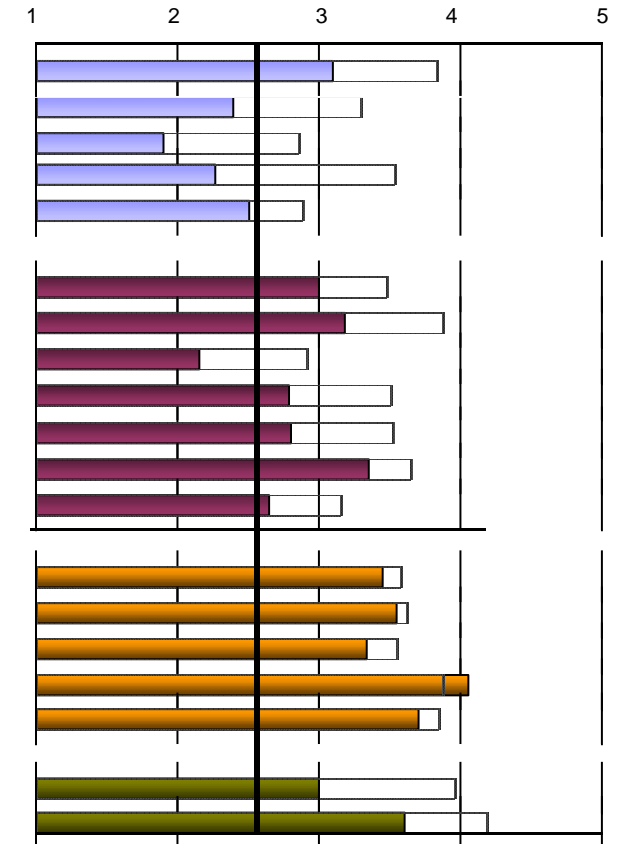


**(End-Of-Course Survey. STUDENTS)**
**2114 - MÁSTER UNIVERSITARIO EN MÁRKETING E INVESTIGACIÓN DE MERCADOS**

	Yes	NO
Are you working while following your Master's Degree?	10	10
	50,00%	50,00%

	Yes	NO
Have you received any kind of scholarship/grant for this Master's Degree?	2	18
	10,00%	90,00%

TRAINING PROGRAMME	AVERAGE	Frequency Response					
		N/C	1	2	3	4	5
1. The objectives and graduate profile of the Master's Degree were described clearly in a transparent way	3,10	0	2	2	9	6	1
2. The subjects taught during the Master's Degree and their content were appropriate for the objectives of M	2,40	0	3	8	7	2	0
3. I believe that there has been an appropriate balance between theory and practice during the course	1,90	0	8	9	1	1	1
4. I believe that the content of the Master's Degree was significantly different from ... my graduate course	2,26	1	8	2	5	4	0
5. The sequence of the subjects was satisfactory and avoided gaps and repetitions	2,50	0	8	0	7	4	1
<b>COURSE ORGANISATION</b>							
6. The information in the educational programmes or guides of the subjects was extensive and detailed	3,00	0	4	3	5	5	3
7. The educational programmes or guides were available before I enrolled	3,18	3	3	1	6	4	3
8. The organization and management of the Master's Degree were satisfactory	2,15	0	10	3	2	4	1
9. The information given to students to manage/organize the Master's Degree was satisfactory	2,79	1	4	3	7	3	2
10. The means of communication used to disseminate information on the different aspects of the Master's D	2,80	0	3	3	10	3	1
11. The initial planning and programmed activities were adhered to	3,35	0	3	1	5	8	3
12. I believe that coordination between teaching staff was satisfactory	2,65	0	6	2	6	5	1
<b>INFRASTRUCTURE</b>							
13. The classrooms and their equipment were appropriate for the Master's Degree	3,45	0	1	2	7	7	3
14. The areas set aside for working and studying and their equipment were appropriate	3,55	0	1	2	6	7	4
15. The laboratories, workshops and experimental areas and their equipment were appropriate for teaching	3,33	5	1	3	4	4	3
16. I consider that the library and reading room facilities were satisfactory	4,05	0	0	1	4	8	7
17. The quantity, quality and accessibility of information in the library ... were appropriate	3,71	3	1	0	5	8	3
<b>STUDENT TUTORIALS</b>							
18. The tutorial needs were met to my satisfaction	3,00	3	3	1	7	5	1
19. The professors adhered to the schedule established for tutorials	3,60	5	2	1	2	6	4



Scale used: 1 to 5

 Global UV Average

	0	1	2-4	5-7	8-10	>10
20. Total hours spent in tutorials during this course	4	4	5	3	1	1
	22,00%	22,00%	28,00%	17,00%	6,00%	6,00%

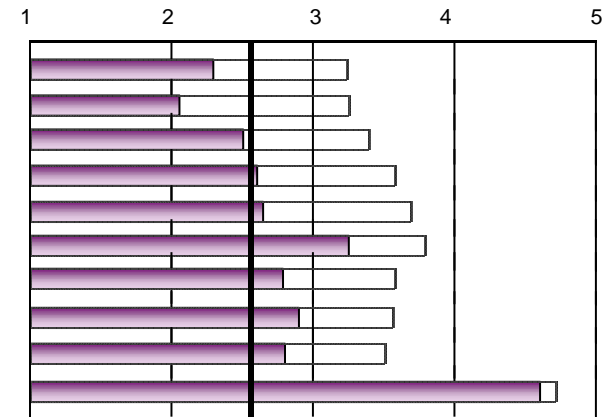
Total respondents: 20

Enrollment UV: 81

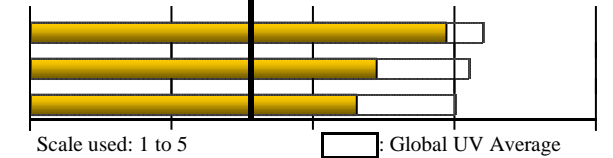
Period of survey: 23/05/2023 - 25/06/2023

**(End-Of-Course Survey. STUDENTS)**
**2114 - MÁSTER UNIVERSITARIO EN MÁRKETING E INVESTIGACIÓN DE MERCADOS**

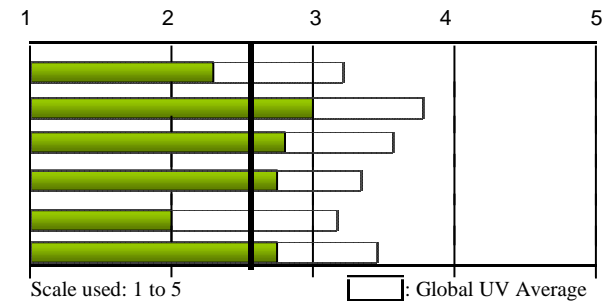
TEACHING-LEARNING PROCESS	AVERAGE	N/C	Frequency Response				
			1	2	3	4	5
21. In general, the teaching methodologies used encouraged students to get involved in the subject	2,30	0	7	2	9	2	0
22. The teaching/learning methodologies used developed the skills of analysis and synthesis	2,05	1	7	5	6	1	0
23. The practical work in the modules adequately supported the theoretical element	2,50	0	7	3	3	7	0
24. The recommended course material was appropriate for educational requeriments	2,60	5	5	1	4	5	0
25. The bibliography of the different modules was appropriate and up-to-date	2,65	3	5	1	8	1	2
26. The initial work schedule was fulfilled satisfactorily with regard to course contents, etc.	3,25	0	5	0	3	9	3
27. The knowledge, skills and approaches proposed in the educational guides or programmes were developpe	2,79	1	5	1	6	7	0
28. In general, the appraisal procedures and criteria were in line with the proposed objectives	2,90	0	5	1	6	7	1
29. The standard demanded in the appraisal was in line with the teaching given	2,80	0	4	3	8	3	2
30. I regularly attended the 'in situ' classes and other activities programmed in the Masters course	4,60	0	0	1	1	3	15


**TEACHING APPROAC**

31. The professors complied with the scheduled timetable	3,95	1	1	0	4	8	6
32. The professors demonstrated that they had satisfactory knowledge of the subjects in question	3,45	0	2	2	5	7	4
33. The professors had a positive attitude towards the students	3,32	1	4	1	3	7	4



OVERALL	AVERAGE	N/C	Frequency Response				
			1	2	3	4	5
Satisfaction with the Masters course	2,30	0	5	7	5	3	0
Quality of the teaching staff	3,00	0	3	4	4	8	1
Relevance of the postgraduate course	2,80	0	4	3	8	3	2
Good value for money	2,75	0	5	3	6	4	2
Recommend this postgraduate course to other students	2,00	0	9	4	5	2	0
Usefulness of the postgraduate course	2,75	0	5	3	6	4	2



**(End-Of-Course Survey. STUDENTS)**
**2114 - MÁSTER UNIVERSITARIO EN MÁRKTETING E INVESTIGACIÓN DE MERCADOS**
**2073.- Màster Universitari en Màrqueting i Investigació de Mercats**

EVOLUTIO		TRAINING PROGRAMME										COURSE ORGANISATION						
		1. The objectives and graduate profile... clearly...		2. The subjects and their content were appropriate ...		3. ... an appropriate balance between theory and practice		4. ... content was different from my graduate course		5. The sequence of the subjects was satisfactory ...		Average of section		6. The information in guides was extensive...		7. ... guides were available before I enrolled		8. Organization Management were satisfactory
A. year	Collected	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average		no. resp.	average	no. resp.	average	no. resp.	average
22-23	20	20	3,1	20	2,4	20	1,9	19	2,26	20	2,5	2,43	20	3	17	3,18	20	2,15
21-22	33	32	3,47	33	2,97	33	2,18	33	2,48	33	2,88	2,79	33	3,15	31	3,81	33	3,06
20-21	18	18	4,11	17	3,59	18	3,06	17	2,82	18	3,33	3,39	17	4	16	4,06	18	3,11
19-20	32	32	3,62	32	2,84	32	2,22	32	2,69	32	2,88	2,85	32	3,47	26	3,65	32	2,19
18-19	39	38	3,53	38	2,82	39	2,18	38	2,61	39	2,38	2,70	39	2,97	34	3	38	2,47
17-18	32	31	3,58	32	3	32	2,38	32	2,62	32	2,59	2,83	32	3,41	29	2,93	31	2,55
16-17	32	32	3,88	32	3,19	32	2,5	31	3,03	31	2,48	3,02	32	3,69	27	3,33	32	2,47
15-16	17	17	3,71	17	3,41	17	3,06	15	2,8	17	2,24	3,05	16	3,81	15	3,47	17	2,76
14-15	23	22	3	23	2,52	23	2,35	23	2,17	23	2,17	2,44	23	3,26	20	2,75	23	2,35
13-14	26	26	3,85	26	3,27	25	2,88	26	2,62	26	2,77	3,08	26	3,88	24	3,58	24	2,42
12-13	29	29	3,72	29	2,93	29	2,21	29	2,69	29	2,24	2,76	28	3,82	27	3,07	27	2,33
11-12	28	28	3,71	27	3,07	27	2,63	28	2,54	27	2,74	2,94	28	3,86	24	3,67	28	2,61
10-11	54	52	3,4	53	3,28	53	2,87	54	2,8	54	2,89	3,05	54	3,26	53	2,94	54	2,35

EVOLUTIO		COURSE ORGANISATION							INFRASTRUCTURE												
		9. Information to students to manage/organize		10. The means of communication were appropriate		11. The initial planning and programmed activities		12. Coordination between teaching staff satisfactory		Average of section		13. Classrooms and their equipment were appropriate		14. Areas for working and studying and their equipment		15. Laboratories, experimental areas and equipment ...		16. The library and reading room facilities...		17. ... library and documentary archives ...	
A. year	Collected	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	
22-23	19	19	2,79	20	2,8	20	3,35	20	2,65	2,84	20	3,45	20	3,55	15	3,33	20	4,05	17	3,71	3,63
21-22	32	32	3,41	32	3,22	33	3,67	32	2,94	3,32	33	3,33	33	3,48	29	3,31	31	4,16	27	3,85	3,62
20-21	17	17	3,88	15	3,6	17	4,24	18	3,39	3,75	18	3,22	18	2,89	13	2,85	14	3,07	11	3,82	3,14
19-20	32	32	3,16	30	3,07	30	3,43	32	2,75	3,08	32	3,59	32	3,56	26	3,42	31	4,13	28	4,04	3,75
18-19	39	39	3,44	38	3,37	38	3,39	39	2,77	3,06	39	3,38	37	3,51	32	3,19	36	3,94	33	4,09	3,62
17-18	32	32	3,22	30	3,37	31	3,87	32	2,69	3,15	32	2,84	31	2,94	30	2,63	30	4,2	26	3,96	3,29
16-17	32	32	3,09	31	2,97	31	3,58	31	2,58	3,10	32	2,88	31	2,97	31	2,94	29	3,83	28	3,75	3,25
15-16	16	16	3	17	2,88	17	3,88	17	2,47	3,17	17	4,06	17	3,88	17	3,88	15	4,07	15	3,87	3,95

**(End-Of-Course Survey. STUDENTS)**
**2114 - MÁSTER UNIVERSITARIO EN MÁRketing E INVESTIGACIÓN DE MERCADOS**

14-15	23	3,26	20	3	23	3,65	23	2,43	2,96	22	3,27	22	3,18	21	3,38	23	4,13	21	3,62	3,52
13-14	25	3,36	26	3,62	26	3,77	25	2,2	3,27	26	4,12	26	4,19	20	4,25	26	4,31	24	4,25	4,22
12-13	29	3,14	28	3,21	28	3,32	29	2,45	3,05	29	4	29	3,66	27	3,74	28	4,18	26	4,15	3,94
11-12	25	3,24	25	3,48	27	3,37	27	2,48	3,23	28	3,75	26	3,77	24	3,75	26	4,38	26	4,19	3,97
10-11	54	3,09	49	2,73	52	2,94	53	2,57	2,84	54	3,74	53	3,79	45	3,56	49	3,86	51	3,86	3,77

**TEACHING-LEARNING PROCESS**

A. year	21. Encouragement the involvement of students		22. ...methodologies ... skills of analysis and synthesis		23. The practical work adequately to the theoretical element		24. The recommended course material was appropriate		25. The bibliography was appropriate and up-to-date		26. The initial work schedule was fulfilled satisfactorily		27. Knowledge, skills and approaches in guides		28. Appraisal procedures and criteria appropriate		29. The standard demanded in the appraisal ...		30. I regularly attended the 'in situ' classes and other activities		Average of sector
	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	no. resp.	average	
22-23	20	2,3	19	2,05	20	2,5	15	2,6	17	2,65	20	3,25	19	2,79	20	2,9	20	2,8	20	4,6	2,86
21-22	32	2,62	32	2,69	31	3,19	30	3,27	28	2,82	32	3,88	31	3,48	31	3,29	32	3,25	33	4,52	3,31
20-21	17	3,53	16	3,5	17	3,94	15	3,53	15	3,33	17	4,18	18	3,78	18	3,72	18	3,78	17	4,88	3,83
19-20	32	2,66	31	2,74	31	2,97	30	3,27	30	3,07	29	3,66	31	3,06	29	3,03	28	2,96	30	4,87	3,22
18-19	39	2,44	39	2,41	39	3,05	34	3,06	34	3,41	38	3,61	39	2,9	39	2,77	38	2,71	39	4,62	3,09
17-18	31	2,71	31	2,45	31	3,1	29	3	29	2,93	31	4	31	3,32	31	3,16	31	2,74	31	4,81	3,23
16-17	31	2,97	31	3,03	32	3,19	26	3,27	28	3,36	31	3,97	29	3,62	31	3,55	31	3,23	30	4,77	3,49
15-16	17	3,18	17	3,24	17	3,47	15	3,6	16	3,5	17	4,06	15	3,53	16	3,31	17	3,29	17	4,82	3,60
14-15	23	2,48	23	2,7	23	2,91	23	3,43	22	3,09	23	4,04	21	3,33	21	3	23	3,13	23	4,74	3,29
13-14	25	3,28	25	3,08	26	3,62	25	3,68	25	3,68	26	3,92	26	3,62	26	3,65	26	3,04	26	4,88	3,65
12-13	29	2,66	29	2,76	29	3,24	29	3,17	29	3,17	29	3,59	27	3,19	29	2,93	29	2,72	29	4,9	3,23
11-12	28	2,89	28	3,14	28	3,18	26	3,58	25	3,84	28	3,54	28	3,32	28	3	27	3,19	28	4,75	3,44
10-11	54	3,13	54	3,15	51	3,31	53	3,4	51	3,71	54	2,78	53	3,04	53	3,28	51	3,2	53	4,74	3,37

**(End-Of-Course Survey. STUDENTS)**
**2114 - MÁSTER UNIVERSITARIO EN MÁRKETING E INVESTIGACIÓN DE MERCADOS**

A. year	STUDENT TUTORIALS					TEACHING APPROACH						
	18. The tutorial needs were met to my satisfaction		19. The professors adhered to the schedule for tutorials		Average of section	31. The professors complied with the scheduled timetable		32. The professors demonstrated ... knowledge		33. The professors had a positive attitude towards students		Average of section
	no. resp.	average	no. resp.	average		no. resp.	average	no. resp.	average	no. resp.	average	
22-23	17	3	15	3,6	3,28	19	3,95	20	3,45	19	3,32	3,57
21-22	27	3,67	28	4,11	3,89	32	4,28	32	3,62	32	3,38	3,76
20-21	18	3,89	17	3,94	3,91	18	4,39	18	3,67	18	3,72	3,93
19-20	30	3,43	29	4	3,71	31	4,26	30	3,37	30	3,4	3,68
18-19	36	3,86	38	4,03	3,95	36	4,14	36	3,28	37	3,32	3,58
17-18	28	3,54	27	3,74	3,64	31	4,19	31	3,23	31	3,23	3,55
16-17	31	3,71	30	3,9	3,80	32	4,22	32	3,62	32	3,78	3,88
15-16	15	3,6	15	3,87	3,73	17	4,35	17	3,94	17	4	4,10
14-15	22	3,45	21	3,38	3,42	23	3,83	23	2,83	23	3,52	3,39
13-14	26	3,69	24	3,79	3,74	26	4,31	26	3,5	26	4	3,94
12-13	29	3,34	25	3,84	3,57	29	4,34	29	3,41	29	3,76	3,84
11-12	26	3,85	25	3,8	3,82	27	4,41	27	3,41	26	3,92	3,91
10-11	50	3,54	48	3,5	3,52	54	4	53	3,92	54	3,83	3,92

A. year	OVERALL													
	Satisfaction with the Master's Degree		Quality of the teaching staff		Relevance of the Master's Degree		Good value for money		Recommend this Master's Degree to other students		Usefulness of the Master's Degree		Average of section	
	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average		
22-23	20	2,3	20	3	20	2,8	20	2,75	20	2	20	2,75	2,60	
21-22	32	2,56	32	3,25	31	2,68	31	2,81	32	2,22	31	2,55	2,68	
20-21	17	3,24	17	3,82	16	3,69	17	3,59	16	3,31	16	3,56	3,54	
19-20	31	2,81	30	3,1	31	3,26	31	3,06	31	2,45	30	2,9	2,93	
18-19	35	2,74	35	2,8	34	3,15	34	2,85	35	2,26	35	3,03	2,80	
17-18	32	2,69	32	2,91	32	3,06	32	2,81	32	2,56	32	2,94	2,83	
16-17	32	3,06	32	3,34	32	3,5	31	2,94	32	2,78	31	3,32	3,16	
15-16	17	3,24	17	3,59	17	3,65	17	3,35	16	2,81	17	3,24	3,32	

**(End-Of-Course Survey. STUDENTS)**
**2114 - MÁSTER UNIVERSITARIO EN MÁRKETING E INVESTIGACIÓN DE MERCADOS**

14-15	22	2,68	23	3,17	23	2,48	22	2,64	23	2,57	23	2,96	2,75
13-14	25	3,48	26	3,88	26	3,27	26	3,62	24	3,71	26	3,73	3,61
12-13	29	3,07	28	3,46	29	2,52	29	3,24	28	2,29	29	3,07	2,94
11-12	27	3,11	27	3,89	27	3,15	27	3,3	25	3,64	27	3,15	3,37
10-11	54	3,35	46	3,63	54	3,59	53	3,53	51	2,94	54	3,3	3,39

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