

Master course code: 2114

 Name of the Masters course: **Máster Universitario en Márketing e Investigación de Mercados**

 BRANCH: **Ciències Socials i Jurídiques**

Category as a lecturer:	CU	TU	CEU	TEU	Contr. Dr.	Ajud. Dr.	Associat	Ajudant	Altres
	5	6	0	1	1	1	1	0	0
	33,00%	40,00%	0,00%	7,00%	7,00%	7,00%	7,00%	0,00%	0,00%

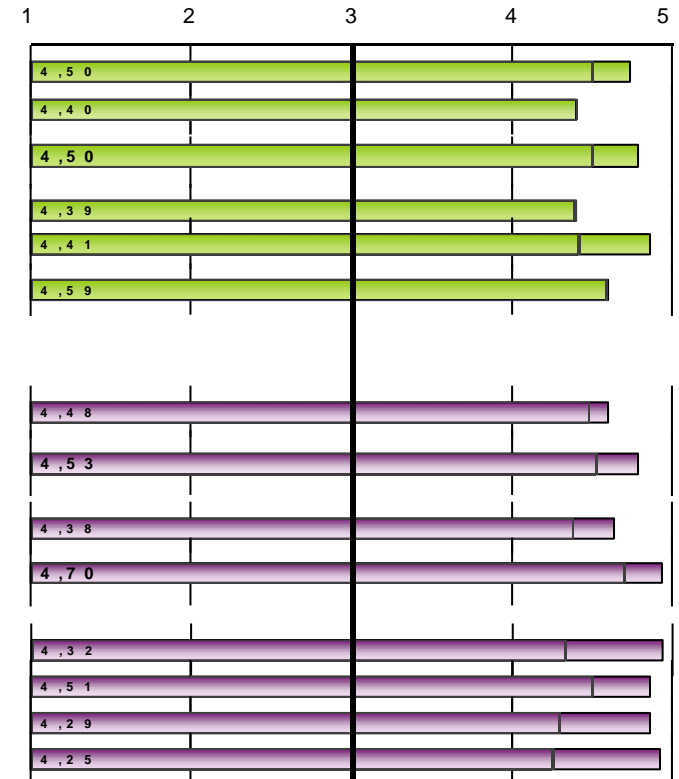
You teach:		
theory and practice	Only theory	Only practice
14	1	0
93,00%	7,00%	0,00%

No. of subjects that you teach:				
1	2	3	4	> 4
12	2	0	0	1
80,00%	13,00%	0,00%	0,00%	7,00%

No. of hours:		
AVERAGE	Minimum	Maximum
33,53	1	100

TRAINING PROGRAMME

	N/C	1	2	3	4	5	AVERAGE
1.The objectives of this master's degree and the postgraduates' profiles are adequate, interesting and updated	0	0	0	1	2	12	4,73
2.The applicants' profile is clearly defined and suited to the objectives of this master's degree	0	0	1	1	4	9	4,40
3.In general, I consider that the specific objectives and competencies associated with each subject are consistent with the overall objectives and the profile	1	0	0	0	3	11	4,79
4.The structure and sequence of subject areas is adequate because it avoids duplications and gaps	0	0	1	2	2	10	4,40
5.I think the ratio between theory and practice is appropriate for this master's degree	1	0	0	0	2	12	4,86
6.I think that the contents taught in the master's degree are clearly different from those taught in the degree	0	0	0	1	4	10	4,60
<i>Average of section</i>							4,63


COURSE ORGANISATION

	N/C	1	2	3	4	5	AVERAGE
7.The organisation of this master's degree is adequate	0	0	1	0	3	11	4,60
8.The mechanisms used to disseminate information on the master's degree (objectives, admission profile, postgraduates' profile, course guides...) are suitable	1	0	0	0	3	11	4,79
9.Students' interests and prior knowledge have been taken into account for planning the master's degree	1	0	0	1	3	10	4,64
10.The original planning and the activities scheduled have been kept to	0	0	0	0	1	14	4,93
11.Satisfaction with the coordination-communication mechanisms between:							
a.- The different lecturers in the master's degree	0	0	0	0	1	14	4,93
b.- The theory and practice of subject areas	0	0	0	0	2	13	4,87
c.- The different subject areas in the master's degree	1	0	0	0	2	12	4,86
d.- The different departments involved	2	0	0	0	1	12	4,92
<i>Average of section</i>							4,82

Scale used: 1 to 5

 : Global UV Average

Total respondents: 15

Teaching staff by POD: 64

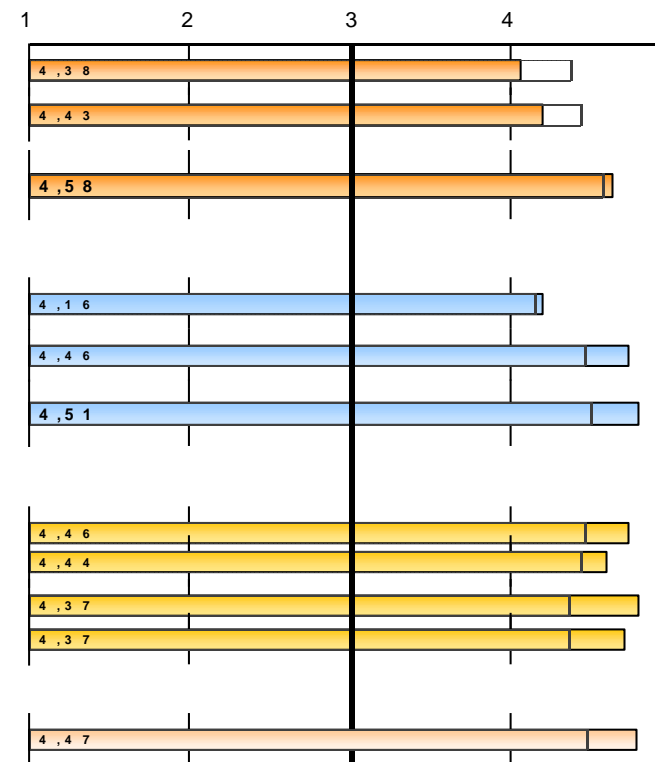
* Global average calculated from the data of the last academic year with surveys for all master degrees: 21-22

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FACILITIES AND RESOURCES	Frequency Response						AVERAGE
	N/C	1	2	3	4	5	
12.The classrooms used for teaching and the equipment that they contain are suitable for the development of	0	0	1	2	7	5	4,07
13.Laboratories, workshops and experimental areas, as well as the equipment within them, are adequate for the number of students and for the activities scheduled	5	0	1	1	3	5	4,20
14.The quantity, quality and accessibility of library materials and documentary holdings meet the requirements of the master's degree	1	0	0	1	3	10	4,64
<i>Average of section</i>							4,31
DEVELOPMENT OF TEACHING							
15.The level of students is adequate to follow the contents of my subject area	0	0	0	2	8	5	4,20
16.The contents planned (level and scope) for the subjects that I teach and the actual time to teach them are suitable	0	0	0	0	4	11	4,73
17.The assessment procedures commonly used in the master's degree properly assess the level of competencies (knowledge, skills, attitudes...) acquired by students	0	0	0	0	3	12	4,80
<i>Average of section</i>							4,58
STUDENTS							
18.Students regularly attend classes and those activities scheduled	0	0	0	0	4	11	4,73
19.I think that students achieve the objectives set in the master's degree	0	0	0	0	6	9	4,60
20.In general, students are motivated to study the master's degree	0	0	0	0	3	12	4,80
21.I think that the master's degree meets the students' expectations	1	0	0	0	4	10	4,71
<i>Average of section</i>							4,71
ADAPTING TEACHING DUE TO COVID							
Satisfaction with the process of adapting face-to-face teaching to non-face-to-face teaching that the master has done due to COVID-19	1	0	0	0	3	11	4,79



Scale used: 1 to 5

 : Global UV Average

* Global average calculated from the data of the last academic year with surveys for all master degrees: 21-22

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2114.- Máster Universitario en Márketing e Investigación de Mercados

EVOLUTIO		TRAINING PROGRAMME													
		1.Objectives of the master and profile of egres ...		2.The applicants' profile is clearly defined ...		3... specific objectives and competencies of each subject ...		4.The structure and sequence of subject areas ...		5.Ratio between theory and practice is appropriate		6.Contents different from those taught in the degree		Average of section	
A. year	Collected	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average		
21-22	15	15	4,73	15	4,4	14	4,79	15	4,4	14	4,86	15	4,6	4,63	
19-20	19	18	4,28	16	3,88	19	4,26	18	4,17	19	4,37	18	4,33	4,22	
17-18	24	23	4,39	23	3,83	23	4,57	22	4,32	22	4,45	23	4,3	4,31	
15-16	22	21	4,38	20	4,1	20	4,25	20	4,05	20	4,5	20	4,15	4,24	
14-15	13	13	4,08	13	3,85	13	4	13	3,77	13	4	11	4,09	3,96	
13-14	6	6	4,83	6	4	5	4,6	6	4,33	6	4,5	6	4,17	4,40	

EVOLUTIO		COURSE ORGANISATION																
		7. The organisation of this master's degree is adequate		8.The mechanisms used to disseminate information ...		9.Students' interests and prior knowledge ... into account for planning		10.The original planning and the activities scheduled ...		11. Satisfaction with the coordination-communication mechanisms between:				Average of				
A. year	Collected	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	a. The different lecturers	b. The theory and practice	c. The different subject areas	d. The different departments	no. resp.	average			
21-22	15	15	4,6	14	4,79	14	4,64	15	4,93	15	4,93	15	4,87	14	4,86	13	4,92	4,82
19-20	19	18	4,53	15	4,6	15	4,47	18	4,67	19	4,58	18	4,61	17	4,53	16	4,38	4,55
17-18	23	23	4,52	21	4,48	22	4,23	23	4,78	22	4,32	22	4,68	20	4,3	21	4,24	4,45
15-16	22	21	4,5	19	4,63	20	4,35	21	4,76	19	4,42	20	4,55	20	4,35	18	4,28	4,48
14-15	13	13	4,15	13	4,31	13	3,85	13	4,69	13	4	13	4,54	13	4	13	3,92	4,18
13-14	6	6	4,5	6	5	6	4,33	6	4,83	6	4,67	6	4,67	6	4,67	6	4,67	4,67

EVOLUTIO		FACILITIES AND RESOURCES						DEVELOPMENT OF TEACHING							
		12.The classrooms ... are suitable		13.Laboratories, workshops and experimental areas...		14.... library materials...		Average of section	15.The level of students is adequate to follow the contents		16.The contents planned the actual time to teach them ...		17.The assessment procedures commonly used ... properly ...		Average of section
A. year	Collected	no. resp.	average	no. resp.	average	no. resp.	average		no. resp.	average	no. resp.	average	no. resp.	average	
21-22	15	15	4,07	10	4,2	14	4,64	4,31	15	4,2	15	4,73	15	4,8	4,58
19-20	18	18	4,17	13	4,31	17	4,47	4,31	19	4	18	4,78	16	4,69	4,47
17-18	23	23	4,39	17	4,29	20	4,55	4,42	23	3,7	23	4,48	22	4,5	4,22
15-16	22	21	4,32	14	4,43	18	4,44	4,39	22	4,09	22	4,68	20	4,55	4,44

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14-15	13	4,08	10	4	13	4,46	4,19	12	3,58	12	4,42	12	4,17	4,06
13-14	6	4,83	4	4,75	6	4,83	4,81	6	4,5	6	4,83	6	4,67	4,67

STUDENTS

A. year	18.Students regularly attend classes activities scheduled		19.I think that students achieve the objectives		20.In general, students are motivated to study the master's degree		21... master's degree meets the students' expectations		Average of section
	no. resp.	average	no. resp.	average	no. resp.	average	no. resp.	average	
21-22	15	4,73	15	4,6	15	4,8	14	4,71	4,71
19-20	17	4,65	17	4,59	18	4,33	16	4,38	4,49
17-18	21	4,24	23	4,43	22	4,18	22	4,23	4,27
15-16	20	4,5	21	4,48	22	4,41	21	4,38	4,44
14-15	12	4,25	13	4,15	12	3,5	13	3,92	3,96
13-14	6	4,83	6	4,67	6	4,5	6	4,33	4,58

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