

(teacher survey)

Academic Year: 25-26

3168 - PROGRAMA DE DOCTORADO EN MARKETING

Gender:	Male	6	40,00%
	Female	9	60,00%

Teaching staff category:

CU	TU	CEU	TEU	Contr. Lect.	Trainer lect.	Adjunt lect.	Trainee lect.	Other
10	4	0	0	2	0	0	0	0
62,50%	25,00%	0,00%	0,00%	12,50%	0,00%	0,00%	0,00%	0,00%

Frequency Response

Strongly disagree....Strongly agree

N/C 1 2 3 4 5 AVERAGE 1 2 3 4 5

TRAINING PROGRAMME

1. The competences taught in the doctoral programme and the graduate profile are adequate, interesting and updated	1	0	0	0	4	11	4,73	4 , 5 6
2. The admission profile is clearly defined and suited to the objectives of this programme	1	0	0	0	5	10	4,67	4 , 4 8
3. The research training provided in the programme is in line with the social demand	1	0	1	0	2	12	4,67	4 , 4 3
4. The specific activities meet the requirements of the doctoral programme	1	0	0	1	4	10	4,60	4 , 3 9
5. I consider that cross-curricular activities are adequate for the doctoral programme	1	0	0	0	6	9	4,60	4 , 2 5
<i>Average of section</i>							4,65	

COURSE ORGANISATION

6. The organisation of this program is adequate	2	0	0	1	3	10	4,64	4 , 4 5
7. The mechanisms used to disseminate information on the programme (objectives, admission profile, cross-curricular and specific activities, etc.) are suitable	2	0	0	1	3	10	4,64	4 , 3 0
8. The service provided to students by the Doctoral School for dealing with issues related to the doctoral programme is adequate	1	0	3	0	6	6	4,00	4 , 0 0
9. The information provided on the Doctoral School's website is useful and accessible	1	0	2	1	5	7	4,13	4 , 0 9
10. The mechanisms of recognition of the tasks of tutoring and directing doctoral theses are adequate	2	0	2	2	6	4	3,86	3 , 8 2
<i>Average of section</i>							4,25	

FACILITIES AND RESOURCES

11. The facilities and material resources offered in the doctoral programme are suitable for developing research	0	0	1	3	2	10	4,31	4 , 3 6
12. The quantity, quality and accessibility of library materials and documentary holdings meet the requirements of the programme	1	0	0	1	2	12	4,73	4 , 5 5
<i>Average of section</i>							4,52	

Scale used: 1 to 5

Doctoral Program Average

Global Average, value within the bar

Number of surveys: 16

Surveyed population: 40

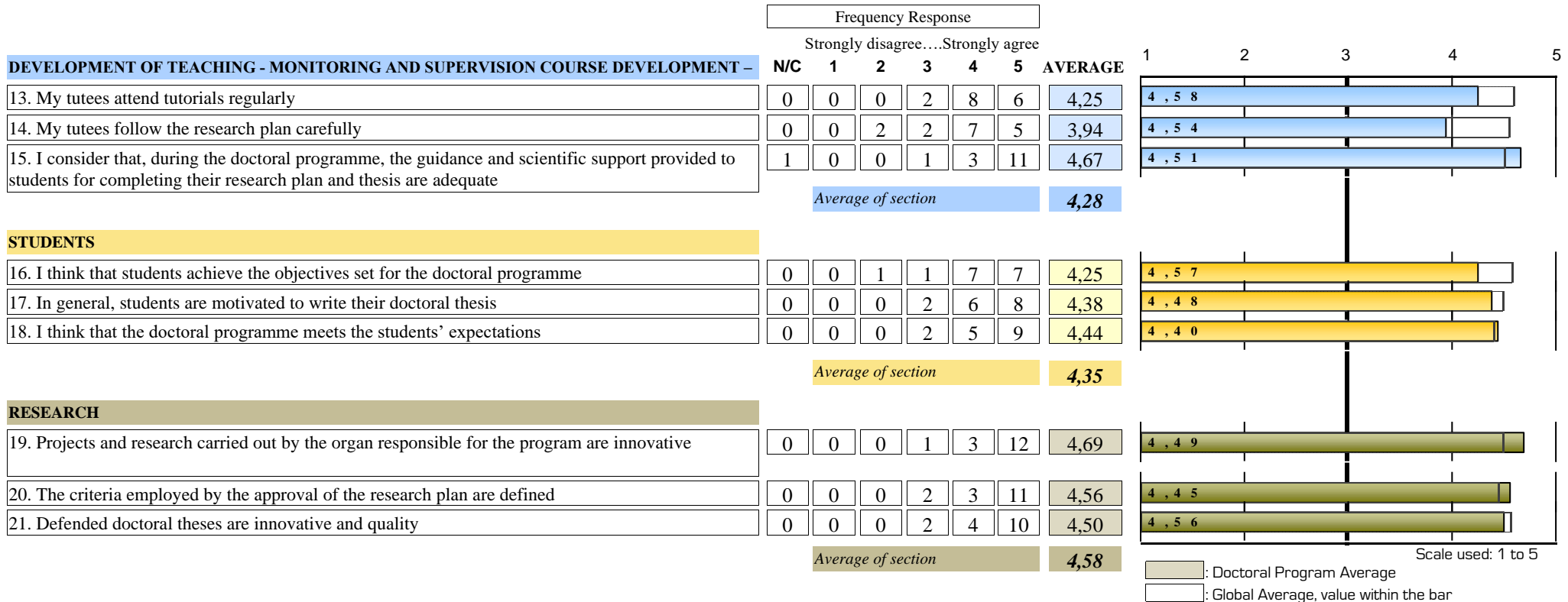
Surveys period: 19/02/2026 - 31/03/2026

Printing date: 20/04/2026

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EVOLUTION		TRAINING PROGRAMME											COURSE ORGANISATION			
		1. The competences taught in the doctoral programme and the graduate profile are		2. The admission profile is clearly defined and suited to the objectives of this		3. The research training provided in the programme is in line with the social demand		4. The specific activities meet the requirements of the doctoral programme		5. I consider that cross-curricular activities are adequate for the doctoral programme		Average of section	6. The organisation of this program is adequate		7. The mechanisms used to disseminate information on the programme	
A. year	Collected	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE		n°surv.	AVERAGE	n°surv.	AVERAGE
25-26	16	15	4,73	15	4,67	15	4,67	15	4,6	15	4,6	4,65	14	4,64	14	4,64
23-24	14	13	4,92	13	4,85	13	4,85	13	4,85	13	4,69	4,83	13	4,85	13	4,85
21-22	22	22	4,23	21	4,24	22	4,18	21	4,67	20	4,3	4,32	22	4,45	19	4,42
19-20	16	16	4,56	16	4,12	16	4,56	16	4,25	16	4,38	4,38	16	4,69	16	4,94
18-19	24	22	4,41	22	4,14	22	4,55	22	4,5	21	4,19	4,36	22	4,36	22	4,45
16-17	18	18	4,67	18	4,61	18	4,72	18	4,72	17	4,18	4,58	18	4,78	17	4,47

EVOLUTION		COURSE ORGANISATION				FACILITIES AND RESOURCES				DEVELOPMENT OF TEACHING - MONITORING							
		8. The service provided to students by the Doctoral School for dealing with issues		9. The information provided on the Doctoral School's website is useful and		10. The mechanisms of recognition of the tasks of tutoring and directing doctoral		Average of section	11. The facilities and material resources offered in the doctoral programme are		12. The quantity, quality and accessibility of library materials and		Average of section	13. My tutees attend tutorials regularly		14. My tutees follow the research plan carefully	
A. year	Collected	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE		n°surv.	AVERAGE	n°surv.	AVERAGE		n°surv.	AVERAGE	n°surv.	AVERAGE
25-26	15	4		15	4,13	14	3,86	4,25	16	4,31	15	4,73	4,52	16	4,25	16	3,94
23-24	12	4,75		12	4,67	14	3,79	4,56	13	4,69	13	4,92	4,81	14	4,21	14	4,14
21-22	19	4		20	3,85	22	3,36	4,01	21	4,24	21	4,86	4,55	21	3,9	21	3,62
19-20	15	4,4		14	4,43	16	3,38	4,36	16	4,38	16	4,75	4,56	16	3,88	16	4
18-19	20	3,65		19	4,11	22	3,32	3,98	23	4,39	23	4,65	4,52	23	3,91	22	3,55
16-17	13	3,38		14	3,71	17	3,18	3,95	18	4,22	18	4,44	4,33	16	4,12	16	3,69

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A. year	DEVELOPMENT OF TEACHING - MONITORING			STUDENTS						RESEARCH							
	15. I consider that, during the doctoral programme, the guidance and scientific		Average of section	16. I think that students achieve the objectives set for the doctoral programme		17. In general, students are motivated to write their doctoral thesis		18. I think that the doctoral programme meets the students' expectations		Average of section		19. Projects and research carried out by the organ responsible for the		20. The criteria employed by the approval of the research plan are		21. Defended doctoral theses are innovative and quality	
	n°surv.	AVERAGE		n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE		n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE	
25-26	15	4,67	4,28	16	4,25	16	4,38	16	4,44	4,35	16	4,69	16	4,56	16	4,5	4,58
23-24	14	4,57	4,31	14	4,43	14	4,29	13	4,77	4,49	13	4,77	12	5	13	4,77	4,84
21-22	22	4,18	3,91	20	3,95	20	3,85	19	4,11	3,97	21	4,38	20	4,35	20	4,25	4,33
19-20	16	4,38	4,08	15	3,93	15	3,93	15	4,33	4,07	15	4,4	15	4,67	15	4,6	4,56
18-19	23	4,43	3,97	22	4,05	23	3,96	23	4,22	4,07	22	4,55	22	4,45	21	4,43	4,48
16-17	18	4,5	4,12	18	4,28	18	4,06	18	4,28	4,20	18	4,72	18	4,61	18	4,56	4,63

* The average item is calculated from three surveys rating.

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