

Group 2
 MKTG 446 Section 2
 Semester Group Research Project: Question Development
 Project Deliverable 3

Senior Marketing Satisfaction Survey

1. Overall and considering everything, how satisfied are you with the Marketing program at Radford University?

Very Satisfied					Very Dissatisfied
5	4	3	2	1	

2. How satisfied are you with how well the marketing department prepared you in...

	Very Satisfied				Very Dissatisfied
Communicating orally	5	4	3	2	1
Working effectively in a team	5	4	3	2	1
Making presentations	5	4	3	2	1
Analyzing data	5	4	3	2	1
Professional selling skills	5	4	3	2	1
Communicating in writing	5	4	3	2	1
Making more ethical/critical decisions	5	4	3	2	1
Collecting Research Data	5	4	3	2	1

SATISFACTION OF MARKETING PROFESSORS

3. Overall and considering everything, how satisfied are you with the marketing professors

	Very Satisfied				Very Dissatisfied
	5	4	3	2	1

4. How satisfied are you with the RU Marketing program's professors in being:...

	Very Satisfied				Very Dissatisfied
	5	4	3	2	1
Approachable outside of class	5	4	3	2	1
Available during their office hours	5	4	3	2	1
Effectively communicating course material	5	4	3	2	1
Preparation for class	5	4	3	2	1
Involvement in other student organizations	5	4	3	2	1
Involvement in the Marketing Department	5	4	3	2	1

5. Have you sought help from a marketing professor on anything other than matters related to a specific course (e.g. career/internship advice, resume help, etc.)?

- No
- Yes —————> How many professors have helped you?

- ___ None
- ___ 1-2
- ___ 3-4
- ___ 5+

SATISFACTION OF MARKETING COURSES

6. For each of the required marketing classes listed below, please evaluate how beneficial each is to preparing you for your future.

	Very beneficial			Not beneficial at all		
	5	4	3	2	1	
Consumer behavior (MKTG 350)						<input type="checkbox"/> Have not taken this course
Marketing management/strategy (MKTG 445)						<input type="checkbox"/> Have not taken this course
Marketing research (MKTG 446)						<input type="checkbox"/> Have not taken this course

7. Based on the courses you have taken, which marketing elective do you think was most beneficial and which do you think was least beneficial?

Most beneficial _____

Why do you think so?

Least beneficial _____

Why do you think so?

8. What subject areas, if any, do you think should be added or emphasized in the marketing major?

OTHER

9. How satisfied are you with the:

	Very Satisfied			Very Dissatisfied	
	5	4	3	2	1
Classrooms in which you have taken courses	5	4	3	2	1
Availability of computer labs	5	4	3	2	1
Assistance with finding an internship	5	4	3	2	1
Assistance with finding a job	5	4	3	2	1
Advising received from the COBE advising center	5	4	3	2	1
Advising received from your faculty advisor	5	4	3	2	1

10. How likely would you be to recommend the marketing major at Radford University to another student?

5 4 3 2 1
I definitely would I definitely would not

11. What suggestions, if any, do you have that would improve the marketing major/program at Radford University?

DEMOGRAPHIC SECTION

12. Please rate your level of involvement with each of the following Radford University's clubs and organizations?

	Very Involved			Not Involved at all	
	5	4	3	2	1
Academic Honor	5	4	3	2	1
Activity Clubs	5	4	3	2	1
Curriculum	5	4	3	2	1
Greek Life	5	4	3	2	1
Leadership	5	4	3	2	1
Programming	5	4	3	2	1
Religious	5	4	3	2	1
Service	5	4	3	2	1
Social Action	5	4	3	2	1
Sports	5	4	3	2	1
SGA	5	4	3	2	1
Student Media	5	4	3	2	1
<input type="checkbox"/> Other _____	5	4	3	2	1

13. When will you graduate?

- December 2007
- Spring/Summer 2008

Immediately after graduation I:

- plan to attend Grad School
- do a post-graduate Internship
- will be looking for a job
- Will begin work – I already have a job
- Will be traveling before I begin looking for a job
- Am not sure what I will be doing
- Other _____

14. Gender

- Female
- Male

15. What's your current overall GPA?

- Between 3.5 and 4.0
- Between 3.0 and 3.49
- Between 2.5 and 2.99
- Between 2.0 and 2.49
- Below 2.0

16. Did you transfer to RU from another university or community college?

- Yes
- No

Do you have more than one major?

No

Yes



Accounting

Finance

Business Law

Economics

Management

Marketing

Other (Please specify)_____