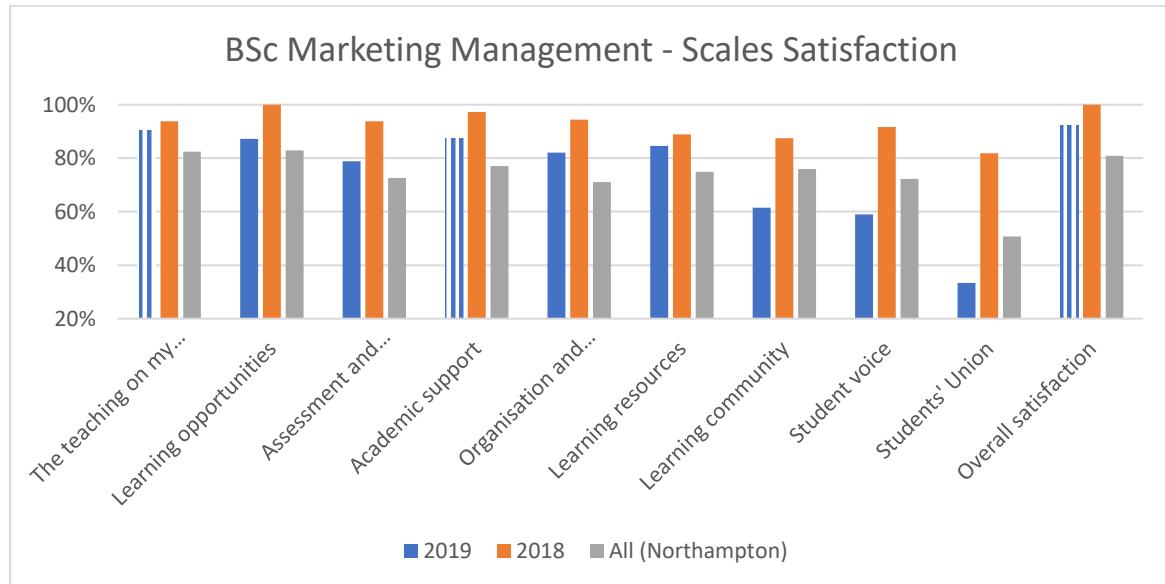


BSc Marketing Management

In 2018, BSc Marketing Management attained maximum overall satisfaction – despite this metric slipping back slightly to 92%, the University’s target has still been reached. Indeed, approval fell on every scale this time around, although this did not stop both teaching and academic support achieving their institution targets. However, this was not the case for assessment and feedback, where statistics descended on each question, including by 22 pts on students receiving helpful comments about their work (Q11).



Moreover, contentment on student voice collapsed by 33 pts – now, only half could identify how their feedback had been acted on (Q25), while there was a 30 ppt-drop in the value placed by staff on student opinions (Q24). Satisfaction on the learning community scale also suffered:

- Feel part of a community (Q21): 50% (down by 33 pts);
- Able to work with other students (Q22): 69% (down by 22 pts).

Academic staff members were widely praised by survey respondents for being ‘very supportive’, ‘passionate’ and ‘always available to help’. One sample member asserted that this was a ‘brilliant course with brilliant lecturers’, before adding: “I have learnt so much from my lecturers. [They have] been amazingly helpful with assignment support and dissertation support.” Another said: “I started off with average grades, now I am achieving very good grades and I believe the reason for this is the hard work I have put in and the support I receive from my teachers.” A third claimed that they had learnt ‘many valuable skills’ on the course.

However, a couple of respondents thought that the programme could be augmented with trips (to advertising agencies or companies) and work experience opportunities. It was also felt that more emphasis could be placed on digital marketing within the course content, while there may have been some inconsistency in marking with ‘different tutors looking for different things’.

RECOMMENDATIONS: Programme staff should offer clear feedback with explanations on how students can improve in future assignments. The feedback loop needs to be closed, while group work, social gatherings or trips could improve the sense of community. Consideration should be given to the suggestion of adding digital marketing content to the programme.