



DALTON STATE
C O L L E G E

DIVISION OF BUSINESS ADMINISTRATION
2006 GRADUATING STUDENT SURVEY
MARKETING SYSTEMS (MARK)
SUMMARY REPORT

Section I General Satisfaction

Overall, how would you rate your level of satisfaction with the Management degree program received at DSC?

Very satisfied	1	16.7%
Satisfied	5	83.3%
Dissatisfied	0	0.0%
Very dissatisfied	0	0.0%

Would you recommend the MARK degree program at DSC to others?

Yes	6	100.0%
No	0	0.0%

If you could do it all over again would you choose a different major for your business degree?

Yes	1	16.7%
No	5	83.3%

If you answered "Yes", what major would you choose?

No reply	5	83.3%
Something in computers	1	16.7%

Why?

No reply	6	100.0%
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Section II Quality of Instruction and Advising

How would you rate the quality of each of the following aspects of the Division of Business & Technology?

Instruction by faculty

Poor	0	0.0%
Fair	0	0.0%
Good	5	83.3%
Excellent	1	16.7%

Academic advising by faculty

Poor	0	0.0%
Fair	1	16.7%
Good	4	66.7%
Excellent	1	16.7%

Clarity of program requirements

Poor	0	0.0%
Fair	2	33.3%
Good	4	66.7%
Excellent	0	0.0%

Availability of faculty advisor

Poor	0	0.0%
Fair	1	16.7%
Good	4	66.7%
Excellent	1	16.7%

Career counseling and advising

Poor	1	16.7%
Fair	1	16.7%
Good	3	50.0%
Excellent	1	16.7%

Accessibility of faculty

Poor	0	0.0%
Fair	1	16.7%
Good	2	33.3%
Excellent	3	50.0%

Section II Quality of Instruction and Advising

Availability of needed courses

Poor	0	0.0%
Fair	3	50.0%
Good	3	50.0%
Excellent	0	0.0%

Range of courses from which to choose

Poor	0	0.0%
Fair	4	66.7%
Good	2	33.3%
Excellent	0	0.0%

Information about course requirements

Poor	0	0.0%
Fair	3	50.0%
Good	2	33.3%
Excellent	1	16.7%

Testing/grading system

Poor	0	0.0%
Fair	1	16.7%
Good	4	66.7%
Excellent	1	16.7%

Class size

Poor	0	0.0%
Fair	0	0.0%
Good	2	33.3%
Excellent	4	66.7%

Computer facilities

Poor	0	0.0%
Fair	1	16.7%
Good	4	66.7%
Excellent	1	16.7%

Section II Quality of Instruction and Advising

Availability of computer facilities

Poor	0	0.0%
Fair	2	33.3%
Good	3	50.0%
Excellent	1	16.7%

Classroom and teaching facilities

Poor	0	0.0%
Fair	1	16.7%
Good	4	66.7%
Excellent	1	16.7%

Relevance of classes to career goals/objectives

Poor	0	0.0%
Fair	1	16.7%
Good	4	66.7%
Excellent	1	16.7%

Library facilities

Poor	0	0.0%
Fair	2	33.3%
Good	2	33.3%
Excellent	2	33.3%

Availability of library facilities

Poor	1	16.7%
Fair	2	33.3%
Good	1	16.7%
Excellent	2	33.3%

Section III Program Learning Outcomes

To determine if the student learning outcomes of the **MARK** program were met, please indicate your level of agreement or disagreement with the following statements.

Now that I have completed the MARK degree program, I ...

Am familiar with marketing terminology and concepts.

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	2	33.3%
Strongly agree	4	66.7%

Understand marketing as a process and a multifaceted phenomenon.

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	3	50.0%
Strongly agree	3	50.0%

Know how advertising and promotional strategy fit within the marketing strategy and overall business strategy of a company.

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	2	33.3%
Strongly agree	4	66.7%

Understand basic promotion and advertising concepts.

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	3	50.0%
Strongly agree	3	50.0%

Can discern the impact of a society's values on advertising.

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	4	66.7%
Strongly agree	2	33.3%

Section III Program Learning Outcomes (continued)

Can evaluate the creative function of promotions

Strongly disagree	0	0.0%
Disagree	1	16.7%
Agree	3	50.0%
Strongly agree	2	33.3%

Understand basic consumer behavior concepts and theories.

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	4	66.7%
Strongly agree	2	33.3%

Understand the role of consumers and marketers in a variety of retail situations.

Strongly disagree	0	0.0%
Disagree	1	16.7%
Agree	2	33.3%
Strongly agree	3	50.0%

Understand the personal selling as a major function within the marketing and promotional mix of a business

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	3	50.0%
Strongly agree	3	50.0%

Am able to prepare and complete a sales presentation

Strongly disagree	0	0.0%
Disagree	1	16.7%
Agree	3	50.0%
Strongly agree	2	33.3%

Understand the cultural factors that affect international marketing.

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	2	33.3%
Strongly agree	4	66.7%

Section III Program Learning Outcomes (continued)

Know the differences between qualitative and quantitative research

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	2	33.3%
Strongly agree	4	66.7%

Can design a research project

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	4	66.7%
Strongly agree	2	33.3%

Can design a valid questionnaire for survey research

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	4	66.7%
Strongly agree	2	33.3%

Know the ethical issues in marketing research

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	3	50.0%
Strongly agree	3	50.0%

Can analyze and interpret data

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	4	66.7%
Strongly agree	2	33.3%

Can write a marketing research report

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	3	50.0%
Strongly agree	3	50.0%

Section IV General Education Learning Outcomes

Please indicate your level of agreement with the following statements.

As a result of my education at Dalton State College:

I possess the necessary academic skills and competencies to be gainfully employed and be productive.

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	2	33.3%
Strongly agree	4	66.7%

I think more critically.

Strongly disagree	0	0.0%
Disagree	1	16.7%
Agree	2	33.3%
Strongly agree	3	50.0%

I can analyze and interpret statistical data.

Strongly disagree	0	0.0%
Disagree	2	33.3%
Agree	1	16.7%
Strongly agree	3	50.0%

I can perform basic mathematical operations.

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	3	50.0%
Strongly Agree	3	50.0%

I can use computers and personal productivity application software to increase my effectiveness on the job.

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	4	66.7%
Strongly Agree	2	33.3%

Section IV General Education Learning Outcomes (continued)

I have good oral communication skills.

Strongly disagree	1	16.7%
Disagree	1	16.7%
Agree	2	33.3%
Strongly Agree	2	33.3%

I have good writing skills.

Strongly disagree	0	0.0%
Disagree	1	16.7%
Agree	3	50.0%
Strongly Agree	2	33.3%

I understand the importance of cultural diversity.

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	3	50.0%
Strongly Agree	3	50.0%

I know how globalization issues affect the business environment.

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	3	50.0%
Strongly Agree	3	50.0%

I have decision-making skills.

Strongly disagree	0	0.0%
Disagree	1	16.7%
Agree	3	50.0%
Strongly Agree	2	33.3%

I understand the role of ethics in business.

Strongly disagree	0	0.0%
Disagree	0	0.0%
Agree	3	50.0%
Strongly Agree	3	50.0%

Section V Educational Plans

Do you plan to obtain further education after you graduate from DSC?

Yes	5	83.3%
No	1	16.7%

Do you plan to work while obtaining further education?

Yes	5	83.3%
No	0	0.0%
No reply	1	16.7%

Attend graduate/professional school

Yes	5	83.3%
No	0	0.0%
No reply	1	16.7%

Obtain another bachelor's degree

Yes	1	16.7%
No	0	0.0%
No reply	5	83.3%

Take more college courses

Yes	1	16.7%
No	0	0.0%
No reply	5	83.3%

Take professional development courses

Yes	2	33.3%
No	0	0.0%
No reply	4	66.7%

Take certification review courses

Yes	1	16.7%
No	0	0.0%
No reply	5	83.3%

Section V Educational Plans (continued)

Other

Yes	0	0.0%
No	0	0.0%
No reply	6	100.0%

If you plan to attend graduate/professional school, please name the Institution.

UTC	2	33.3%
No reply	4	66.7%

Degree/program of study:

MBA	2	33.3%
No reply	4	66.7%

Full-time

Yes	1	16.7%
No	3	50.0%
No reply	2	33.3%

When?

2006	1	16.7%
2007	1	16.7%
2008	1	16.7%
No reply	3	50.0%

What is your level of agreement with the following statement: "DSC effectively prepared me to continue my education?"

Strongly agree	2	33.3%
Agree	3	50.0%
Disagree	0	0.0%
Strongly disagree	0	0.0%
No reply	1	16.7%

What is the highest degree you plan to obtain?

Master's degree	2	33.3%
Doctoral degree	1	16.7%
Professional degree (law, medicine, dentistry, etc.)	1	16.7%
Undecided	1	16.7%
No reply	1	16.7%

Section VI Employment and Employment Plans**What is your current employment status?**

Working part-time in a job related to my degree	4	66.7%
Working part-time in a job NOT related to my degree	0	0.0%
Working full-time in job related to my degree	1	16.7%
Working full-time in a job NOT related to my degree	1	16.7%
Enlisted in the military	0	0.0%
Unemployed, seeking employment	0	0.0%
Unemployed, NOT seeking employment	0	0.0%
Retired	0	0.0%
Other	0	0.0%

If you are employed, part-time or full-time, what is your organization's primary business activity?

Banking	0	0.0%
Communications	0	0.0%
Computer equipment manufacturers	0	0.0%
Data processing services / Programming	0	0.0%
Delivery / Distribution	0	0.0%
Education	0	0.0%
Government	0	0.0%
Manufacturing (carpet, rugs, and hard-surface flooring)	1	16.7%
Manufacturing (not carpet, rugs, and hard-surface flooring)	0	0.0%
Marketing	1	16.7%
Medical / Healthcare	1	16.7%
Retail	1	16.7%
Transportation	0	0.0%
Utilities	0	0.0%
Wholesale	0	0.0%
Other	2	33.3%

Section VI Employment and Employment Plans (continued)

Did you participate in DSC's employment placement services (i.e., job fair, resume preparation, mock employment interview, etc.)?

Yes	0	0.0%
No	6	100.0%

How satisfied are you with DSC's employment placement services?

Very Satisfied	0	0.0%
Satisfied	0	0.0%
Dissatisfied	0	0.0%
No reply	6	100.0%

Did you participate in DSC'S Co-Op/internship program?

Yes	2	33.3%
No	4	66.7%

How satisfied were you with your Co-Op/internship experience?

Very Satisfied	1	16.7%
Satisfied	1	16.7%
Dissatisfied	0	0.0%
Very dissatisfied	0	0.0%
No reply	4	66.7%

Choose the one item from the list below which best describes your current employment or you immediate employment plans:

I plan to continue in the job I held prior to my DSC degree	2	33.3%
I plan to be promoted by my current employer because of my DSC degree	1	16.7%
I plan to seek employment with a new employer because of my DSC degree	2	33.3%
I have already been promoted by my current employer because of my degree	1	16.7%
I have already been employed by a new employer because of my DSC degree	0	0.0%
Other	0	0.0%

Section VI Employment and Employment Plans (continued)

If you have already been employed by a new employer because of your DSC degree, please indicate how you learned of the job.

Through a contact or referral	0	0.0%
Through efforts of DSC Business Division faculty	0	0.0%
Through on-campus recruiting	0	0.0%
Through my internship/co-op experience	1	16.7%
Through volunteer activities	0	0.0%
Through a former employer	0	0.0%
Through direct application	0	0.0%
Through a want ad or other published job listing	0	0.0%
Other	0	0.0%
No reply	5	83.3%

What is your current salary range?

\$25,000 or below	1	16.7%
\$25,001 - \$30,000	4	66.7%
\$30,001 - \$35,000	1	16.7%
\$35,001 - \$40,000	0	0.0%
\$40,001 - \$45,000	0	0.0%
\$45,001 - \$50,000	0	0.0%
Over \$50,000	0	0.0%

Did you expect a salary increase immediately after graduation?

Yes	4	66.7%
No	2	33.3%

How closely related is your job to your degree major?

Highly related	2	33.3%
Moderately related	4	66.7%
Somewhat related	0	0.0%
Slightly related	0	0.0%
Not related	0	0.0%

Section VI Employment and Employment Plans (continued)

How important do you feel your DSC degree was in obtaining your position?

Very important	1	16.7%
Somewhat important	3	50.0%
Not important	2	33.3%

In your opinion, how difficult was it to obtain a job in your degree major?

Very difficult	0	0.0%
Moderately difficult	1	16.7%
Somewhat difficult	1	16.7%
Difficult	0	0.0%
Not difficult / Easy	4	66.7%

What is your level of agreement with the following statement: “My experiences at DSC prepared me for my new job (or to seek a new job)?”

Strongly agree	1	16.7%
Agree	3	50.0%
Disagree	1	16.7%
Strongly disagree	0	0.0%
No reply	1	16.7%

Section VII Demographics

What is your current age?

Under 25	4	66.7%
25 - 29	2	33.3%
30 - 39	0	0.0%
40 - 49	0	0.0%
50 or over	0	0.0%

What is your gender?

Male	0	0.0%
Female	6	100.0%

Section VII Demographics (continued)

What is your marital status?

Single, never married	4	66.7%
Single, previously married	0	0.0%
Married	2	33.3%

Does either of your parents hold a 4 year degree?

Yes, both parents	2	33.3%
Yes, one parent	2	33.3%
No, neither parent	2	33.3%

While working on your 4 year degree, have you been enrolled mainly as a:

Full-time student	4	66.7%
Part-time student	2	33.3%

How long has it taken you to complete your 4 year degree program (at all college attended)?

5 years	2	33.3%
6 years	2	33.3%
7 years or more	2	33.3%

How many years have you attended DSC?

4 years	2	33.3%
5 years	3	50.0%
6 years	1	16.7%