

PUBLISHED PROGRAMME ANALYSIS



Publishing date: 2016-11-17

The programme analysis has been completed and published by the programme coordinator. The Karlstad University evaluation tool is owned by the Professional Development Unit and is managed by the systems group for educational administration, Student Centre.

Master Programme in Marketing, 120 ECTS cr

Programme coordinator: Patrik Gottfridsson

Basic LADOK data

Programme code: SASMF

Specialisation: SAMF

Application code: 68944

Starting semester: HT-14

Pace of study: 100%

Form of study: Campus

City: Karlstad

Programme data

Number of students registered on the programme^[1]: 2

Number of current programme students^[2]: 2

Number of academic year questionnaires answered^[3]: 1

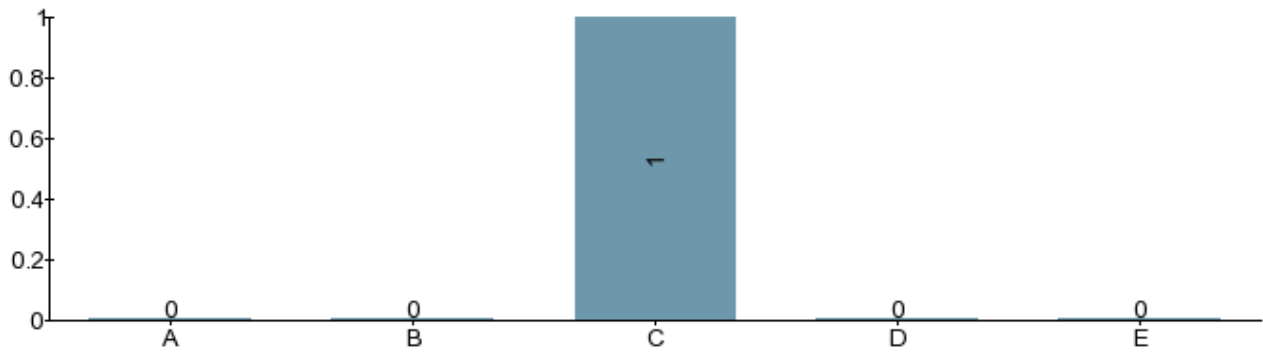
Number of registered students per semester

Semester	Total number of registered students	% in relation to semester 1
1	7	100
2	7	100
3	7	100
4	7	100

Programme evaluation

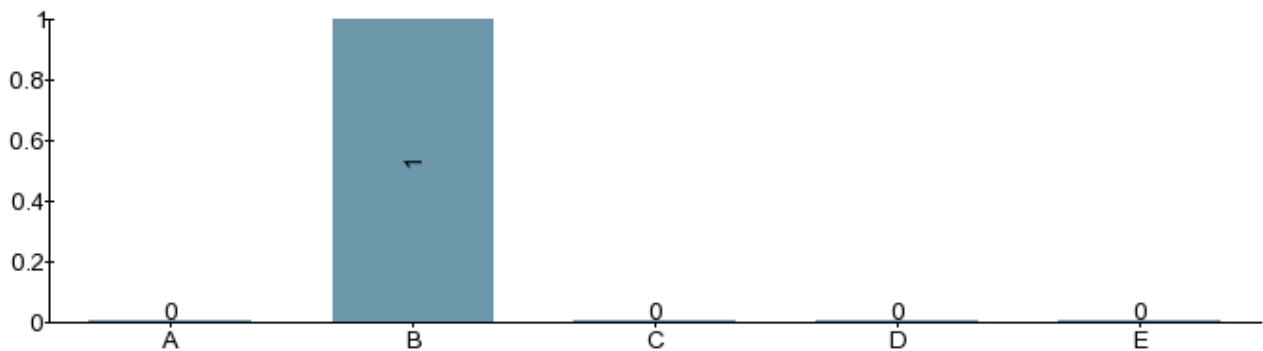
Student evaluation compilation

A. The order of the courses was adapted to the required learning outcomes.



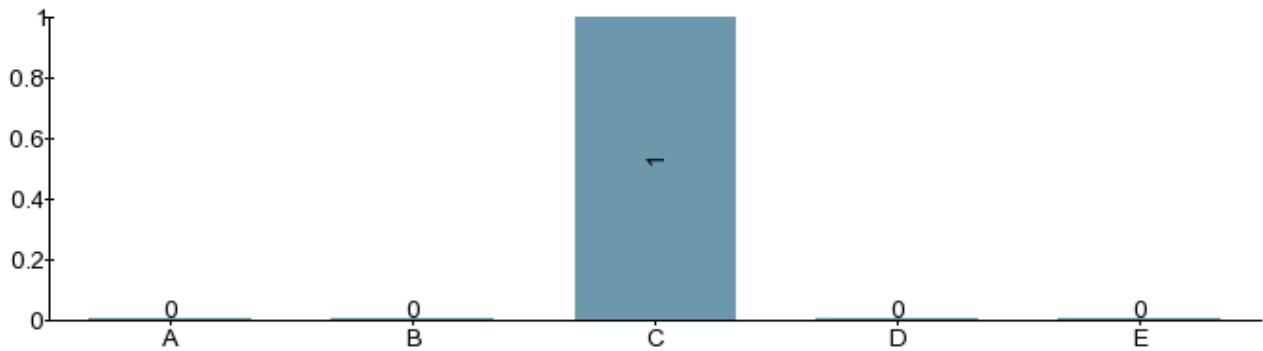
- A) To a very great extent
- B) To a great extent
- C) To a certain extent
- D) To a very little extent/Not at all
- E) Don't know

B. I was academically prepared for carrying out the concluding independent degree project.



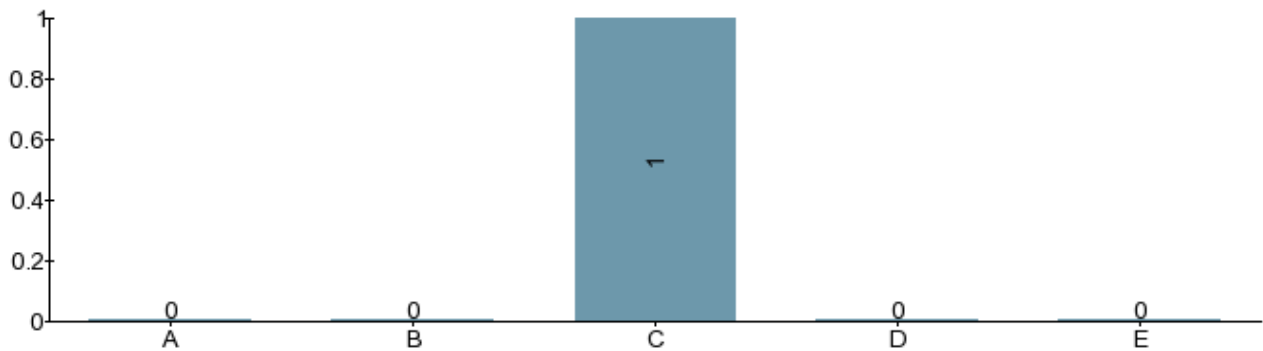
- A) To a very great extent
- B) To a great extent
- C) To a certain extent
- D) To a very little extent/Not at all
- E) Don't know

C. I think that I was given the opportunities to meet the required learning outcomes.



- A) To a very great extent
- B) To a great extent
- C) To a certain extent
- D) To a very little extent/Not at all
- E) Don't know

D. I would recommend this programme to others.



- A) To a very great extent
- B) To a great extent
- C) To a certain extent
- D) To a very little extent/Not at all
- E) Don't know

Summary of student evaluations based on the questionnaire, free text comments and any other data.

bara en student som svarat så det är för litet underlag att göra någon analys av.

The programme coordinator's final analysis.

bara en student som svarat så det är för litet underlag att göra någon analys av.

Suggestions for improvements.

bara en student som svarat så det är för litet underlag att göra någon analys av.

¹ Registered programme student current cohort, no approved leave, no non-completion and registered for a course at Kau current semester.

² Number of students who have not clicked "No" - "I am not a student on the programme stated above this academic year" in the evaluation.

³ Number of students who answered at least 1 question, or commented in free text field.