

# PUBLISHED ACADEMIC YEAR ANALYSIS



Publishing date: 2016-08-25

The academic year 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: 69163  
Starting semester: HT-15  
Pace of study: 100%  
Form of study: Campus  
City: Karlstad

## Programme data

Number of students registered on the programme<sup>[1]</sup>: 5  
Number of current programme students<sup>[2]</sup>: 5  
Number of academic year questionnaires answered<sup>[3]</sup>: 1

## Number of registered students per semester

Semester	Total number of registered students	% in relation to semester 1
1	6	100
2	6	100
3	6	100

# Academic year evaluation

## Student evaluation compilation

The distribution of answers to the individual questions are not displayed because the response rate is lower than 25% of the current number of programme students.

### **1. I think that the courses in the past academic year were relevant 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

### **2. I think that I have developed my approach to research problems, methods and theories through the courses in the past academic year.**

- 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

### **3. I think that I have developed the competences and skills I am expected to need in my future profession through the courses in the past academic year.**

- 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

### **4. I think that the courses in the past academic year have been intellectually challenging.**

- 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 of this academic year.**

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.

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

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

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