

# PUBLISHED PROGRAMME ANALYSIS



Publishing date: 2020-06-24

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: Samuel Petros Sebhatu*

## **Basic LADOK data**

Programme code: SASMF  
Specialisation: SAMF  
Application code: 69791  
Starting semester: HT -18  
Pace of study: 100%  
Form of study: Campus  
City: Karlstad

## **Programme data**

Number of students registered on the programme<sup>[1]</sup>: 22  
Number of current programme students<sup>[2]</sup>: 22  
Number of academic year questionnaires answered<sup>[3]</sup>: 0

# Programme 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 degree programme 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. 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

### **3. 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

### **4. I think that the degree programme has challenged my way of thinking, and that my studies have offered intellectual challenges.**

- 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

### **5. By following this degree programme, I have developed the competences and skills I expect to need in future professional activities**

- 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

### **6. I would recommend this degree 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.**

No evaluations from the students.

**The programme coordinator's final analysis.**

No evaluations from the students.

**Suggestions for improvements.**

Besides, no evaluations from the students, we are working on restructuring the programme.

---

<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.