Department of Marketing Senior Exit Survey

1) Overall and considering everything, how satisfied are you with the Marketing program at Radford University?

Very SatisfiedVery Dissatisfied54321

2) Overall, how satisfied are you with the programs ability to prepare/educate students on the skill sets based on your marketing/business classes?

Very Satisfied				Very Dissatisfied
5	4	3	2	1

3) How satisfied were you with the marketing faculty overall?

- □ More than Satisfied
- □ Satisfied
- □ Less than Satisfied

4) How satisfied are you with the marketing faculty's ability to be helpful to you outside of class?

- Very Satisfied
- □ Satisfied
- □ Somewhat Satisfied
- □ Somewhat Dissatisfied
- Very Dissatisfied

5) On average, how quickly did your marketing professors respond to your e-mails in the last semester?

- □ Within 3 hours
- □ Within 6 hours
- □ Within 12 hours
- □ Within 24 hours
- □ After 24 hours

6) How satisfied were you with the required courses that you had to take.

- Very Satisfied
- □ Somewhat Satisfied
- □ Neither Satisfied nor Dissatisfied
- □ Somewhat Dissatisfied
- Not Satisfied

7) What was the overall level of difficulty for your required courses?

Difficult Easy 5 4 3 2 1

8) Did you feel as though your electives were helpful to your major education?

- □ Yes
- □ Somewhat
- No

9) What topics/subjects do you feel need to be added to the marketing program?

10) What topics/subjects do you feel need to be more greatly emphasized in the marketing program?

11) Would you recommend the marketing major to incoming freshman?

YesNo

12) Please indicate your overall satisfaction with each of the following support elements of the marketing program

Advising							
Very Satisfied				Very Dissatisfied			
5	4	3	2	1			
Internship Assistance							
Very Satisfied				Very Dissatisfied			
5	4	3	2	1			
Job Placement Assistance							
Very Satisfied				Very Dissatisfied			
5	4	3	2	1			
Facilities							
Very Satisfied				Very Dissatisfied			
5	4	3	2	1			

13) What improvements, if any, do you suggest need to be made to the marketing program?

14) Do you currently belong to any of the following RU organization categories? (Please check all that apply)

- Greek Social Fraternity or Sorority
- □ Academic Fraternity
- **Religious Organization**
- □ SGA
- **Q** RU Athletics
- Other ____
- □ I do not belong to any organization

15) Currently, what are your post-graduation plans?

- □ I have a job
- □ I will be looking for a job
- □ I will be attending graduate school
- □ Military
- Other _____

16) How prepared do you feel to take on a job in the marketing field after taking courses at Radford University's marketing department.

- Very prepared
- □ Somewhat prepared
- □ Not prepared

17) What year did you enroll at Radford University?

- □ Before 2004
- **2**004
- **2**005
- **2**006
- **2**007
- □ After 2007

18) What is your major GPA?

- □ >2.5
- 2.50-2.99
- 3.00-3.49
- **3**.50-4.0

19) What is your overall GPA?

- □ >2.5
- **2**.50-2.99
- 3.00-3.49
- **3.50-4.0**