

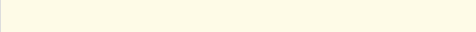





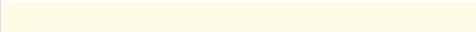


# Graduating Senior Survey Report Marketing, CCB

Last Modified: 05/08/2014

Filter By: Report Subgroup

## 1. What is MOST LIKELY to be your MAIN activity or activities upon graduation? (Select all that apply)

Answer		Response	%
Employment, full-time paid		12	100%
Employment, part-time paid		1	8%
Graduate or professional school, full-time		0	0%
Graduate or professional school, part-time		0	0%
Additional undergraduate coursework		0	0%
Military service		0	0%
Volunteer activity (e.g., Peace Corps)		0	0%
Starting or raising a family		3	25%
Other, please specify:		0	0%

Other, please specify:

## 2. As a result of all the courses I have completed at UNF, I feel that...

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable or Don't Know	Total Responses
I have learned to write more effectively.	4	3	3	2	0	0	12
I have learned to communicate orally in a more effective manner.	7	4	1	0	0	0	12
I have learned how to produce effective digital or multi-media communications.	5	3	3	1	0	0	12
I have acquired greater skill in quantitative reasoning.	6	4	2	0	0	0	12
I have improved in my ability to analyze quantitative information.	7	3	2	0	0	0	12
I better understand the scientific method.	2	6	3	0	1	0	12
I am more adept at using the scientific method.	2	4	5	0	1	0	12
I have improved in my ability to think critically.	6	5	1	0	0	0	12

## 3. Please indicate whether or not you had any of the following experiences while enrolled at UNF.

Question	Yes	No	Total Responses
Internship	✓2	7	9
Worked with a faculty member on a research project outside of course or program requirements	✓0	10	10
Study abroad experience	✓0	10	10

**4. Please indicate the number of separate occasions on which you have interacted with the community in the following ways while enrolled at UNF. For example, if you were enrolled in a class that did work in the community once a week for an entire semester, count that as 14 occasions.**

Question	0	1	2	3	4	5	6	7	8	9	10	11-15	16-20	21 or more	Total Responses
Community Outreach (volunteering, philanthropy, summer camps, public performances in underserved locations, assisting in boys and girls clubs)	5	✓ 1	✓ 1	✓ 0	✓ 0	✓ 2	✓ 1	✓ 0	✓ 0	✓ 0	✓ 0	✓ 0	✓ 0	✓ 2	12
Community-based apprenticeship (internships, field placements, supervised practicums)	8	✓ 1	✓ 0	✓ 0	✓ 0	✓ 1	✓ 1	✓ 0	✓ 0	✓ 0	✓ 0	✓ 1	✓ 0	✓ 0	12
Immersion in a community (alternative breaks, study abroad where there is meaningful project-based immersion in a community)	11	✓ 0	✓ 0	✓ 0	✓ 0	✓ 0	✓ 0	✓ 0	✓ 0	✓ 0	✓ 1	✓ 0	✓ 0	✓ 0	12
Community-based work for academic credit (service learning, civic engagement projects, capstone projects, public education activities)	8	✓ 0	✓ 1	✓ 1	✓ 0	✓ 0	✓ 0	✓ 0	✓ 0	✓ 1	✓ 0	✓ 1	✓ 0	✓ 0	12
Community-based research (research project for, in, or in collaboration with the community)	9	✓ 2	✓ 0	✓ 0	✓ 0	✓ 0	✓ 0	✓ 0	✓ 1	✓ 0	✓ 0	✓ 0	✓ 0	✓ 0	12

**5. Ethical reasoning is reasoning about right and wrong human conduct. In community settings, complex and challenging situations often arise where one is required to make an ethical decision in order to respond, for example: You observe a supervising teacher making fun of a child; You are assigned to work with an agency (e.g. Planned Parenthood) whose mission contradicts your core values; You see an employee of the organization falsifying data for personal financial gain. Indicate to what extent each of the following statements represents how you would normally respond in such a situation. 1=almost all the time to 5=almost never**

Question	1 = Almost All the Time				5 = Almost Never	Total Responses
I find it hard to explain my own position about such an issue to others who don't share my point of view.	0	1	0	5	5	11
When I think about my core set of values, the right decision immediately becomes clear.	7	4	0	0	0	11
Identifying the important ethical issues in such a situation is less critical than doing the right thing.	0	4	3	2	2	11
In such a situation, I think deeply about what I hold true.	7	4	0	0	0	11
Thinking about the potential negative consequences for others would inform my decision.	4	5	2	0	0	11
In such a situation, recognizing the important ethical issues comes easily to me.	7	3	1	0	0	11
I would find it difficult to understand what ethical concerns are important.	1	1	1	2	6	11
When I think of one solution that seems right, it raises other ethical concerns that cannot be ignored.	3	4	4	0	0	11
I can easily identify what I believe about such a situation.	6	3	2	0	0	11
I find the solution to one ethical issue often involves thinking about other ethical issues.	3	7	1	0	0	11
In such a situation, I look for confirmation of my ideas from coworkers or others who are around me.	1	5	3	2	0	11
Such an issue should be easy to solve, and if it is not, I must be doing something wrong.	2	0	6	2	1	11

**6. Scenario repeated for convenience: Ethical reasoning is reasoning about right and wrong human conduct. In community settings, complex and challenging situations often arise where one is required to make an ethical decision in order to respond, for example: You observe a supervising teacher making fun of a child; You are assigned to work with an agency (e.g. Planned Parenthood) whose mission contradicts your core values; You see an employee of the organization falsifying data for personal financial gain. Indicate to what extent each of the following statements represents your point of view about such a situation. (1 = to a great extent; 5 = not at all)**

Question	1 = To a Great Extent				5 = Not at All	Total Responses
I reflect on what action would represent who I am on the inside.	7	4	0	0	0	11
If addressing the situation will bring negative consequences for me, I prefer to avoid it.	4	2	3	1	1	11
Sometimes it is all right to break the rules in order to do the right thing.	4	4	2	1	0	11
As long as I do what my supervisor tells me, I feel I have done the right thing.	0	0	4	5	2	11
The people directly affected by my decision should be consulted.	4	5	2	0	0	11
There are standards of good behavior, and I try to follow these standards.	7	3	0	0	0	10
I always try to do what others would approve.	1	2	5	1	2	11
If responding in a certain way will advance my career, then I will pursue that course of action.	1	3	3	3	1	11
If I follow posted policies and guidelines, I will avoid doing something ethically wrong.	2	2	4	1	2	11
Whatever keeps me out of trouble is the best course of action.	2	1	2	2	4	11
I value listening to others' opinions on an issue.	3	8	0	0	0	11
As long as my intentions are good, I am comfortable with my decision.	4	1	4	2	0	11

**7. Where did you live while enrolled in college? In answering, please consider all colleges you have attended.**

Answer	Response	%
Lived on-campus for entire college career	0	0%
Lived on-campus, but currently reside off-campus	3	25%
Lived off-campus, but currently reside on-campus	0	0%
Lived off-campus for entire college career	9	75%
Total	12	100%

**8. What was your student class when you began attending UNF?**

Answer	Response	%
Freshman	4	33%
Sophomore	2	17%
Junior	6	50%
Senior	0	0%
Other (e.g., non-degree seeking student)	0	0%
Total	12	100%

**9. From the time you began attending UNF, how many years did it take you to graduate? (Please round to the next highest whole number.)**

Answer	Response	%
1	0	0%
2	3	25%
3	3	25%
4	2	17%
5	3	25%
6	1	8%
7	0	0%
8 or more	0	0%
Total	12	100%

**10. Considering only the time spent at UNF, I could have graduated sooner if it were not for the following reasons (choose all that apply):**

Answer	Response	%
My required courses were not available in the term(s) I needed them.	3	25%
My required courses were not offered at the times I needed them.	2	17%
I withdrew or did not enroll during one or more terms.	5	42%
I had to retake one or more courses.	6	50%
I made course selection decisions that delayed my graduation.	1	8%
I had to work full-time or part-time.	7	58%
I chose to participate in an internship or study abroad.	0	0%
I took a reduced course load.	2	17%
I changed majors.	3	25%
I double majored.	2	17%
Courses I took before I came to UNF did not adequately prepare me.	2	17%
I encountered financial difficulties.	2	17%
I had academic difficulties.	3	25%
I had health problems.	0	0%
I had personal or family problems.	2	17%
I have a documented disability.	0	0%
I did not seek help from my advisor, faculty or other appropriate resources.	2	17%
I graduated when I expected to graduate.	3	25%
Other. (Please Specify)	0	0%
Not applicable.	0	0%

**11. Were you employed at any time while you were a student at UNF? (Do not include work during breaks, only while classes were in session.)**

Answer	Response	%
Yes	12	100%
No	0	0%
Total	12	100%

**12. On the average, about how many hours did you work for pay while enrolled at UNF? (Do not include work during breaks, only while classes were in session.)**

Question	On Campus	Off Campus	Total Responses
I worked 1-10 hours per week	0	2	2
I worked 11-20 hours per week	0	3	3
I worked 21-30 hours per week	0	8	8
I worked 31-40 hours per week	0	1	1
I worked 41 or more hours per week	0	1	1

**13. If you had it to do over again, would you enroll at UNF?**

Answer	Response	%
✓ Definitely yes	3	25%
✓ Probably yes	8	67%
✓ Not sure	0	0%
✓ Probably no	1	8%
✓ Definitely no	0	0%
Total	12	100%

**14. Please rate your agreement with the following statements about the value of your UNF education.**

Question	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Total Responses
My UNF education was life transforming.	2	5	3	2	0	12
My UNF education prepared me for the career I want to pursue.	4	7	0	1	0	12
My UNF education has led me to rethink my career goals.	1	5	3	2	1	12
I took full advantage of the educational opportunities I had at UNF.	1	6	4	1	0	12



## 15. Please comment on any of your answers.

### Text Response

I am 31 with a husband and daughter and would have loved to do more things like study abroad. My commitments kept me from doing that, but I did everything I could without sacrificing my family life.

## 16. In the past academic year, how often have you reviewed any of the materials, ideas, or insights you encountered in UNF courses outside your major, including general education courses and elective courses?

Answer	Response	%
At least once a week	3	25%
At least once a month	1	8%
At least once a semester	3	25%
Less than once a semester	1	8%
Not at all	4	33%
Total	12	100%

## 17. Of all the courses that you have taken in your major, which have been the best and why?

### Text Response

Operations management, i found the material transferable and Coleman is a wonderful professor.

small business consulting

strategic marketing management- truly compares to what companies do

All of my majors courses in one way or another link together and discuss issues that I come across frequently in my day to day life. I hear words that we have discussed in class as well as different work related issues that I have known how to handle from class. I find the courses here at UNF to be useful as well as the information learned to be beneficial.

Business Statistics

Intermediate macroeconomics. It was challenging but so important to know especially with the current state of our economy.

Dr. El Ansary's strategic marketing was the most enjoyable and challenging, content wise. Dr. Adams consumer behavior was a close runner up.

my international classes because it has given me a better understanding of whats going on in the rest of the world.

This is hard to say. I enjoyed a lot of my classes. I didn't always enjoy the classes but they were the best for preparing me for certain life tasks. My best class was retail management.

## 18. Of all the courses that you have taken outside your major, which have been the best and why?

### Text Response

Japanese civilization, I just personally found it very interesting

n/a

n/a

Any courses I enjoyed were not because of the material but the professor presenting it in fascinating ways. Dr. Johnson for Macroeconomics, Dr. Schneusenber (dont remember how to spell his name! ) for financial management, Dr. Fadil for Administrative management.

international finance. Dr. De Jong was awesome.

The best I would have to say is Spanish.

## 19. Did you take any courses in your major that were not relevant to your field of study?

Answer	Response	%
Yes	4	33%
Not sure	4	33%
No	4	33%
Total	12	100%

## 20. Please comment on your answer.

### Text Response

operations management - wasn't fun or relevant. I understand why its required, but so far off from my other marketing classes. I think the Transportation and logistics elective was much more applicable to my marketing major.

## 21. What is your college?

Answer	Response	%
College of Arts & Sciences	0	0%
Brooks College of Health	0	0%
Coggin College of Business	12	100%
College of Computing, Engineering, & Construction	0	0%
College of Education & Human Services	0	0%
Total	12	100%

**22. What is your major? (If you have a double major, choose the one you consider to be your first major).**

Answer	Response	%
Accounting	0	0%
Business Management	0	0%
Economics	0	0%
Finance	0	0%
Financial Services	0	0%
International Business	0	0%
Marketing	12	100%
Transportation and Logistics	0	0%
Total	12	100%

**23. As a result of completing the Marketing Major at UNF, I have learned...**

Question	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Total Responses
To communicate effectively in written, oral and electronic formats.	6	5	0	0	0	11
To identify, analyze, and propose alternatives to reconciling ethical issues in decision-making.	6	4	1	0	0	11
An understanding of the global economy and a recognition of the impact of diverse socio-economic and cultural factors on business operations.	6	5	0	0	0	11
To utilize technology to enhance decision-making skills and improve productivity.	6	5	0	0	0	11
The ability to think critically to identify problems and propose alternatives to these problems.	5	6	0	0	0	11
Knowledge of the major functional areas of business and an understanding of the interrelationships among them.	8	3	0	0	0	11
Content knowledge and skills specific to Marketing.	6	5	0	0	0	11

**24. With regard to the Coggin College Career Management Center, please indicate the importance to you of the following services:**

Question	Very Important	Somewhat Important	Not Very Important	Unimportant	Total Responses
Assistance in exploring and clarifying career goals and career options	5	3	1	1	10
Assistance in networking with potential employers	7	2	0	1	10
Assistance with learning the job search process	6	2	1	1	10
Overall level of satisfaction with the Career Management Center	7	2	0	1	10

**25. With regard to the Coggin College Career Management Center, please indicate your level of satisfaction with the following services:**

Question	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Did not use this service	Total Responses
Assistance in exploring and clarifying career goals and career options	6	1	3	0	0	1	11
Assistance in networking with potential employers	5	2	3	0	0	1	11
Assistance with learning the job search process	7	0	3	0	0	1	11
Overall level of satisfaction with the Career Management Center	6	2	2	0	0	1	11