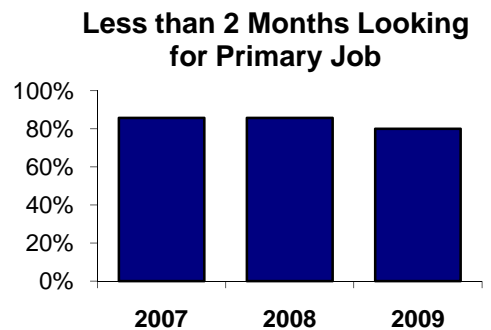
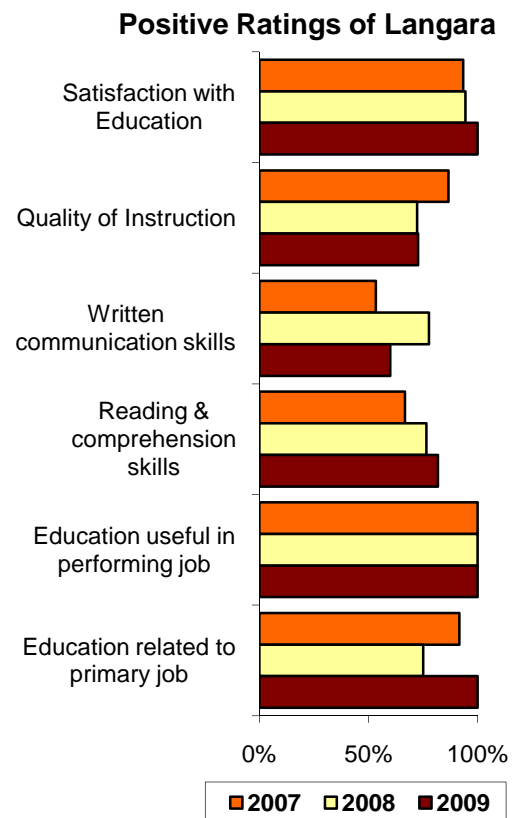
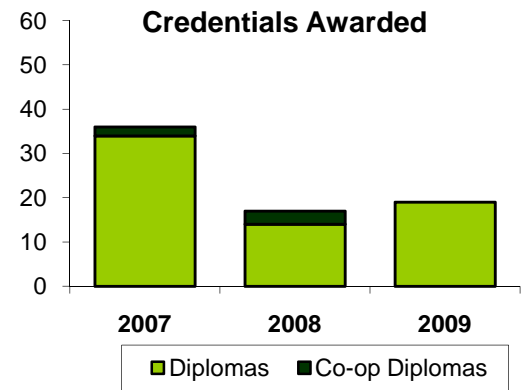


Student Outcomes Performance Indicators: Marketing Management

	2007	2008	2009
Credentials Awarded			
Diplomas	34	14	19
Co-op Diplomas	2	3	0
Student Outcomes Survey Results			
Number of survey respondents	15	18	11
Current Activity			
Further studies	47%	50%	36%
Employed full-time	83%	92%	57%
Langara Education % Positive Ratings			
Satisfaction with Education	93%	94%	100%
Quality of Instruction	87%	72%	73%
Instructor available outside of class	87%	76%	82%
Instructor helpfulness	100%	88%	82%
Fair assessments	80%	72%	82%
Written communication skills	53%	78%	60%
Oral communication skills	79%	94%	82%
Critical analysis skills	73%	72%	73%
Problem solving skills	60%	83%	82%
Reading & comprehension skills	67%	76%	82%
Group collaboration skills	93%	78%	91%
Mathematics skills	31%	39%	80%
Independent learning skills	53%	67%	73%
Innovative thinking	73%	n/a	82%
Organization of program	87%	72%	73%
Textbooks & learning materials	53%	44%	55%
Library materials	31%	40%	50%
Amount of practical experience	53%	83%	91%
Courses were up to date	80%	76%	73%
Courses were relevant to field	80%	72%	82%
Employment % Positive Ratings			
Education useful in performing job	100%	100%	100%
Education related to primary job	92%	75%	100%
Further Education % Positive Ratings			
Transfer experience	100%	0%	0%
Related to Langara education	86%	78%	100%
Prepared for further studies	100%	89%	100%



¹ At least 30 hours per week in their main job

² Percent of respondents who rated the item positively (e.g.: 'Well' or 'Very Well')

³ Among employed respondents only

⁴ Among respondents taking further studies only