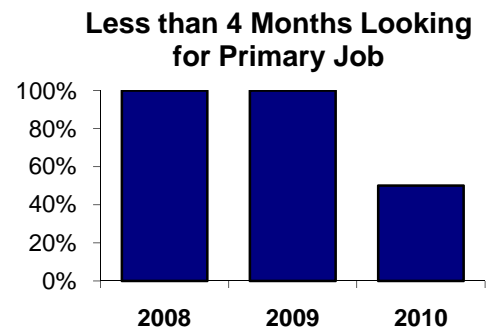
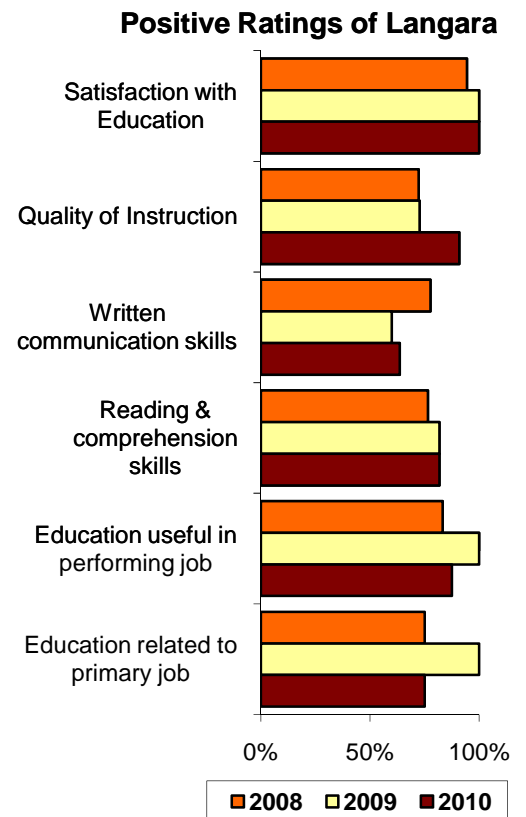
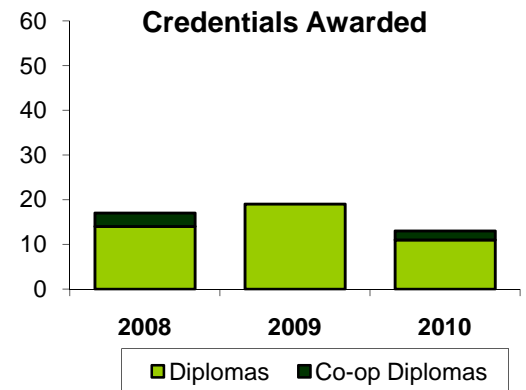


Student Outcomes Performance Indicators: Marketing Management

	2008	2009	2010
Credentials Awarded			
Diplomas	14	19	11
Co-op Diplomas	3	0	2
Student Outcomes Survey Results			
Number of survey respondents	18	11	11
Current Activity			
Further studies	50%	36%	n/a
Employed full-time	92%	57%	n/a
Langara Education % Positive Ratings			
Satisfaction with Education	94%	100%	100%
Quality of Instruction	72%	73%	91%
Instructor available outside of class	76%	82%	n/a
Instructor helpfulness	88%	82%	n/a
Fair assessments	72%	82%	n/a
Written communication skills	78%	60%	64%
Oral communication skills	94%	82%	82%
Critical analysis skills	72%	73%	91%
Problem solving skills	83%	82%	91%
Reading & comprehension skills	76%	82%	82%
Group collaboration skills	78%	91%	91%
Mathematics skills	39%	80%	50%
Independent learning skills	67%	73%	60%
Innovative thinking skills	n/a	82%	n/a
Organization of program	72%	73%	73%
Textbooks & learning materials	44%	55%	64%
Library materials	40%	50%	80%
Amount of practical experience	83%	91%	82%
Courses were up to date	76%	73%	91%
Courses were relevant to field	72%	82%	91%
Employment % Positive Ratings			
Education useful in performing job	83%	100%	88%
Education related to primary job	75%	100%	75%
Further Education % Positive Ratings			
Transfer experience	n/a	n/a	n/a
Related to Langara education	78%	100%	83%
Prepared for further studies	89%	100%	83%



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