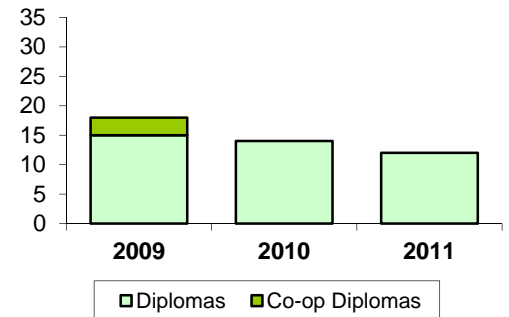


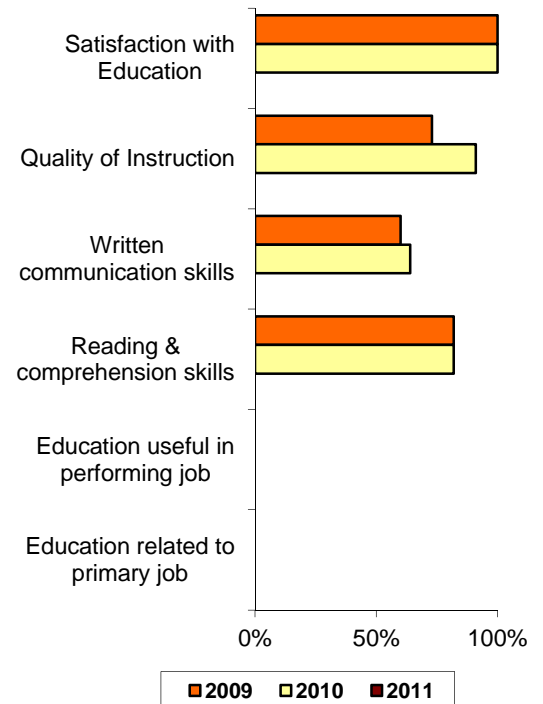
Student Outcomes Performance Indicators: Marketing Management

	2009	2010	2011
Credentials Awarded			
Diplomas	15	14	12
Co-op Diplomas	3		
Student Outcomes Survey Results			
Number of survey respondents	11	11	3
Current Activity			
Further studies	36%	55%	33%
Employed full-time	36%	64%	67%
La employed full-time¹			
Satisfaction with Education	100%	100%	mask
Quality of Instruction	73%	91%	mask
Instructor available outside of class	82%	mask	mask
Instructor helpfulness	82%	mask	mask
Fair assessments	82%	mask	mask
Written communication skills	60%	64%	mask
Oral communication skills	82%	82%	mask
Critical analysis skills	73%	91%	mask
Problem solving skills	82%	91%	mask
Reading & comprehension skills	82%	82%	mask
Group collaboration skills	91%	91%	mask
Mathematics skills	80%	50%	mask
Independent learning skills	73%	60%	mask
Innovative thinking skills	82%	mask	mask
Organization of program	73%	73%	mask
Textbooks & learning materials	55%	64%	mask
Library materials	50%	80%	mask
Amount of practical experience	91%	82%	mask
Courses were up to date	73%	91%	mask
Courses were relevant to field	82%	91%	mask
Employment			
Education useful in performing job	mask	mask	mask
Education related to primary job	mask	mask	mask
Further Education			
Transfer experience	mask	mask	mask
Related to Langara education	mask	mask	mask
Prepared for further studies	mask	mask	mask

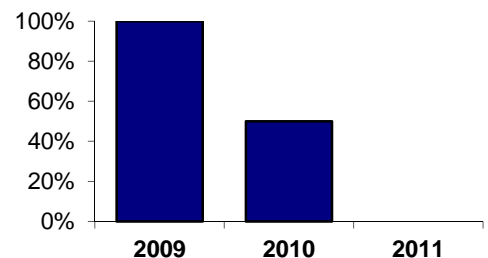
Credentials Awarded



Positive Ratings of Langara



Less than 4 Months Looking for Primary Job



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