

Department of Marketing
Fall 2009-Summer 2010 Exit Survey Results
Recipients of Undergraduate Degrees

Department N = 82 (response rate = 40.0 percent)
University N = 1548 (response rate = 39.8 percent)

Table 1

Please rate the degree of competency you had in the following areas when you entered/exited Georgia State University.

	Dept Mean	Univ Mean
Ability to write clearly and effectively (entering)	3.99	3.99
Ability to write clearly and effectively (exiting)	4.63	4.63
Ability to speak clearly and effectively (entering)	3.93	4.00
Ability to speak clearly and effectively (exiting)	4.63	4.60
Organize and interpret data appropriately (entering)	3.73	3.85
Organize and interpret data appropriately (exiting)	4.58	4.61
Ability to locate and organize information from multiple sources (entering)	3.91	3.82
Ability to locate and organize information from multiple sources (exiting)	4.63	4.65
Effectively use technology (entering)	4.22	4.08
Effectively use technology (exiting)	4.72	4.63
Work effectively with others (entering)	4.17	4.13
Work effectively with others (exiting)	4.78	4.68
Apply scientific reasoning in problem-solving (entering)	3.61	3.63
Apply scientific reasoning in problem-solving (exiting)	4.39	4.41
Ability to integrate new information with past knowledge (entering)	3.90	3.93
Ability to integrate new information with past knowledge (exiting)	4.61	4.61
Ability to analyze quantitative problems (entering)	3.51	3.64
Ability to analyze quantitative problems (exiting)	4.46	4.40
Ability to analyze problems from different points of view (entering)	3.78	3.84
Ability to analyze problems from different points of view (exiting)	4.63	4.62
Ability to set goals, prioritize tasks, and meet deadlines (entering)	3.98	3.92
Ability to set goals, prioritize tasks, and meet deadlines (exiting)	4.70	4.63
Get along with people of other racial/ethnic backgrounds (entering)	4.39	4.34
Get along with people of other racial/ethnic backgrounds (exiting)	4.72	4.72
Understanding of values and ethical standards (entering)	4.39	4.29
Understanding of values and ethical standards (exiting)	4.77	4.73

Note. Mean range: 1=very weak competency to 5=very strong competency. Dept = department; Univ = university.

Table 2

Please rate the following.

	<u>Poor</u>	<u>2</u>	<u>3</u>	<u>Excellent</u>	<u>Dept Mean</u>	<u>Univ Mean</u>
	%	%	%	%		
Quality of required courses in your major program	0.0	2.4	37.8	59.8	3.57	3.58
Availability of courses in your major program	1.2	17.1	47.6	34.1	3.15	3.14
Quality of instruction in your major program	1.2	7.3	35.4	56.1	3.46	3.51
Interaction with faculty in your major program	0.0	10.0	45.0	45.0	3.35	3.42
Scholarly competency of faculty in your major program	1.2	4.9	26.8	67.1	3.60	3.65
Academic support services	7.5	17.9	37.3	37.3	3.04	3.09
Academic advising in your major department	14.3	20.8	33.8	31.2	2.82	3.07
Academic advising in your college	13.8	17.5	38.8	30.0	2.85	2.95
Academic advising from Student Advisement Center	16.0	20.0	36.0	28.0	2.76	2.85

Note. Mean range: 1=poor to 4=excellent. Dept = department; Univ = university.

Table 3

Please indicate the extent to which you agree or disagree with the following statements.

	<u>Strongly disagree</u>	<u>2</u>	<u>3</u>	<u>Strongly agree</u>	<u>Dept Mean</u>	<u>Univ Mean</u>
	%	%	%	%		
My academic program has prepared me for advanced study.	1.2	6.2	44.4	48.1	3.40	3.41
My academic program provided good preparation for my career.	4.9	6.1	37.8	51.2	3.35	3.26
For the courses I took, the instructors stressed high quality work from students.	3.7	4.9	32.9	58.5	3.46	3.38
I would recommend GSU to a close friend or relative.	2.5	6.2	21.0	70.4	3.59	3.37

Note. Mean range: 1=strongly disagree to 4=strongly agree. Dept = department; Univ = university.

Table 4

Thinking of this semester, please indicate how often you participated in the following activities.

	<u>Never</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>Very often</u>	<u>Dept Mean</u>	<u>Univ Mean</u>
	%	%	%	%	%		
Attended campus social events	51.2	20.7	13.4	11.0	3.7	1.95	1.86
Attended campus events relevant to my academic interests	30.9	29.6	11.1	17.3	11.1	2.48	2.43
Attended athletic events at GSU	63.0	12.3	11.1	6.2	7.4	1.83	1.55
Worked with faculty members on activities other than coursework	61.7	12.3	12.3	6.2	7.4	1.85	2.04
Utilized the Student Recreation Center facilities	37.5	13.8	25.0	10.0	13.8	2.49	2.58

Note. Numbers and percentages represent cumulative findings for the fall, spring, and summer semesters of the 2009-2010 academic year. Mean range: 1=never to 5=very often. Dept = department; Univ = university.