

# Marketing Alumni Satisfaction Survey

## Overall Satisfaction with Radford University

Overall, how satisfied were you with the education you received at Radford University?

- |                          |                          |                                   |                          |                          |
|--------------------------|--------------------------|-----------------------------------|--------------------------|--------------------------|
| Very Satisfied           | Satisfied                | Neither Satisfied or Dissatisfied | Dissatisfied             | Very Dissatisfied        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |

How likely would you be to send your son or daughter to Radford University?

- Definitely Would
- Probably Would
- Might or Might Not
- Probably Would Not
- Definitely Would Not

Why do you feel this way?

## Overall Satisfaction with Marketing Program

Overall, how satisfied were you with the Marketing program at Radford University?

- |                          |                          |                                   |                          |                          |
|--------------------------|--------------------------|-----------------------------------|--------------------------|--------------------------|
| Very Satisfied           | Satisfied                | Neither Satisfied or Dissatisfied | Dissatisfied             | Very Dissatisfied        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |

Why do you feel this way?

If a new student were to ask you if you would recommend that they major in Marketing at Radford University, how likely would you be to do so?

- |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Definitely Would         | Probably Would           | Might or Might Not       | Probably Would Not       | Definitely Would Not     |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Overall, how satisfied were you with the Marketing program's ability to prepare you with the skills necessary for your professional career?

- |                          |                          |                                   |                          |                          |
|--------------------------|--------------------------|-----------------------------------|--------------------------|--------------------------|
| Very Satisfied           | Satisfied                | Neither Satisfied or Dissatisfied | Dissatisfied             | Very Dissatisfied        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |

**How satisfied were you with the ability of the Marketing program to prepare you to:**

	Very Satisfied				Very Dissatisfied	Unable to Evaluate
	5	4	3	2	1	
Effectively communicate orally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Effectively communicate in writing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Act in an ethical manner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prepare effective presentations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understand the behavior of buyers/consumers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Effectively work in diverse teams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Solve problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Think critically	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Think analytically	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Think strategically	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Think creatively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Effectively deal with conflict	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Effectively deal with change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Establish goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manage your time effectively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Be a leader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Be culturally and globally aware	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work with people of diverse backgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conduct analyses of data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work with clients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Possess good interpersonal skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Be technologically competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conduct research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop customer relationships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manage customer relationships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**How do skills and abilities you obtained at Radford University compare to those you work with who attended other universities?**

- Better
- About the Same
- Worse

**What topics, subject areas or techniques covered in your marketing classes have been most helpful to you in your career?**

**What topics, subject areas or techniques, if any, do you think should have been more greatly emphasized in your marketing classes or added to the marketing curriculum?**

**In which of the following ways, if any, would you be willing to support the Marketing program?** (Please select all that apply).

- Return to campus as a guest speaker.
- Be a virtual guest speaker (through teleconferencing, video conferencing, webcasting, etc).
- Provide internship opportunities to current students.
- Provide job opportunities for current students/alumni.
- Contribute money to a scholarship fund.
- Contribute money to the Marketing Department.
- Talk with a current student who may need career advice.
- Correspond with a current student who may need career advice via e-mail.
- Review student resumes and offer advice.
- Offer job shadowing opportunities to current students.
- Partner with faculty to provide "real world" projects for classes.
- Offer job shadowing opportunities for faculty.
- Provide access to your company or its employees for the purpose of faculty research.
- I am not interested in supporting the Marketing program.
- Other: (specify) \_\_\_\_\_

## Your Life After Graduation

**Thinking back to when you graduated, how satisfied were you with your first career-related job?**

- |                          |                          |                                   |                          |                          |
|--------------------------|--------------------------|-----------------------------------|--------------------------|--------------------------|
| Very Satisfied           | Satisfied                | Neither Satisfied or Dissatisfied | Dissatisfied             | Very Dissatisfied        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |

**When did you get your first career-related job?**

- I had a job prior to graduation.
- I found my first job within 3 months of graduation.
- I found my first job within 4 to 6 months of graduation.
- I found my first job within the first year after graduation.
- It took longer than a year to find my first job.

**What was your starting annual salary in your first career-related job?**

- Less than \$20,000
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 or more

**This compensation was:**

- Straight salary – no commission base
- A base salary plus commission
- Entirely commission-based
- Other (please specify) \_\_\_\_\_



Are you currently married?  No  Yes

Do you have children?  No  Yes → **I have children** (please select all that apply):  
 Under the age of 6  
 6 – 12  
 13 - 17  
 18 and older

In what year did you graduate with your major in Marketing from Radford University? \_\_\_\_\_

What formal education have you pursued since graduating with your major in Marketing from Radford University? (Please check all that apply).

- None
- I am currently pursuing another baccalaureate degree
- I completed another baccalaureate degree
- I am currently working on an MBA
- I have completed an MBA
- I am currently working on a masters degree other than a MBA
- I completed a masters degree other than a MBA
- I am currently working on a Doctorate/Ph.D.
- I have completed a Doctorate/Ph.D.
- Other (please specify) \_\_\_\_\_

I am currently living:

- in Virginia → **I live in the following area:**
  - Charlottesville area
  - Eastern Shore
  - Hampton Roads/Tidewater
  - Lynchburg/Southside
  - Middle Peninsula/Northern Neck
  - Northern Virginia
  - Richmond area
  - Roanoke/New River Valley/Southwest Virginia
  - Shenandoah Valley
  - Other area in VA (please specify) \_\_\_\_\_
- outside of Virginia (please specify) \_\_\_\_\_

**Thank you for taking the time to provide us with your input.  
It has been very helpful to the Department of Marketing at Radford University.**