

# SALES AND MARKETING: STUDENTS SURVEY RESULTS

*2024–2025 y. Spring semester*

## REFERENCE PERIOD:

From April 2024 to June 2025

## AIM:

To study the *Sales and Marketing* students' the opinion on study modules their quality, and teaching.

## QUESTIONNAIRE:

Students enrolled in the Sales and Marketing study programme evaluated the quality of study modules according to 14 criteria. Rating scale: *Strongly Agree; Agree; Neither Agree nor Disagree; Disagree; Strongly Disagree.*

## SURVEY RESULTS:

Students who participated in the survey of the study programme Sales and Marketing positively evaluated the study modules and the quality of teaching in the spring semester of the 2024–2025 academic year; however, due to insufficient student participation in the survey, the results are not statistically representative and therefore are not suitable for public dissemination. Information on the measures implemented in response to students' previously expressed feedback can be found in the section *You Said We Did*.