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EMPLOYER SURVEY RESULTS: SALES AND MARKETING 2026

Objective:
To determine social partners' assessment of how well students of the Sales and Marketing study programme are prepared for their future profession.

Questionnaire:
The survey is anonymous. No data identifying the respondents are collected.

SURVEY RESULTS (=52)

Assessment of Students' Personal Qualities During the Placement

Assessment criterion	Average on a 5-Point Scale	Very Good, %	Good, %	Average, %	Poor, %
Punctuality	4.87	88,46	9,62	1,92	0
Motivation	4.83	82.69	17,31	0,00	0
Ability to Learn Through Practice	4.88	88,46	11,54	0,00	0
Diligence	4.90	90,38	9,62	0,00	0
Reliability	4.92	92,31	7,69	0,00	0
Communication with Employees and Clients	4.83	84,62	13,46	1,92	0

Assessment of Students' General and Professional Skills During the Placement

Assessment criterion	Average on a 5-Point Scale	Very Good, %	Good, %	Average, %	Poor, %
Applies the required knowledge, skills and methods in practice	4,76	80,43	15,22	4,35	0
Identifies existing problems and proposes solutions	4,70	76,09	17,39	6,52	0
Monitors and evaluates the efficiency of processes/activities	4,72	80,43	10,87	8,70	0
Takes responsibility for assigned tasks	4,83	84,78	13,04	2,17	0
Manages time efficiently	4,61	67,39	26,09	6,52	0
Adequacy of competencies for professional practice	4,70	76,09	17,39	6,52	0