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EMPLOYER SURVEY RESULTS: DIGITAL AND CREATIVE COMMUNICATION 2026

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

Questionnaire:
The information collected is grouped into two sections: assessment of the student's general skills during the placement and assessment of the student's personal qualities during the placement.

SURVEY RESULTS (=46)

Assessment of the Student's Personal Qualities During the Placement

Assessment Criterion	Average Score on a 5-Point Scale	Very Good, %	Good, %	Satisfactory, %	Poor, %
Punctuality	4,78	84,78	8,70	6,52	0
Motivation	4,74	80,43	13,04	6,52	0
Ability to learn through practice	4,78	84,78	8,70	6,52	0
Diligence	4,78	82,61	13,04	4,35	0
Reliability	4,78	82,61	13,04	4,35	0
Communication with employees and clients	4,80	84,78	10,87	4,35	0

Assessment of the Student's General and Professional Skills During the Placement

Assessment Criterion	Average Score on a 5-Point Scale	Very Good, %	Good, %	Satisfactory, %	Poor, %
Applies the required knowledge, skills and methods in practice	0	0	2	10	21
Identifies existing problems and proposes solutions	0	0	5	15	13
Monitors and evaluates the efficiency of processes/activities	0	0	5	15	13
Takes responsibility for assigned tasks	0	0	2	10	21
Manages time efficiently	0	0	2	13	18
Adequacy of competences for professional practice	0	0	13	14	16