

**Reference period:**

From September 2025 to February 2026

**Aim:**

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

**Questionnaire:**

Students studying 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:

Evaluation criteria	Rating scale				
	Strongly agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The goals of the study modules are clearly defined	30%	80%	0%	10%	0%
The theory is based on practical examples	30%	90%	0%	0%	0%
The criteria for assessing the achievement of learning outcomes were clear and understandable	30%	60%	20%	0%	10%
The assignments tasks provided an opportunity to demonstrate the knowledge and skills acquired during the study modules	50%	40%	20%	10%	0%
The study subjects materials and learning resources contributed to the acquisition of new knowledge and skills	50%	30%	30%	0%	10%
Self-study work was beneficial	30%	80%	0%	10%	0%
The lecturer worked according to the timetable (starting and finishing classes on time, not missing them, etc.)	97%	16%	3%	3%	0%
Consistent and clear teaching of the study subjects	76%	32%	5%	5%	0%
Lecture time is used effectively	76%	24%	14%	5%	0%
The lecturer used various teaching methods that activate participation in the lecture	73%	24%	14%	8%	0%
The relationship between the lecturers and students of the study subjects was respectful and ethical; the favourable psychological climate prevailed	86%	19%	11%	3%	0%
The methodological material of the study modules was available in a virtual learning environment ( <i>Moodle</i> )	97%	19%	3%	0%	0%
Students were given feedback on their work (discussing the results of assignments, self-study work, etc.)	86%	19%	8%	5%	0%
Helpful and timely consultations	78%	19%	19%	3%	0%

*Sales and Marketing* study programme students have a positive perception of the study modules and the quality of their teaching in the autumn semester of 2025–2026, as shown by 88% of the students who participated in the survey agreeing with the evaluation criteria. For more information on the measures that have been implemented in response to the views expressed by students, see the *You Said We Did* section.