

■ 1995 MARKETING FACULTY SURVEY ■

We start off with a series of questions on what **YOU** think about various marketing courses and student skills/qualifications.

Q 1. Given below is a list of **marketing activities**. In your opinion, how worthwhile would a course addressing each topic be in helping most marketers to perform their jobs? Please rate each, using the following scale.

<u>W</u> orthless	[W]	1
<u>A</u> lmost <u>W</u> orthless	[AW]	2
<u>S</u> lightly <u>W</u> orthwhile	[SW]	3
<u>S</u> omewhat <u>W</u> orthwhile	[OW]	4
<u>V</u> ery <u>W</u> orthwhile	[VW]	5

(CIRCLE ONE NUMBER FOR EACH ACTIVITY)

ACTIVITY	W	AW	SW	OW	VW
Marketing research	1	2	3	4	5
Understanding consumer behavior	1	2	3	4	5
Setting strategic marketing plans	1	2	3	4	5
Designing advertisements	1	2	3	4	5
Managing advertising	1	2	3	4	5
Managing promotion	1	2	3	4	5
Managing corporate marketing efforts	1	2	3	4	5
Setting pricing strategies	1	2	3	4	5
Managing products	1	2	3	4	5
Managing customer service	1	2	3	4	5

