

**QUESTIONNAIRE: DEPARTMENT OF MARKETING APPRAISAL BY RECENT GRADUATES OF THE UNDERGRADUATE MARKETING PROGRAM AT NMSU**

Unless instructed otherwise, please circle the number next to your answer. Remember, there are no right or wrong answers; also, your answers are completely confidential.

Q1#: How strongly do you agree or disagree with each of the following statements?  
Use the following six-point scale to answer, where:

- |                                |                              |
|--------------------------------|------------------------------|
| 1= strongly agree,             | 4= somewhat disagree,        |
| 2= somewhat agree,             | 5= strongly disagree, and    |
| 3= neither agree nor disagree, | 6= no opinion or don't care. |

In general, the marketing faculty at NMSU were . . .	Strongly Agree	Some-what Agree	Neither Agree nor Disagree	Some-what Disagree	Strongly Disagree	No Opinion /Don't Care
Knowledgeable about current marketing theory	1	2	3	4	5	6
Knowledgeable about current marketing practice	1	2	3	4	5	6
Able to relate relevant personal experiences	1	2	3	4	5	6
Interesting lecturers	1	2	3	4	5	6
Able to make class relevant to my future	1	2	3	4	5	6
Innovative	1	2	3	4	5	6
Caring	1	2	3	4	5	6
Professional	1	2	3	4	5	6
Helpful	1	2	3	4	5	6
Approachable	1	2	3	4	5	6

Q#3: Think about your current job. In general, how worthwhile were the following marketing courses in helping you to perform this job? Use the following six-point scale to answer, where:

1= very worthwhile,  
 2= somewhat worthwhile,  
 3= slightly worthwhile,

4= almost worthless,  
 5= worthless, and  
 6= did not take the course.

<b>MK TG</b>	<b>Course Title</b>	<b>Very Worth-while</b>	<b>Some-what Worth.</b>	<b>Slightly Worth-while</b>	<b>Almost Worth-less</b>	<b>Worth-less</b>	<b>Didn't Take</b>
303	Principles of Marketing	1	2	3	4	5	6
310	Marketing Research	1	2	3	4	5	6
311	Consumer Dec. Processes	1	2	3	4	5	6
312	Personal Selling	1	2	3	4	5	6
313	Retail Management	1	2	3	4	5	6
314	Advertising Strategy	1	2	3	4	5	6
317	International Marketing	1	2	3	4	5	6
319	Marketing Management	1	2	3	4	5	6
324	Product & Price Management	1	2	3	4	5	6
360	Business Transportation	1	2	3	4	5	6
361	Physical Distribution Mgmt.	1	2	3	4	5	6
450	Distribution Management	1	2	3	4	5	6
451	Food Marketing Systems	1	2	3	4	5	6
453	Sales Management	1	2	3	4	5	6
455	Services Marketing Mgmt.	1	2	3	4	5	6
456	Direct Marketing	1	2	3	4	5	6
459	Promotion Management	1	2	3	4	5	6
460	Business Traffic Management	1	2	3	4	5	6
461	Seminar in Entrepreneurship	1	2	3	4	5	6
489	Strategy and Policy	1	2	3	4	5	6
490	Selected Topics	1	2	3	4	5	6
498	Independent Study	1	2	3	4	5	6

Q#4: Which **required** courses, if any, failed to meet your educational needs? Why? **(WRITE YOUR ANSWER BELOW. LEAVE BLANK IF ALL REQUIRED COURSES MET YOUR EDUCATIONAL NEEDS.)**

(1) \_\_\_\_\_ Why? \_\_\_\_\_

\_\_\_\_\_

(2) \_\_\_\_\_ Why? \_\_\_\_\_

\_\_\_\_\_

(3) \_\_\_\_\_ Why? \_\_\_\_\_

\_\_\_\_\_

Q#5: In general, how well did your marketing courses prepare you to perform the following job-related skills? Use the following six-point scale to answer, where:

1= totally prepared,  
2= mostly prepared,  
3= somewhat prepared,

4= unprepared,  
5= no opinion, and  
6= skill unrelated to current job.

Job-related Skill	Totally Prep.	Some-what Prep.	Some-what Unprep	Totally Unprep	No Opinion	Unre-lated Skill
Writing skills	1	2	3	4	5	6
Reading skills	1	2	3	4	5	6
Public speaking skills	1	2	3	4	5	6
Listening skills	1	2	3	4	5	6
Decision-making skills	1	2	3	4	5	6
Analytical skills (such as data analysis)	1	2	3	4	5	6
Team-working skills	1	2	3	4	5	6
Leadership skills	1	2	3	4	5	6
Organizational skills (such as time management)	1	2	3	4	5	6
Planning and budgeting skills	1	2	3	4	5	6
Computer word processing skills	1	2	3	4	5	6
Computer spreadsheet skills	1	2	3	4	5	6
Internet skills	1	2	3	4	5	6

Q#6: Who was your best instructor, and why? **(WRITE YOUR ANSWER BELOW.)**

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Q#8: Of your non-marketing courses, which three courses prepared you best for your current job? **(WRITE YOUR ANSWER BELOW.)**

(1) \_\_\_\_\_ How? \_\_\_\_\_

(2) \_\_\_\_\_ How? \_\_\_\_\_

(3) \_\_\_\_\_ How? \_\_\_\_\_

Q#9: On a scale of 1 to 10, where 1 means no preparation at all, and 10 means complete preparation, how well would you say that the **marketing program** at New Mexico State University prepared you for your present job?

No Prep.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10.....Complete Prep

Q#10: On a scale of 1 to 10, where 1 means no preparation at all, and 10 means complete preparation, how well would you say that your **overall education** at New Mexico State University prepared you for your present job?

No Prep.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10.....Complete Prep

Q#13: Are there any marketing-related activities, programs, or courses that would have better prepared you for your career but were unavailable when you attended New Mexico State?

Yes ..... 1  
No ..... 2

If "Yes," which activities, programs, or courses? **(WRITE YOUR ANSWER BELOW.)**

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Finally, we would like to ask you a few personal questions. We will use these questions to group your answers with those of similar people. Rest assured that your answers are anonymous and confidential.

Q#15: In what year did you (or will you) receive your undergraduate degree?  
**(WRITE YOUR ANSWER HERE)** .....

Q#16: Did you pursue graduate studies after you received your degree from New Mexico State University?

Yes ..... 1  
 No ..... 2

If "Yes," did you receive a graduate degree?

Yes ..... 1  
 No ..... 2

If "Yes," from which school?  
**(WRITE YOUR ANSWER HERE)** ..

Q#17: What was your overall Grade Point Average at New Mexico State University? **(WRITE YOUR ANSWER HERE)** .....

Q#18: From your junior year onward, would you describe yourself more as a full-time student or a part-time student?

Full-time student ..... 1  
 Part-time student ..... 2

Q#19: On average, how many credits did you carry during a typical semester?

0 to 3 ..... 1	13 to 15 ..... 5
4 to 6 ..... 2	16 to 18 ..... 6
7 to 9 ..... 3	19 or more ..... 7
10 to 12 ..... 4	

Q#20: In an average week, how much out-of-class time did you spend on course work?

Less than 5 ..... 1	21 to 25 ..... 5
5 to 10 ..... 2	26 to 30 ..... 6
11 to 15 ..... 3	30 or more ..... 7
16 to 20 ..... 4	

Q#21: What is your current job title? **(WRITE YOUR ANSWER BELOW.)**  
 \_\_\_\_\_

Q#22: What is the name of your current employer? **(WRITE YOUR ANSWER BELOW.)**

\_\_\_\_\_

Q#23: What is your home zip code? **(WRITE YOUR ANSWER HERE)** . . . . \_\_\_\_\_

Q#24: In what year were you born? **(WRITE YOUR ANSWER HERE)** . . . . \_\_\_\_\_

Q#25: What is your race?

- |                    |   |                                 |   |
|--------------------|---|---------------------------------|---|
| Asian . . . . .    | 1 | White . . . . .                 | 4 |
| Black . . . . .    | 2 | Other . . . . .                 | 5 |
| Hispanic . . . . . | 3 | Do not wish to answer . . . . . | 6 |

Q#26: Which income range best describes your personal, as opposed to household, annual income?

- |   |   |
|---|---|
| Less than \$15,000 . . . . .            | 1 |
| Between \$15,000 and \$20,000 . . . . . | 2 |
| Between \$21,000 and \$25,000 . . . . . | 3 |
| Between \$26,000 and \$30,000 . . . . . | 4 |
| Between \$31,000 and \$35,000 . . . . . | 5 |
| Between \$36,000 and \$40,000 . . . . . | 6 |
| More than \$40,000 . . . . .            | 7 |
| Do not wish to answer . . . . .         | 8 |

Q#27: What is your gender?

- |                  |   |
|------------------|---|
| Male . . . . .   | 1 |
| Female . . . . . | 2 |

<p>We, the department of marketing at NMSU, really appreciate the time and effort that you spent in completing this questionnaire. Thank you for your cooperation.</p>
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