

B.C. Baccalaureate Outcomes 2022 Survey of 2020 Baccalaureate Graduates

SYSTEM 52.1401

Detailed Summary of Survey Results
All Institutions
52.1401: Marketing/marketing management, general

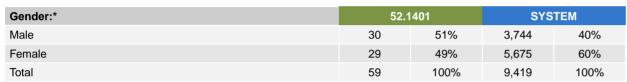
RESPONSE RATE

Survey Response Rate:	52.1	1401	SYSTEM	
Baccalaureate Graduates Survey Cohort	163	100%	24,752	100%
Survey Respondents and Response Rate	59	36%	9,423	38%

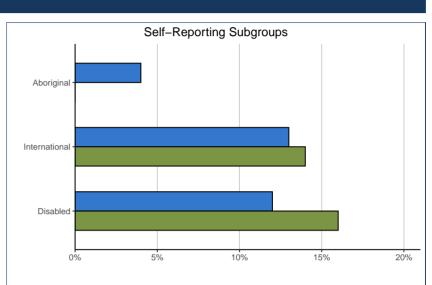


DEMOGRAPHIC INFORMATION

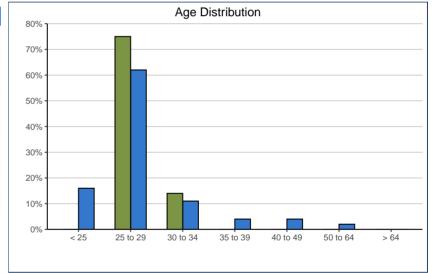
Self-Reporting Subgroups:	52.1401		SYS	TEM
Disabled	9	16%	1,082	12%
International	8	14%	1,205	13%
Aboriginal	~	~	357	4%



^{*}Due to zero or low counts, institution-reported "Non-binary" demographic data are not included.

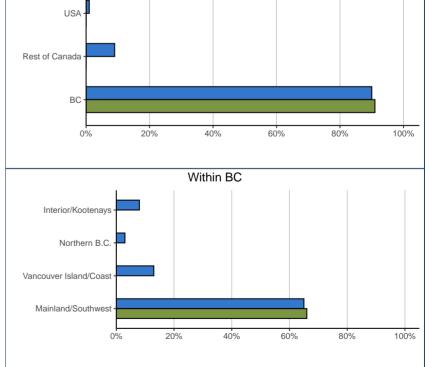


Age (at time of survey):	52.1401		SYSTEM	
< 25	~	~	1,496	16%
25 to 29	44	75%	5,860	62%
30 to 34	8	14%	1,035	11%
35 to 39	0	0%	421	4%
40 to 49	~	~	397	4%
50 to 64	0	0%	186	2%
> 64	0	0%	22	0%
Total	59	100%	9,417	100%
Median Age	27		26	
Average (mean) Age	27		28	



Place of Residence

52.1401		SYSTEM	
35	66%	5,472	65%
~	~	1,112	13%
~	~	270	3%
~	~	672	8%
48	91%	7,526	90%
~	~	343	4%
~	~	280	3%
~	~	176	2%
~	~	80	1%
5	9%	879	10%
53	100%	8,405	100%
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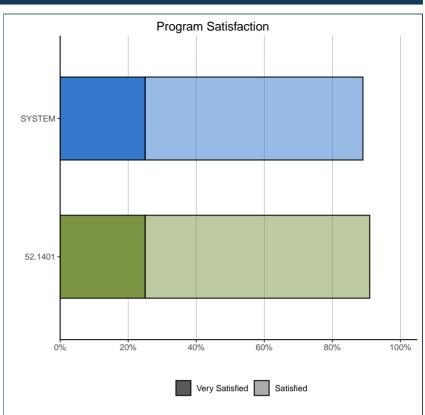


EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	52.1401		SYS	TEM
Very Satisfied	15	25%	2,332	25%
Satisfied	39	66%	5,914	64%
Dissatisfied	3	5%	831	9%
Very Dissatisfied	2	3%	188	2%
Total	59	100%	9,265	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	52	52.1401		SYSTEM	
Very Useful	20	36%	3,011	38%	
Somewhat Useful	26	47%	3,664	47%	
Not Very Useful	7	13%	886	11%	
Not at All Useful	2	4%	283	4%	
Total	55	100%	7,844	100%	

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	52.	1401	SYS	TEM
Yes	3	5%	902	10%
No	55	95%	8,298	90%



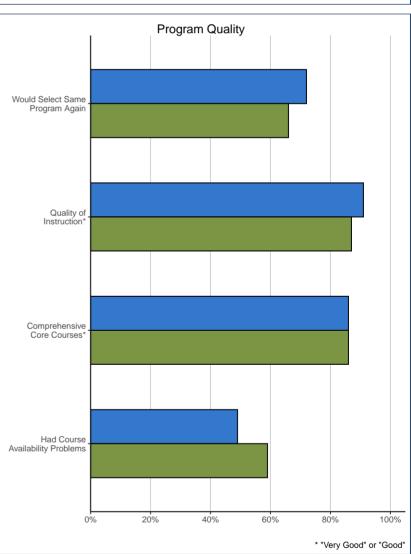
Would select the same program again:	52.1401		SYSTEM	
Yes	37	66%	5,963	72%
No	19	34%	2,334	28%

Quality of Instruction:	52. ⁻	52.1401		TEM
Very Good	23	40%	2,498	27%
Good	27	47%	6,007	64%
Poor	7	12%	685	7%
Very Poor	1	2%	131	1%
Total	58	100%	9.321	100%

Comprehensiveness of Core Courses:	52.	1401	SYS	TEM
Very Good	15	26%	2,303	25%
Good	34	60%	5,649	61%
Poor	7	12%	1,073	12%
Very Poor	1	2%	172	2%
Total	57	100%	9,197	100%

Course Availability:	52.1	401	SYS	TEM
Encountered course availability problems	35	59%	4,485	49%

Financial Constraints:	52.	52.1401		TEM
Had to interrupt studies for financial reasons	9	15%	987	11%
Had to take program part-time for financial reasons	24	41%	1,629	18%



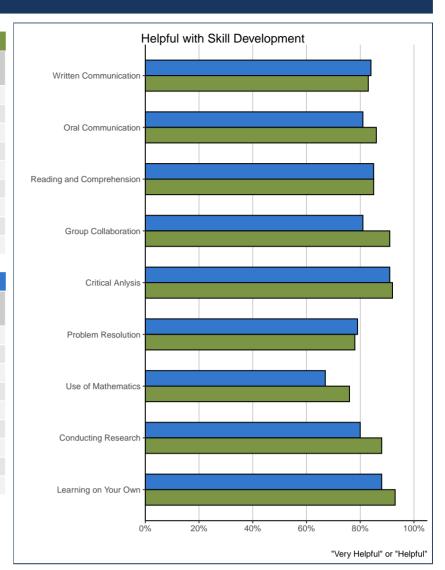




SKILL DEVELOPMENT

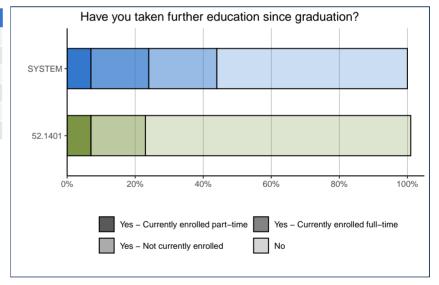
			52.1401		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	39%	44%	15%	2%	59
Oral Communication	33%	53%	14%	0%	58
Reading and Comprehension	29%	56%	12%	3%	59
Group Collaboration	43%	48%	9%	0%	58
Critical Anlysis	36%	56%	7%	2%	59
Problem Resolution	33%	45%	16%	7%	58
Use of Mathematics	21%	55%	17%	7%	58
Conducting Research	38%	50%	9%	3%	58
Learning on Your Own	33%	60%	2%	5%	58

			SYSTEM		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	27%	57%	14%	3%	9,025
Oral Communication	24%	57%	17%	3%	9,114
Reading and Comprehension	28%	57%	13%	2%	9,119
Group Collaboration	28%	53%	17%	3%	9,187
Critical Anlysis	41%	50%	8%	2%	9,297
Problem Resolution	23%	56%	17%	3%	9,057
Use of Mathematics	20%	47%	25%	9%	7,165
Conducting Research	30%	50%	17%	4%	8,871
Learning on Your Own	38%	50%	10%	2%	9,189

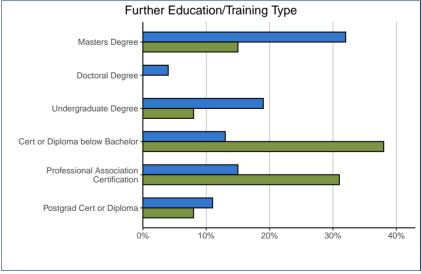


FURTHER EDUCATION

Took further education since 2020 graduation:	52.1401		SYSTEM	
Yes	13	22%	4,119	44%
Not currently enrolled	9	16%	1,831	20%
Currently enrolled full-time	0	0%	1,602	17%
Currently enrolled part-time	4	7%	637	7%
No	45	78%	5,244	56%
Total	58	100%	9,363	100%



Type of Formal Post–Secondary Education:	52.	52.1401		TEM
Masters Degree	2	15%	1,307	32%
Doctoral Degree	0	0%	167	4%
Another Undergraduate Degree	1	8%	789	19%
Certificate or Diploma below Bachelor level	5	38%	527	13%
Professional Association Certification	4	31%	603	15%
Postgraduate Certificate or Diploma	1	8%	431	11%
Other	0	0%	236	6%
Total	13	100%	4,060	100%

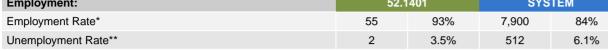




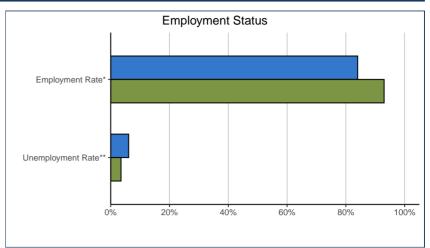


EMPLOYMENT

Labour Fource Status:	52.	52.1401		TEM
In Labour Force (working or seeking work)	57	97%	8,412	91%
Not in Labour Force	2	3%	857	9%
Total	59	100%	9,269	100%
Employment:	52.	52.1401		TEM
Employment Pate*	55	030/	7 000	Q./10/ ₋



^{*}Percent = Total employed divided by total number of respondents

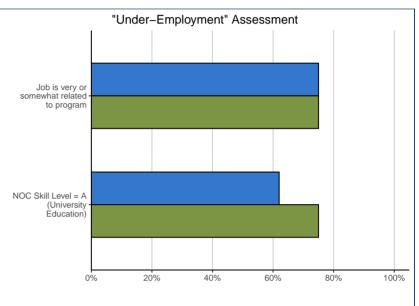


Status of Graduates NOT in Labour Force:	52.1401		SYSTEM	
Attending School FT	0	0%	597	70%
Attending School PT	0	0%	23	3%
Other	2	100%	237	28%
Total NOT in Labour Force	2	100%	857	100%

Primary Employment Type:	52.1401		SYSTEM	
Paid worker	49	89%	7,394	94%
Self-employed	6	11%	493	6%
Total	55	100%	7,887	100%

Job Characteristics:	52.1401		SYSTEM	
I hold more than one job*	10	18%	1,463	19%
My main job is full-time (>= 30 hours per week)**	50	93%	6,655	89%

^{*}Of total Employed



How related is your main job to your program?	52.1401		SYSTEM	
Very Related	21	38%	3,386	43%
Somewhat Related	20	36%	2,530	32%
Not Very Related	7	13%	1,013	13%
Not at All Related	7	13%	954	12%
Total	55	100%	7,883	100%

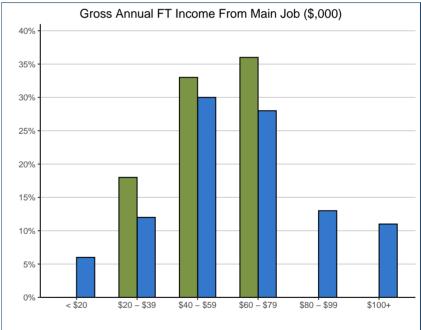
"Under-employment" Assessment:	52.1401		SYSTEM	
Job is very or somewhat related to program	41	75%	5,916	75%
NOC Skill Level = A (University Education)*	39	75%	4,631	62%

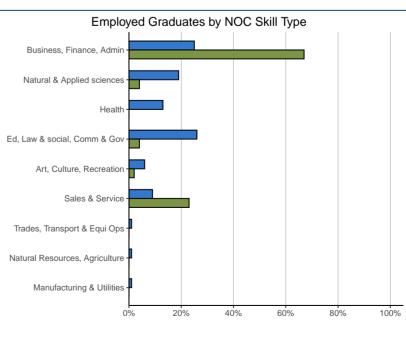
^{*}Of total valid responses

Gross Annual Income from Main Job:*	52.	52.1401		SYSTEM	
Less than \$20,000	0	0%	328	6%	
\$20,000 to \$39,999	8	18%	725	12%	
\$40,000 to \$59,999	15	33%	1,773	30%	
\$60,000 to \$79,999	16	36%	1,673	28%	
\$80,000 to \$99,999	~	~	799	13%	
\$100,000 and Above	~	~	659	11%	
Total	45	100%	5,957	100%	
Median Annual Income (full-time) (\$)	58,995		63,000		
Average Annual Income (full-time) (\$)	64,947		70,455		

^{*}Where data provided

NOC Skill Type of Main Job:	52.1401		SYSTEM	
Business, finance & administration	35	67%	1,844	25%
Natural & applied sciences & related	2	4%	1,422	19%
Health	0	0%	933	13%
Education, law and social, community & government	2	4%	1,946	26%
Art, culture, recreation & sport	1	2%	438	6%
Sales & service	12	23%	658	9%
Trades, transport & equipment operators & related	0	0%	104	1%
Natural resources, agriculture & related production	0	0%	42	1%
Manufacturing & utilities	0	0%	39	1%
Total	52	100%	7,426	100%





^{**}Percent = Total unemployed divided by total number in Labour Force

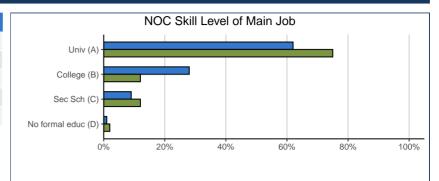
^{**}Of those who provided data on hours/week worked





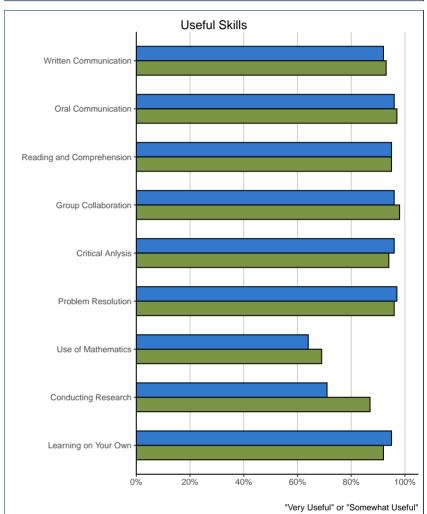
EMPLOYMENT, continued

NOC Skill Level of Main Job:	52.1401		SYSTEM	
A. University education		75%	4,631	62%
B. College education/trade apprenticeship	6	12%	2,082	28%
C. Secondary school + job-specific training	6	12%	647	9%
D. No formal education	1	2%	86	1%
Total	52	100%	7,446	100%



	52.1401				
How useful are the following skills and abilities in doing your main job?	Very Useful	Somewhat Useful	Not Very Useful	Not at All Useful	# Resp.
Written Communication	69%	24%	4%	4%	55
Oral Communication	73%	24%	4%	0%	55
Reading and Comprehension	69%	26%	2%	4%	54
Group Collaboration	80%	18%	0%	2%	55
Critical Anlysis	65%	29%	2%	4%	55
Problem Resolution	69%	27%	2%	2%	55
Use of Mathematics	40%	29%	18%	13%	55
Conducting Research	45%	42%	4%	9%	55
Learning on Your Own	76%	16%	0%	7%	55

	SYSTEM				
How useful are the following skills and abilities in doing your main job?	Very Useful	Somewhat Useful	Not Very Useful	Not at All Useful	# Resp.
Written Communication	67%	25%	5%	3%	7,839
Oral Communication	75%	21%	3%	1%	7,837
Reading and Comprehension	70%	25%	4%	1%	7,836
Group Collaboration	76%	20%	3%	1%	7,841
Critical Anlysis	74%	22%	3%	1%	7,838
Problem Resolution	77%	20%	2%	1%	7,833
Use of Mathematics	28%	36%	21%	15%	7,634
Conducting Research	36%	35%	17%	12%	7,717
Learning on Your Own	68%	27%	3%	2%	7,819



Top 10 Full-time Occupations of 52.1401 Graduates:		52.1401	
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
1123	A	Professional occupations in advertising, marketing and public relations	38%
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^{*} Data not displayed where n < 5

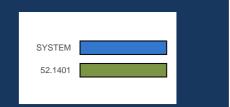
^{**} Percentages cited are of those employed

Top 10 Full-time Occupations of SYSTEM Graduates:		SYSTEM	
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
3012	A	Registered nurses and registered psychiatric nurses	6%
1111	А	Financial auditors and accountants	4%
XXXX	0	Unclassified occupations	3%
2173	А	Software engineers and designers	3%
4032	Α	Elementary school and kindergarten teachers	3%
1123	А	Professional occupations in advertising, marketing and public relations	3%
4212	В	Social and community service workers	3%
2174	Α	Computer programmers and interactive media developers	2%
4031	Α	Secondary school teachers	2%
1221	В	Administrative officers	2%

^{*} Data not displayed where n < 5

^{**} Percentages cited are of those employed





EDUCATION FINANCING

Funding Sources (3 sources allowed):*	52.1401		SYSTEM	
Personal savings, investments		29%	2,849	31%
Employment while studying		63%	4,716	51%
Family/Friends	41	73%	5,423	59%
Personal bank loans	3	5%	600	7%
Government student loans	14	25%	3,008	33%
Scholarships/Bursaries/Grants	9	16%	2,803	31%
Other	10	18%	1,997	22%
Total	56		9,180	

^{*} Percentage of respondents who identified this source

Financial Debt Incurred to Finance Bac. Ed.:*	52.1401		SYS	SYSTEM	
Incurred any form of financial debt	21	36%	4,031	44%	
Incurred government-sponsored student loan debt	15	25%	3,331	36%	

^{*} Percentage of respondents who provided data



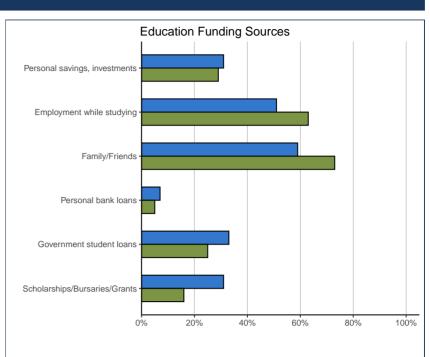
^{*} Includes only cases where financial debt was incurred

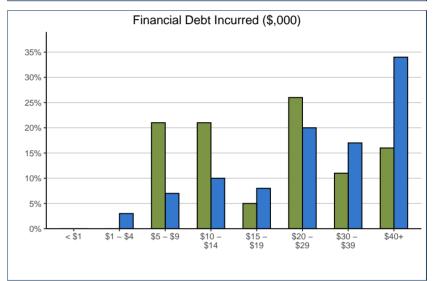


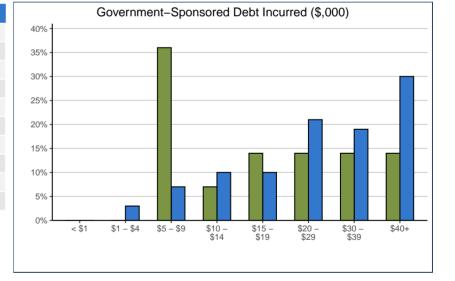
^{*} Includes only cases where government-sponsored debt was incurred

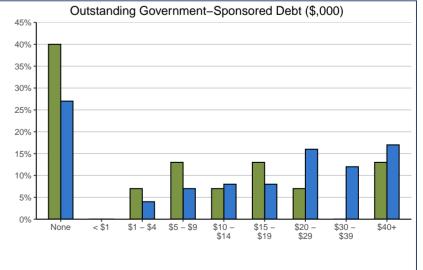


^{*} Includes only cases where government–sponsored debt was incurred, and valid "amount remaining" was provided









^{**} Median amounts shown are based on those who had remaining government student loan debt