B.C. Baccalaureate Outcomes

2023 Survey of 2021 Baccalaureate Graduates

☑ BC Student ☑ Outcomes

Detailed Summary of Survey Results Kwantlen Polytechnic University 52.1401: Marketing/marketing management, general

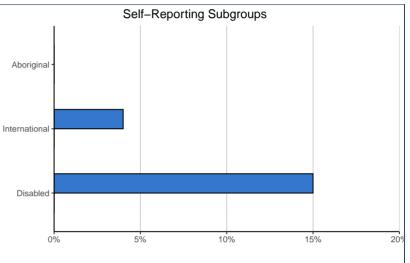


| RESPONSE RATE | | | | | | | | |
|---------------------------------------|-----|------|-------|------|-----------|--------|----------|-----|
| Survey Response Rate: | 52. | 1401 | K | PU | | Respor | nse Rate | |
| Baccalaureate Graduates Survey Cohort | 88 | 100% | 1,115 | 100% | KPU - | | | |
| Survey Respondents and Response Rate | 18 | 20% | 338 | 30% | KF0 | | | |
| | | | | | 52.1401 - | | | |
| | | | | | 0% | 10% | 20% | 30% |

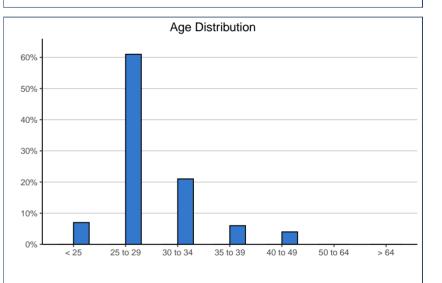
DEMOGRAPHIC INFORMATION

Self-Reporting Subgroups: 52.1401 KPU Disabled 48 15% ~ ~ International 15 ~ 4% ~ Aboriginal 0% 0 ~

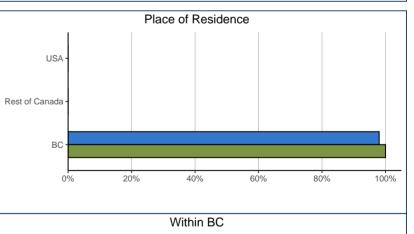
| Gender:* | 52.1401 | | KPU | | |
|---|---------|------|-----|------|--|
| Male | 9 | 50% | 125 | 37% | |
| Female | 9 | 50% | 211 | 63% | |
| Total | 18 | 100% | 336 | 100% | |
| Due to zero or low counts, institution-reported "Non-binary" demographic data are not included. | | | | | |



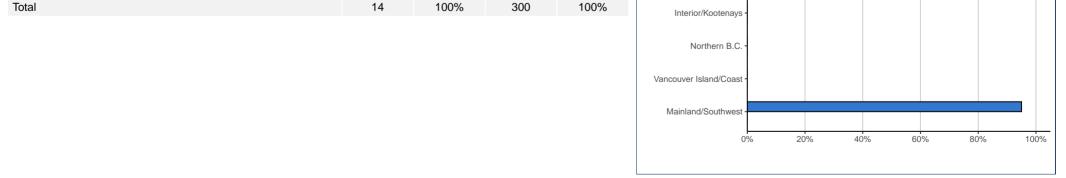
| Age (at time of survey): | 52.1401 | | KPU | |
|--------------------------|---------|------|-----|------|
| < 25 | 0 | 0% | 24 | 7% |
| 25 to 29 | ~ | ~ | 206 | 61% |
| 30 to 34 | ~ | ~ | 71 | 21% |
| 35 to 39 | 0 | 0% | 19 | 6% |
| 40 to 49 | 0 | 0% | 13 | 4% |
| 50 to 64 | 0 | 0% | ~ | ~ |
| > 64 | 0 | 0% | ~ | ~ |
| Total | 18 | 100% | 338 | 100% |
| Median Age | 27 | | 28 | |
| Average (mean) Age | 27 | | 29 | |



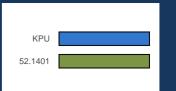
| Place of Residence (at time of survey): | 52. | 52.1401 | | PU |
|---|-----|---------|-----|-----|
| BC – Mainland/Southwest | ~ | ~ | 286 | 95% |
| BC – Vancouver Island/Coast | 0 | 0% | ~ | ~ |
| BC – Northern B.C. | 0 | 0% | ~ | ~ |
| BC – Interior/Kootenays | ~ | ~ | ~ | ~ |
| BC Subtotal | 14 | 100% | 294 | 98% |
| Canada – Alberta | 0 | 0% | ~ | ~ |
| Canada – Ontario | 0 | 0% | ~ | ~ |
| Canada – Other | 0 | 0% | ~ | ~ |
| U.S.A. | 0 | 0% | ~ | ~ |
| Non-BC Subtotal | 0 | 0% | 6 | 2% |
| | | | | |



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Detailed Summary of Survey Results Kwantlen Polytechnic University 52.1401: Marketing/marketing management, general

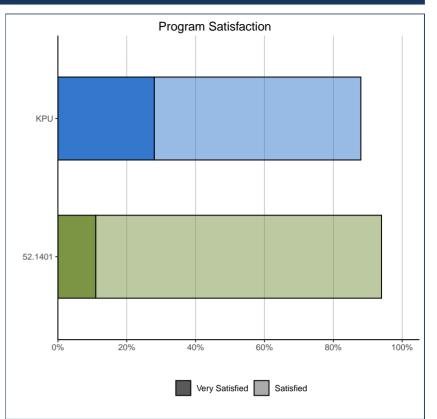


EDUCATION EVALUATION AND SKILL DEVELOPMENT

| Program Satisfaction: | 52.1401 | | KPU | |
|-----------------------|---------|------|-----|------|
| Very Satisfied | 2 | 11% | 95 | 28% |
| Satisfied | 15 | 83% | 200 | 60% |
| Dissatisfied | 1 | 6% | 31 | 9% |
| Very Dissatisfied | 0 | 0% | 10 | 3% |
| Total | 18 | 100% | 336 | 100% |

| Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work: | 52.1401 | | KPU | |
|--|---------|------|-----|------|
| Very Useful | 5 | 31% | 115 | 41% |
| Somewhat Useful | 8 | 50% | 123 | 43% |
| Not Very Useful | 2 | 13% | 37 | 13% |
| Not at All Useful | 1 | 6% | 8 | 3% |
| Total | 16 | 100% | 283 | 100% |

| Took upgrading, access, bridging, or other preparatory courses during or prior to studies: | 52.1401 | | KPU | |
|---|---------|-----|-----|-----|
| Yes | 3 | 18% | 42 | 13% |
| No | 14 | 82% | 280 | 87% |



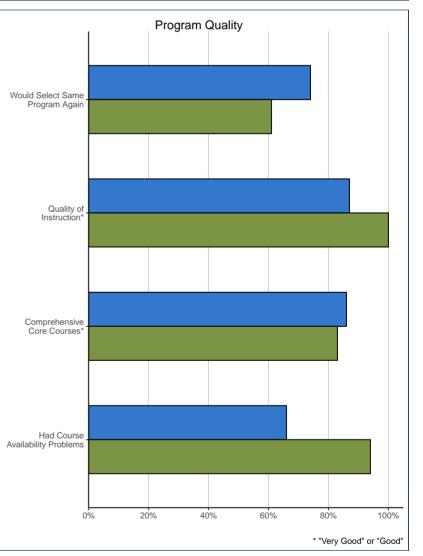
| Would select the same program again: | 52.1401 | | KPU | |
|--------------------------------------|---------|-----|-----|-----|
| Yes | 11 | 61% | 214 | 74% |
| No | 7 | 39% | 77 | 26% |

| Quality of Instruction: | 52.1401 | | KPU | |
|-------------------------|---------|------|-----|------|
| Very Good | 4 | 22% | 100 | 30% |
| Good | 14 | 78% | 192 | 57% |
| Poor | 0 | 0% | 32 | 10% |
| Very Poor | 0 | 0% | 11 | 3% |
| Total | 18 | 100% | 335 | 100% |

| Comprehensiveness of Core Courses: | 52.1401 | | KPU | |
|------------------------------------|---------|------|-----|------|
| Very Good | 6 | 33% | 99 | 30% |
| Good | 9 | 50% | 184 | 56% |
| Poor | 3 | 17% | 38 | 11% |
| Very Poor | 0 | 0% | 10 | 3% |
| Total | 18 | 100% | 331 | 100% |

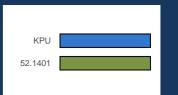
| Course Availability: | 52.1401 | | KPU | |
|--|---------|-----|-----|-----|
| Encountered course availability problems | 15 | 94% | 218 | 66% |

| Financial Constraints: | 52.1401 | | KPU | |
|---|---------|-----|-----|-----|
| Had to interrupt studies for financial reasons | 2 | 12% | 71 | 21% |
| Had to take program part-time for financial reasons | 4 | 25% | 108 | 33% |



Note: \sim indicates low cell count; data suppressed

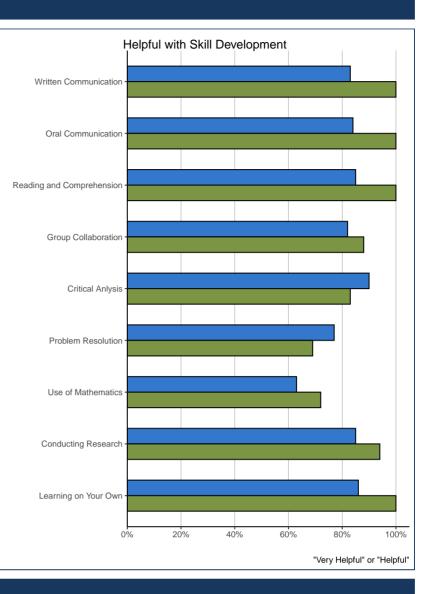
Detailed Summary of Survey Results Kwantlen Polytechnic University 52.1401: Marketing/marketing management, general



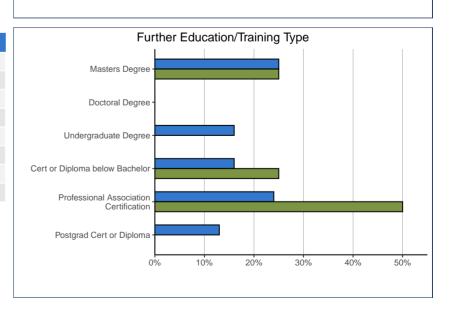
SKILL DEVELOPMENT

| | | | 52.1401 | | |
|---|-----------------|---------|---------------------|-----------------------|---------|
| Skill Development: How helpful was institution? | Very Helpful | Helpful | Not Very Helpful | Not at All Helpful | # Resp. |
| Written Communication | 33% | 67% | 0% | 0% | 18 |
| Oral Communication | 47% | 53% | 0% | 0% | 17 |
| Reading and Comprehension | 28% | 72% | 0% | 0% | 18 |
| Group Collaboration | 47% | 41% | 12% | 0% | 17 |
| Critical Anlysis | 44% | 39% | 17% | 0% | 18 |
| Problem Resolution | 25% | 44% | 31% | 0% | 16 |
| Use of Mathematics | 22% | 50% | 11% | 17% | 18 |
| Conducting Research | 44% | 50% | 6% | 0% | 18 |
| Learning on Your Own | 44% | 56% | 0% | 0% | 16 |

| | | | KPU | | |
|---|-----------------|---------|---------------------|-----------------------|---------|
| Skill Development: How helpful was institution? | Very Helpful | Helpful | Not Very Helpful | Not at All Helpful | # Resp. |
| Written Communication | 32% | 51% | 14% | 2% | 327 |
| Oral Communication | 34% | 50% | 13% | 2% | 329 |
| Reading and Comprehension | 31% | 54% | 13% | 2% | 330 |
| Group Collaboration | 36% | 46% | 16% | 2% | 331 |
| Critical Anlysis | 42% | 48% | 8% | 2% | 336 |
| Problem Resolution | 26% | 51% | 20% | 3% | 328 |
| Use of Mathematics | 15% | 48% | 27% | 10% | 260 |
| Conducting Research | 37% | 48% | 12% | 3% | 320 |
| Learning on Your Own | 37% | 49% | 13% | 2% | 328 |



Have you taken further education since graduation?



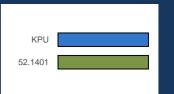
FURTHER EDUCATION

| 52.1 | 401 | KI | PU |
|------|------------------------|--|---|
| 4 | 22% | 132 | 39% |
| 4 | 22% | 66 | 20% |
| 0 | 0% | 39 | 12% |
| 0 | 0% | 24 | 7% |
| 14 | 78% | 203 | 61% |
| 18 | 100% | 335 | 100% |
| | 4 4 0 0 14 | 4 22% 0 0% 0 0% 14 78% | 4 22% 132 4 22% 66 0 0% 39 0 0% 24 14 78% 203 |

| Type of Formal Post–Secondary Education: | 52 | .1401 | K | PU |
|---|----|-------|----|-----|
| Masters Degree | 1 | 25% | 32 | 25% |
| Doctoral Degree | 0 | 0% | 0 | 0% |
| Another Undergraduate Degree | 0 | 0% | 20 | 16% |
| Certificate or Diploma below Bachelor level | 1 | 25% | 20 | 16% |
| Professional Association Certification | 2 | 50% | 31 | 24% |
| Postgraduate Certificate or Diploma | 0 | 0% | 17 | 13% |

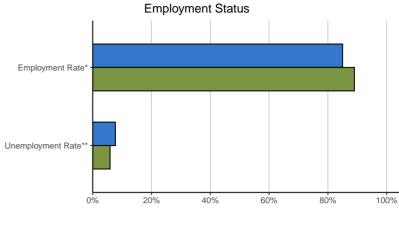
| Other 0 0% 8 6% Table 4 400% 400% 400% | r obigradado o or Dipionia | U | 070 | | 1070 |
|--|----------------------------|---|------|-----|------|
| | Other | 0 | 0% | 8 | 6% |
| 100% 128 100% | Total | 4 | 100% | 128 | 100% |

Detailed Summary of Survey Results Kwantlen Polytechnic University 52.1401: Marketing/marketing management, general



EMPLOYMENT

| Labour Fource Status: | 52.1 | 401 | K | PU |
|--|------|------|-----|------|
| In Labour Force (working or seeking work) | 17 | 94% | 310 | 94% |
| Not in Labour Force | 1 | 6% | 20 | 6% |
| Total | 18 | 100% | 330 | 100% |
| | | | | |
| Employment: | 52.1 | 401 | K | PU |
| Employment Rate* | 16 | 89% | 286 | 85% |
| Unemployment Rate** | 1 | 5.9% | 24 | 7.7% |
| *Percent = Total employed divided by total number of respondents | | | | |



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

| Status of Graduates NOT in Labour Force: | 52.1 | 401 | KI | PU |
|--|------|------|----|------|
| Attending School FT | 0 | 0% | 8 | 40% |
| Attending School PT | 0 | 0% | 2 | 10% |
| Other | 1 | 100% | 10 | 50% |
| Total NOT in Labour Force | 1 | 100% | 20 | 100% |

| Primary Employment Type: | 52.1 | 401 | KI | PU |
|--------------------------|------|------|-----|------|
| Paid worker | 14 | 88% | 268 | 94% |
| Self-employed | 2 | 13% | 18 | 6% |
| Total | 16 | 100% | 286 | 100% |

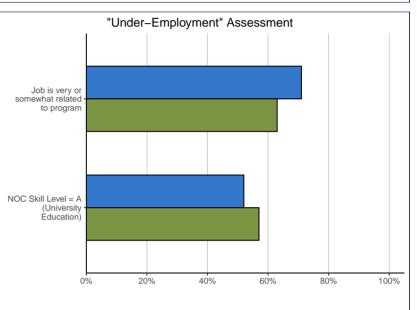
| Job Characteristics: | 52. | 1401 | K | PU |
|---|-----|------|-----|-----|
| I hold more than one job* | 0 | 0% | 51 | 18% |
| My main job is full-time (>= 30 hours per week)** | 13 | 100% | 241 | 90% |
| *Of total Employed | | | | |

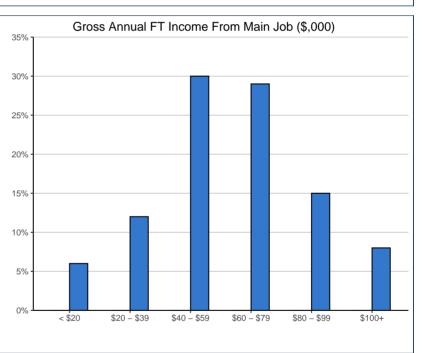


| How related is your main job to your program? | 52. | 1401 | K | PU |
|---|-----|------|-----|------|
| Very Related | 4 | 25% | 121 | 42% |
| Somewhat Related | 6 | 38% | 83 | 29% |
| Not Very Related | 4 | 25% | 38 | 13% |
| Not at All Related | 2 | 13% | 44 | 15% |
| Total | 16 | 100% | 286 | 100% |

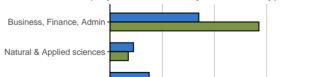
| "Under-employment" Assessment: | 52.1 | 401 | K | ۶U |
|---|------|-----|-----|-----|
| Job is very or somewhat related to program | 10 | 63% | 204 | 71% |
| NOC Skill Level = A (University Education)* | 8 | 57% | 137 | 52% |
| *Of total valid responses | | | | |

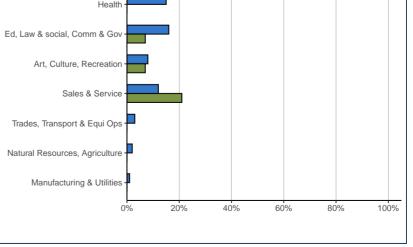
| Gross Annual Income from Main Job:* | 52. ⁻ | 1401 | KI | PU |
|---|--|--|---|--|
| Less than \$20,000 | 0 | 0% | 12 | 6% |
| \$20,000 to \$39,999 | ~ | ~ | 25 | 12% |
| \$40,000 to \$59,999 | ~ | ~ | 62 | 30% |
| \$60,000 to \$79,999 | ~ | ~ | 61 | 29% |
| \$80,000 to \$99,999 | ~ | ~ | 31 | 15% |
| \$100,000 and Above | ~ | ~ | 17 | 8% |
| Total | 11 | 100% | 208 | 100% |
| Median Annual Income (full-time) (\$) | 57,800 | | 63,709 | |
| Average Annual Income (full-time) (\$) | 65,399 | | 66,995 | |
| Where data provided | 00,000 | | , | |
| | 00,000 | | , | |
| | | 1401 | | ۶U |
| Where data provided | | 1401 57% | | PU 34% |
| Where data provided NOC Skill Type of Main Job: | 52. | | KI | |
| Where data provided NOC Skill Type of Main Job: Business, finance & administration | 52. ⁻ 8 | 57% | KI 89 | 34% |
| Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health | 52. ⁻ 8 1 | 57% 7% | кі 89 24 | 34% 9% |
| Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related | 52. 8 1 0 | 57% 7% 0% | KI 89 24 38 | 34% 9% 15% |
| Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government | 52.* 8 1 0 1 | 57% 7% 0% 7% | KI 89 24 38 43 | 34% 9% 15% 16% |
| Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government Art, culture, recreation & sport | 52. 8 1 0 1 1 1 | 57% 7% 0% 7% 7% | KI 89 24 38 43 21 | 34% 9% 15% 16% 8% |
| Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government Art, culture, recreation & sport Sales & service | 52. 8 1 0 1 1 1 3 | 57% 7% 0% 7% 7% 21% | KI 89 24 38 43 21 31 | 34% 9% 15% 16% 8% 12% |
| Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government Art, culture, recreation & sport Sales & service Trades, transport & equipment operators & related | 52.* 8 1 0 1 1 1 3 0 | 57% 7% 0% 7% 7% 21% 0% | KI 89 24 38 43 21 31 9 | 34% 9% 15% 16% 8% 12% 3% |





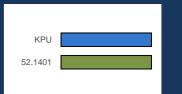
Employed Graduates by NOC Skill Type





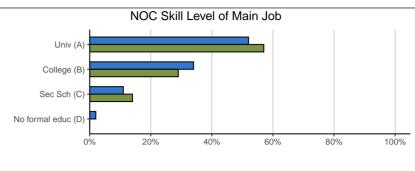
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Detailed Summary of Survey Results Kwantlen Polytechnic University 52.1401: Marketing/marketing management, general



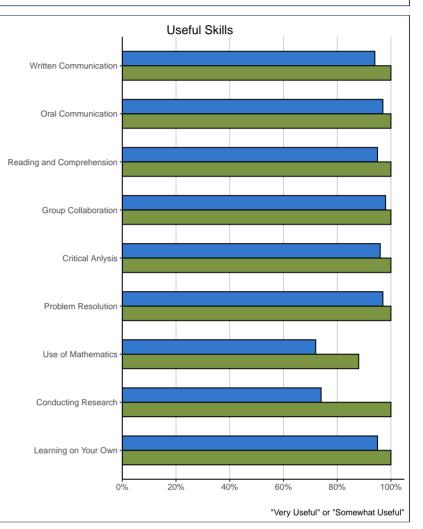
EMPLOYMENT, continued

| NOC Skill Level of Main Job: | 52.1401 | | KPU | |
|---|---------|------|-----|------|
| A. University education | 8 | 57% | 137 | 52% |
| B. College education/trade apprenticeship | 4 | 29% | 89 | 34% |
| C. Secondary school + job-specific training | 2 | 14% | 30 | 11% |
| D. No formal education | 0 | 0% | 5 | 2% |
| Total | 14 | 100% | 261 | 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% | 31% | 0% | 0% | 16 |
| Oral Communication | 75% | 25% | 0% | 0% | 16 |
| Reading and Comprehension | 75% | 25% | 0% | 0% | 16 |
| Group Collaboration | 69% | 31% | 0% | 0% | 16 |
| Critical Anlysis | 81% | 19% | 0% | 0% | 16 |
| Problem Resolution | 69% | 31% | 0% | 0% | 16 |
| Use of Mathematics | 44% | 44% | 13% | 0% | 16 |
| Conducting Research | 69% | 31% | 0% | 0% | 16 |
| Learning on Your Own | 81% | 19% | 0% | 0% | 16 |

| | | | KPU | | |
|---|----------------|--------------------|--------------------|----------------------|---------|
| 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 | 74% | 20% | 5% | 1% | 285 |
| Oral Communication | 80% | 17% | 1% | 1% | 284 |
| Reading and Comprehension | 73% | 22% | 3% | 2% | 285 |
| Group Collaboration | 81% | 17% | 2% | 0% | 286 |
| Critical Anlysis | 76% | 20% | 3% | 1% | 286 |
| Problem Resolution | 81% | 16% | 2% | 0% | 286 |
| Use of Mathematics | 30% | 42% | 20% | 8% | 276 |
| Conducting Research | 39% | 35% | 19% | 8% | 280 |
| Learning on Your Own | 70% | 25% | 4% | 1% | 284 |



Top 10 Full-time Occupations of 52.1401 Graduates: 52.1401 NOC NOC Skill Level Description % Employed FT in this Occ.**

* Data not displayed where n < 5

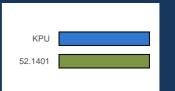
** Percentages cited are of those employed

| NOC | NOC Skill Level | Description | % Employed FT in this Occ.** |
|--------|-----------------|---|------------------------------|
| 3012 | A | Registered nurses and registered psychiatric nurses | 10% |
| 1111 | А | Financial auditors and accountants | 6% |
| 1121 | A | Human resources professionals | 5% |
| XXXX | 0 | Unclassified occupations | 5% |
| 4212 | В | Social and community service workers | 3% |
| 2171 | А | Information systems analysts and consultants | 2% |
| 1123 | A | Professional occupations in advertising, marketing and public relations | 2% |
| 1221 | В | Administrative officers | 2% |
| 4032 | A | Elementary school and kindergarten teachers | 2% |
| 1223 | В | Human resources and recruitment officers | 2% |
| * D. (| | | |

* Data not displayed where n < 5

** Percentages cited are of those employed

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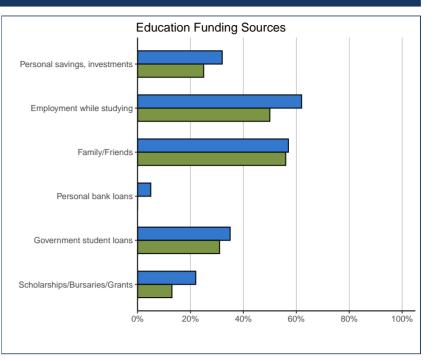


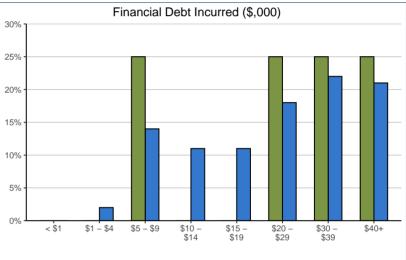
EDUCATION FINANCING

| Funding Sources (3 sources allowed):* | 52. | 52.1401 | | PU |
|--|-----|---------|-----|-----|
| Personal savings, investments | 4 | 25% | 105 | 32% |
| Employment while studying | 8 | 50% | 201 | 62% |
| Family/Friends | 9 | 56% | 185 | 57% |
| Personal bank loans | 0 | 0% | 17 | 5% |
| Government student loans | 5 | 31% | 115 | 35% |
| Scholarships/Bursaries/Grants | 2 | 13% | 71 | 22% |
| Other | 3 | 19% | 50 | 15% |
| Total | 16 | | 326 | |
| * Percentage of respondents who identified this source | | | | |

| Financial Debt Incurred to Finance Bac. Ed.:* | 52. | 52.1401 | | ۶U |
|---|-----|---------|-----|-----|
| Incurred any form of financial debt | 6 | 38% | 153 | 46% |
| Incurred government-sponsored student loan debt | 6 | 35% | 125 | 38% |
| * Percentage of respondents who provided data | | | | |

| Financial Debt Amount:* | 52.1401 | | KPU | |
|----------------------------|---------|------|--------|------|
| < \$1,000 | 0 | 0% | 0 | 0% |
| \$1,000 to \$4,999 | 0 | 0% | 2 | 2% |
| \$5,000 to \$9,999 | 1 | 25% | 16 | 14% |
| \$10,000 to \$14,999 | 0 | 0% | 13 | 11% |
| \$15,000 to \$19,999 | 0 | 0% | 13 | 11% |
| \$20,000 to \$29,999 | 1 | 25% | 21 | 18% |
| \$30,000 to \$39,999 | 1 | 25% | 25 | 22% |
| \$40,000 or More | 1 | 25% | 24 | 21% |
| Total | 4 | 100% | 114 | 100% |
| Median Financial Debt (\$) | 27,000 | | 23,000 | |



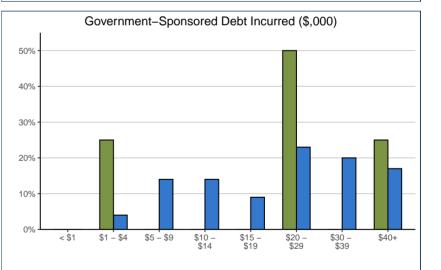


* Includes only cases where financial debt was incurred

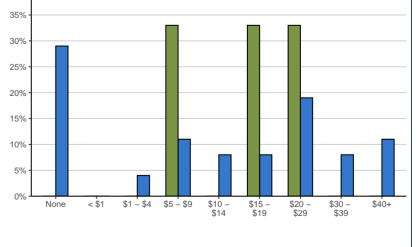
| Gov't-Sponsored Student Loan Debt Amount:* | 52. | 1401 | K | PU |
|--|--------|------|--------|------|
| < \$1,000 | 0 | 0% | 0 | 0% |
| \$1,000 to \$4,999 | 1 | 25% | 3 | 4% |
| \$5,000 to \$9,999 | 0 | 0% | 11 | 14% |
| \$10,000 to \$14,999 | 0 | 0% | 11 | 14% |
| \$15,000 to \$19,999 | 0 | 0% | 7 | 9% |
| \$20,000 to \$29,999 | 2 | 50% | 19 | 23% |
| \$30,000 to \$39,999 | 0 | 0% | 16 | 20% |
| \$40,000 or More | 1 | 25% | 14 | 17% |
| Total | 4 | 100% | 81 | 100% |
| Median Gov't-Sponsored Loan Debt (\$) | 26,000 | | 22,000 | |

* Includes only cases where government-sponsored debt was incurred

| Gov't-Sponsored Loan Debt Outstanding:* | 52.4 | 52.1401 | | PU |
|---|--------|---------|--------|------|
| None – Loan repaid in full | 0 | 0% | 28 | 29% |
| < \$1,000 | 0 | 0% | 0 | 0% |
| \$1,000 to \$4,999 | 0 | 0% | 4 | 4% |
| \$5,000 to \$9,999 | 1 | 33% | 11 | 11% |
| \$10,000 to \$14,999 | 0 | 0% | 8 | 8% |
| \$15,000 to \$19,999 | 1 | 33% | 8 | 8% |
| \$20,000 to \$29,999 | 1 | 33% | 18 | 19% |
| \$30,000 to \$39,999 | 0 | 0% | 8 | 8% |
| \$40,000 or More | 0 | 0% | 11 | 11% |
| Total | 3 | 100% | 96 | 100% |
| Median Gov't-Sponsored Loan Debt Outstanding** (\$) | 18,000 | | 20,000 | |



Outstanding Government–Sponsored Debt (\$,000)



* 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