### 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

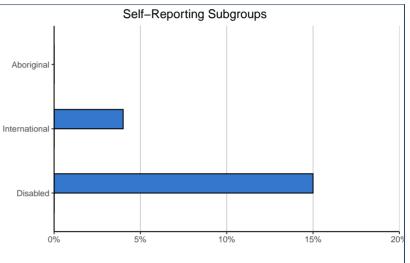


RESPONSE RATE								
Survey Response Rate:	52.	1401	K	PU		Respor	nse Rate	
Baccalaureate Graduates Survey Cohort	88	100%	1,115	100%	KPU -			
Survey Respondents and Response Rate	18	20%	338	30%	KF0			
					52.1401 -			
					0%	10%	20%	30%

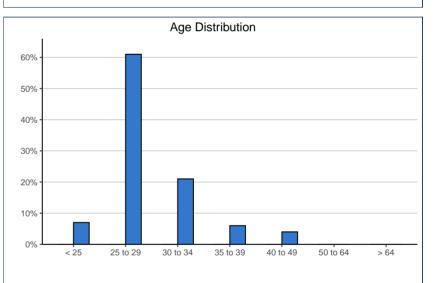
### DEMOGRAPHIC INFORMATION

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

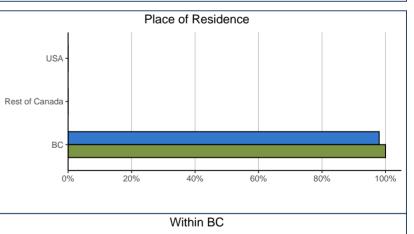
Gender:*	52.1401		KPU		
Male	9	50%	125	37%	
Female	9	50%	211	63%	
Total	18	100%	336	100%	
Due to zero or low counts, institution-reported "Non-binary" demographic data are not included.					



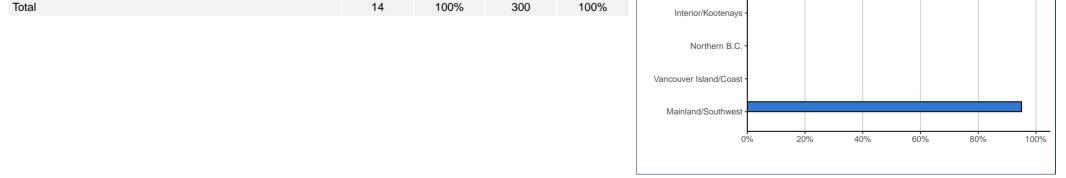
Age (at time of survey):	52.1401		KPU	
< 25	0	0%	24	7%
25 to 29	~	~	206	61%
30 to 34	~	~	71	21%
35 to 39	0	0%	19	6%
40 to 49	0	0%	13	4%
50 to 64	0	0%	~	~
> 64	0	0%	~	~
Total	18	100%	338	100%
Median Age	27		28	
Average (mean) Age	27		29	



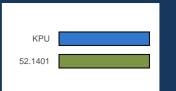
Place of Residence (at time of survey):	52.	52.1401		PU
BC – Mainland/Southwest	~	~	286	95%
BC – Vancouver Island/Coast	0	0%	~	~
BC – Northern B.C.	0	0%	~	~
BC – Interior/Kootenays	~	~	~	~
BC Subtotal	14	100%	294	98%
Canada – Alberta	0	0%	~	~
Canada – Ontario	0	0%	~	~
Canada – Other	0	0%	~	~
U.S.A.	0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

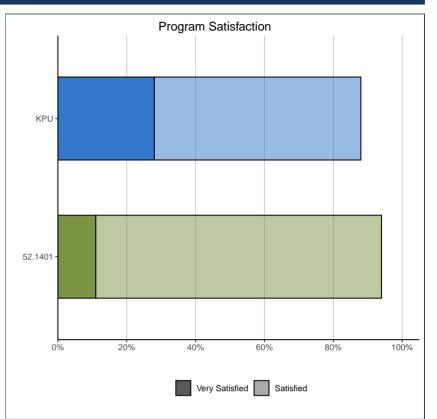


### EDUCATION EVALUATION AND SKILL DEVELOPMENT

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%



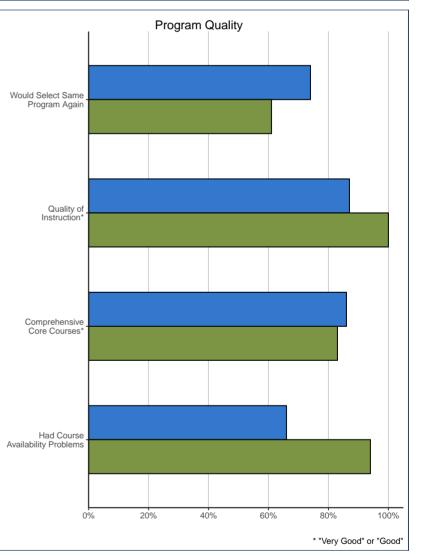
Would select the same program again:	52.1401		KPU	
Yes	11	61%	214	74%
No	7	39%	77	26%

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%

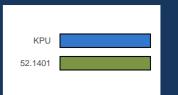
Course Availability:	52.1401		KPU	
Encountered course availability problems	15	94%	218	66%

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

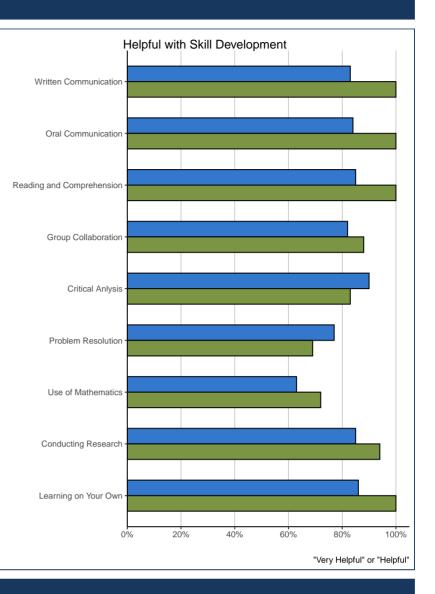
Detailed Summary of Survey Results Kwantlen Polytechnic University 52.1401: Marketing/marketing management, general



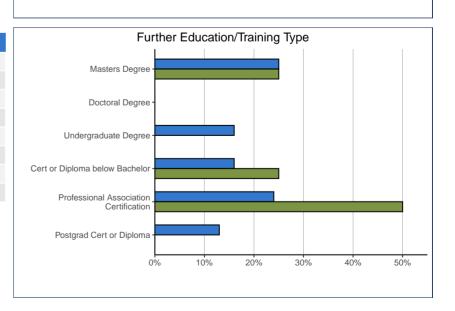
### SKILL DEVELOPMENT

			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?



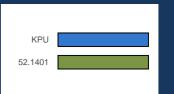
#### FURTHER EDUCATION

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%

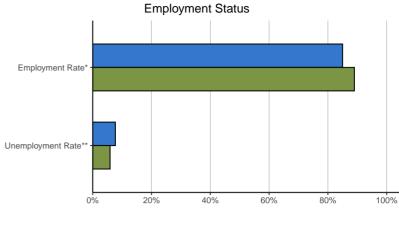
Other         0         0%         8         6%           Table         4         400%         400%         400%	r obigradado o or Dipionia	U	070		1070
	Other	0	0%	8	6%
100% 128 100%	Total	4	100%	128	100%

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%

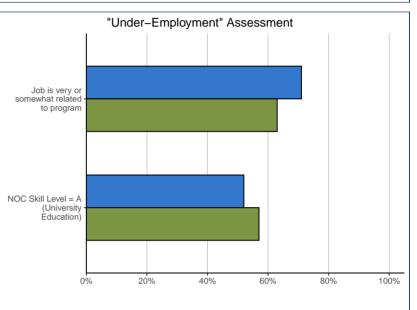
Job Characteristics:	52.	1401	K	PU
I hold more than one job*	0	0%	51	18%
My main job is full-time (>= 30 hours per week)**	13	100%	241	90%
*Of total Employed				

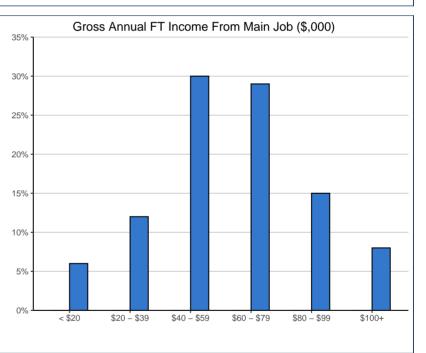


How related is your main job to your program?	52.	1401	K	PU
Very Related	4	25%	121	42%
Somewhat Related	6	38%	83	29%
Not Very Related	4	25%	38	13%
Not at All Related	2	13%	44	15%
Total	16	100%	286	100%

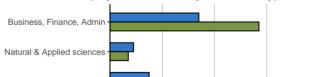
"Under-employment" Assessment:	52.1	401	K	۶U
Job is very or somewhat related to program	10	63%	204	71%
NOC Skill Level = A (University Education)*	8	57%	137	52%
*Of total valid responses				

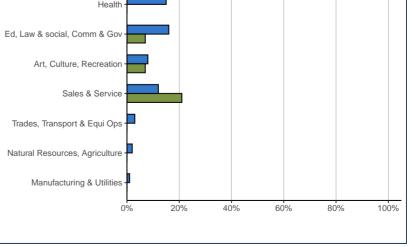
Gross Annual Income from Main Job:*	52. <sup>-</sup>	1401	KI	PU
Less than \$20,000	0	0%	12	6%
\$20,000 to \$39,999	~	~	25	12%
\$40,000 to \$59,999	~	~	62	30%
\$60,000 to \$79,999	~	~	61	29%
\$80,000 to \$99,999	~	~	31	15%
\$100,000 and Above	~	~	17	8%
Total	11	100%	208	100%
Median Annual Income (full-time) (\$)	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. <sup>-</sup> 8	57%	KI 89	34%
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health	52. <sup>-</sup> 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%





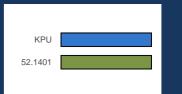
### Employed Graduates by NOC Skill Type





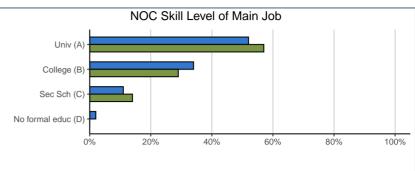
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Detailed Summary of Survey Results Kwantlen Polytechnic University 52.1401: Marketing/marketing management, general



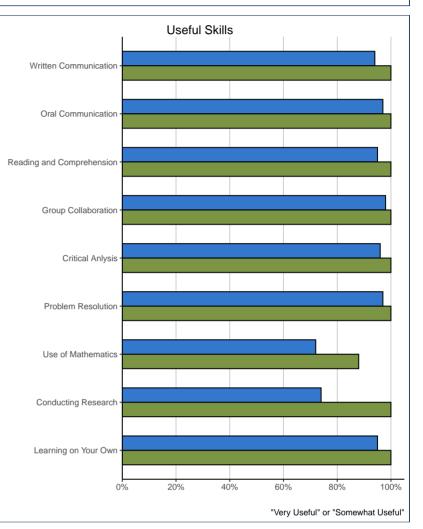
### EMPLOYMENT, continued

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

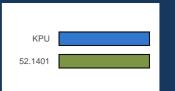
\*\* Percentages cited are of those employed

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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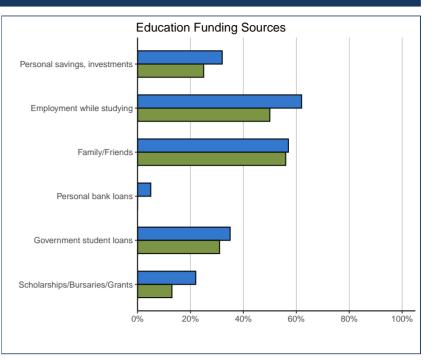


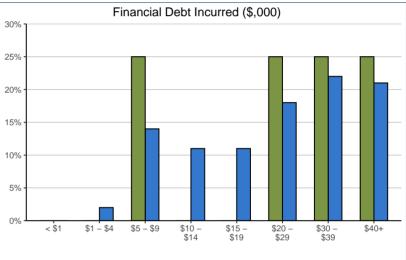
### EDUCATION FINANCING

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	



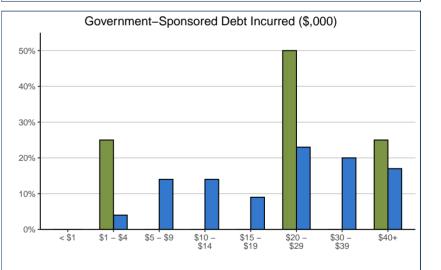


\* Includes only cases where financial debt was incurred

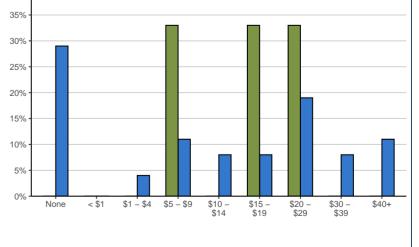
Gov't-Sponsored Student Loan Debt Amount:*	52.	1401	K	PU
< \$1,000	0	0%	0	0%
\$1,000 to \$4,999	1	25%	3	4%
\$5,000 to \$9,999	0	0%	11	14%
\$10,000 to \$14,999	0	0%	11	14%
\$15,000 to \$19,999	0	0%	7	9%
\$20,000 to \$29,999	2	50%	19	23%
\$30,000 to \$39,999	0	0%	16	20%
\$40,000 or More	1	25%	14	17%
Total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