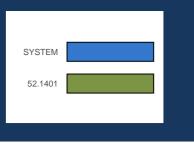
B.C. Baccalaureate Outcomes

2023 Survey of 2021 Baccalaureate Graduates

☑ BC Student ☑ Outcomes

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



RESPONSE RATE								
Survey Response Rate: 52.1401 SYSTEM Response Rate								
Baccalaureate Graduates Survey Cohort	174	100%	25,962	100%	SYSTEM -			
Survey Respondents and Response Rate	47	27%	8,603	33%				
					52.1401 -		1	
					0%	10%	20%	30%

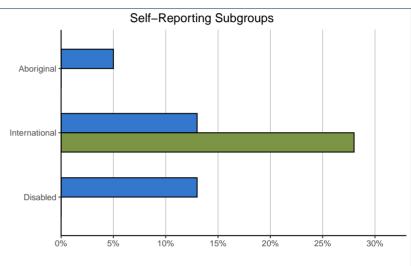
DEMOGRAPHIC INFORMATION

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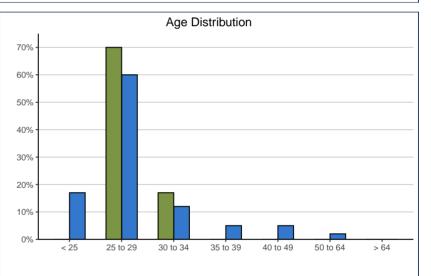
Self-Reporting Subgroups:	52.1401 SYSTEM		ТЕМ	
Disabled	~	~	1,079	13%
International	13	28%	1,153	13%
Aboriginal	0	0%	330	5%

Gender:*	52. ⁻	52.1401		TEM
Male	20	43%	3,534	41%
Female	27	57%	5,051	59%
Total	47	100%	8,585	100%

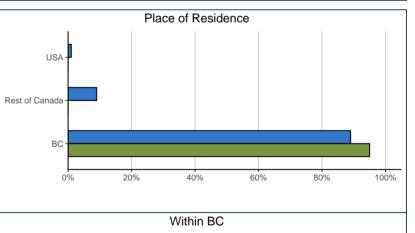
'Due to zero or low counts, institution-reported "Non-binary" demographic data are not included.



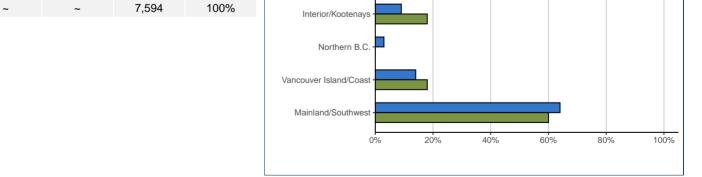
Age (at time of survey):	52.1401 SYSTEM			ТЕМ
< 25	~	~	1,417	17%
25 to 29	33	70%	5,150	60%
30 to 34	8	17%	994	12%
35 to 39	~	~	417	5%
40 to 49	~	~	407	5%
50 to 64	0	0%	175	2%
> 64	0	0%	26	0%
Total	47	100%	8,586	100%
Median Age	27		26	
Average (mean) Age	28		28	



Place of Residence (at time of survey):	52.	52.1401		TEM
BC – Mainland/Southwest	24	60%	4,824	64%
BC – Vancouver Island/Coast	7	18%	1,065	14%
BC – Northern B.C.	0	0%	225	3%
BC – Interior/Kootenays	7	18%	673	9%
BC Subtotal	38	95%	6,787	89%
Canada – Alberta	~	~	328	4%
Canada – Ontario	0	0%	239	3%
Canada – Other	0	0%	165	2%
U.S.A.	0	0%	75	1%
Non-BC Subtotal	~	~	807	11%
Total	~	~	7,594	100%



1



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

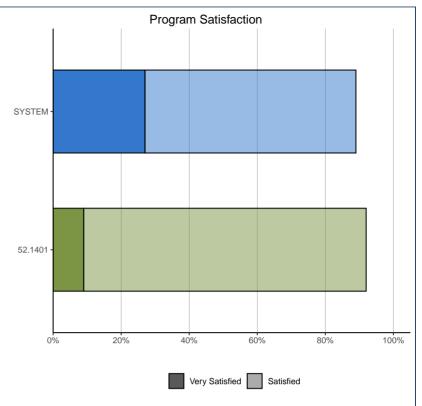
SYSTEM	
52.1401	

EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	52.	52.1401 S		TEM
Very Satisfied	4	9%	2,262	27%
Satisfied	39	83%	5,296	62%
Dissatisfied	4	9%	740	9%
Very Dissatisfied	0	0%	184	2%
Total	47	100%	8,482	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	52.1401		SYSTEM	
Very Useful	14	32%	2,704	39%
Somewhat Useful	23	52%	3,247	46%
Not Very Useful	5	11%	814	12%
Not at All Useful	2	5%	250	4%
Total	44	100%	7,015	100%

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	52.1401		SYSTEM	
Yes	10	22%	818	10%
No	35	78%	7,545	90%



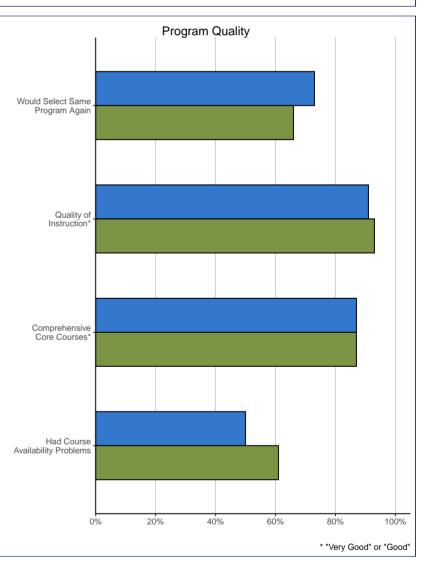
Would select the same program again:	52.1401		SYSTEM	
Yes	29	66%	5,501	73%
No	15	34%	2,019	27%

Quality of Instruction:	52.1401		SYSTEM	
Very Good	11	23%	2,328	27%
Good	33	70%	5,423	64%
Poor	3	6%	649	8%
Very Poor	0	0%	131	2%
Total	47	100%	8,531	100%

Comprehensiveness of Core Courses:	52.1401		SYSTEM	
Very Good	12	26%	2,206	26%
Good	28	61%	5,161	61%
Poor	5	11%	862	10%
Very Poor	1	2%	171	2%
Total	46	100%	8,400	100%

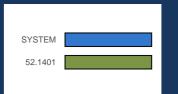
Course Availability:	52.1401		SYSTEM	
Encountered course availability problems	27	61%	4,193	50%

Financial Constraints:	52.1401		SYSTEM	
Had to interrupt studies for financial reasons	7	15%	926	11%
Had to take program part-time for financial reasons	12	27%	1,545	18%



Note: \sim indicates low cell count; data suppressed

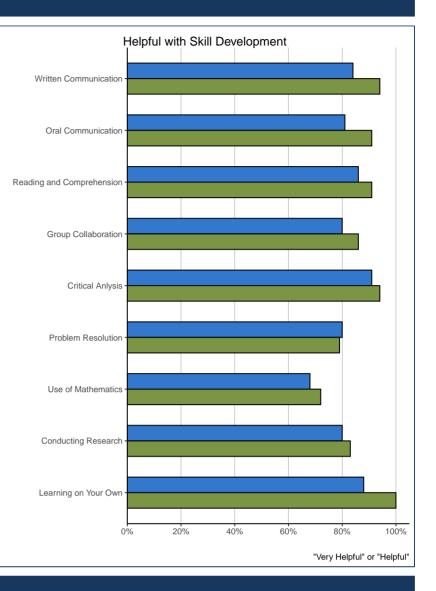
Detailed Summary of Survey Results All Institutions 52.1401: Marketing/marketing management, general



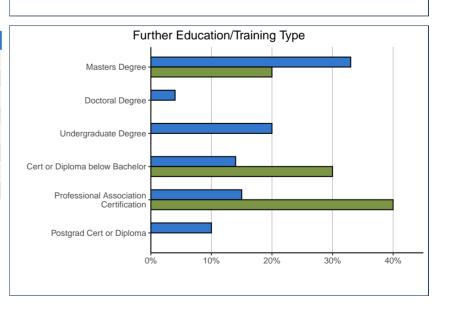
SKILL DEVELOPMENT

		52.1401				
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.	
Written Communication	30%	64%	6%	0%	47	
Oral Communication	29%	62%	9%	0%	45	
Reading and Comprehension	26%	65%	9%	0%	46	
Group Collaboration	43%	43%	14%	0%	44	
Critical Anlysis	47%	47%	6%	0%	47	
Problem Resolution	20%	59%	20%	0%	44	
Use of Mathematics	22%	50%	17%	11%	46	
Conducting Research	34%	49%	17%	0%	47	
Learning on Your Own	36%	64%	0%	0%	44	

			SYSTEM		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	27%	57%	13%	3%	8,300
Oral Communication	25%	56%	17%	3%	8,321
Reading and Comprehension	30%	56%	13%	2%	8,343
Group Collaboration	28%	52%	17%	4%	8,403
Critical Anlysis	42%	49%	7%	2%	8,503
Problem Resolution	25%	55%	17%	3%	8,293
Use of Mathematics	21%	47%	24%	8%	6,569
Conducting Research	30%	50%	17%	4%	8,092
Learning on Your Own	38%	50%	9%	3%	8,397



Have you taken further education since graduation?



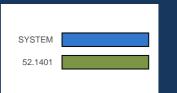
FURTHER EDUCATION

Not currently enrolled 6 13% 1,580 19 Currently enrolled full-time 1 2% 1,472 17 Currently enrolled part-time 3 6% 565 7	further education since 2021 graduation:	52.1401 SYSTEM
Currently enrolled part-time12%1,47217Currently enrolled part-time36%56576		21% 3,668 43%
Currently enrolled part-time 3 6% 565 70	rrently enrolled	13% 1,580 19%
	ntly enrolled full-time	2% 1,472 17%
No. 37 79% 4.870 57	ntly enrolled part-time	6% 565 7%
		79% 4,870 57%
Total 47 100% 8,538 100		100% 8,538 100%

Type of Formal Post–Secondary Education:	52.	52.1401		SYSTEM	
Masters Degree	2	20%	1,184	33%	
Doctoral Degree	0	0%	153	4%	
Another Undergraduate Degree	0	0%	718	20%	
Certificate or Diploma below Bachelor level	3	30%	510	14%	
Professional Association Certification	4	40%	538	15%	
Postgraduate Certificate or Diploma	0	0%	359	10%	

r oolgradado oor inicato or Dipiorna	Ũ	070	000	1070
Other	1	10%	162	4%
Total	10	100%	3,624	100%

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

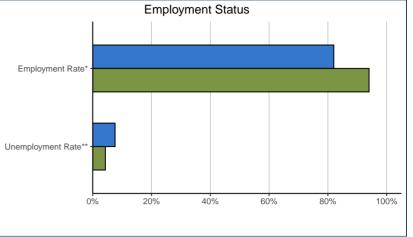


EMPLOYMENT

Labour Fource Status:	52.	52.1401		ТЕМ
In Labour Force (working or seeking work)	46	98%	7,643	90%
Not in Labour Force	1	2%	803	10%
Total	47	100%	8,446	100%

Employment:	52.1401		SYS	ТЕМ
Employment Rate*	44	94%	7,062	82%
Unemployment Rate**	2	4.3%	581	7.6%
*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:	52.1401		SYSTEM	
Attending School FT	0	0%	565	70%
Attending School PT	0	0%	20	2%
Other	1	100%	218	27%
Total NOT in Labour Force	1	100%	803	100%

Primary Employment Type:	52.1401		SYSTEM	
Paid worker	40	91%	6,623	94%
Self-employed	4	9%	412	6%
Total	44	100%	7,035	100%

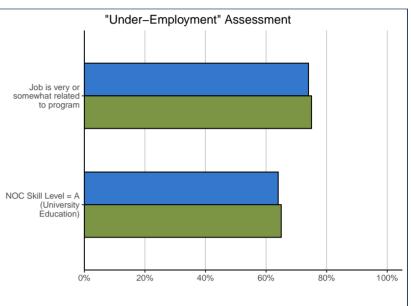
Job Characteristics:	52.	52.1401		ТЕМ
I hold more than one job*	7	16%	1,243	18%
My main job is full-time (>= 30 hours per week)**	40	98%	5,922	89%
*Of total Employed				

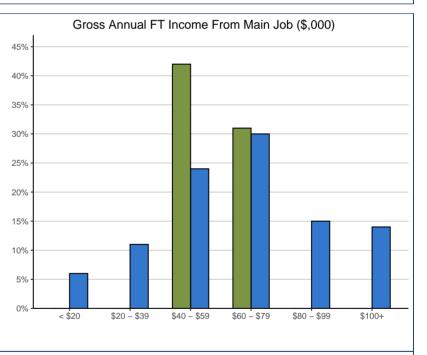
**Of those who provided data on hours/week worked

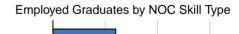
How related is your main job to your program?	52.1401		SYS	ТЕМ
Very Related	18	41%	3,081	44%
Somewhat Related	15	34%	2,151	31%
Not Very Related	7	16%	901	13%
Not at All Related	4	9%	910	13%
Total	44	100%	7,043	100%

"Under-employment" Assessment:	52.1401		SYS	ТЕМ
Job is very or somewhat related to program	33 75%		5,232	74%
NOC Skill Level = A (University Education)*	26 65%		4,148	64%
*Of total valid responses				

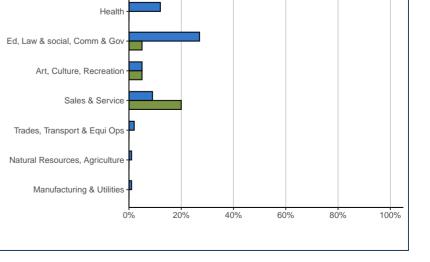
Gross Annual Income from Main Job:*	ual Income from Main Job:* 52.1401		SYSTEM		
Less than \$20,000	~	~	310	6%	
\$20,000 to \$39,999	~	~	593	11%	
\$40,000 to \$59,999	15	42%	1,303	24%	
\$60,000 to \$79,999	11	31%	1,609	30%	
\$80,000 to \$99,999	~	~	805	15%	
\$100,000 and Above	~	~	729	14%	
Total	36	100%	5,349	100%	
Median Annual Income (full-time) (\$)	57,000		68,000		
Average Annual Income (full-time) (\$)	62,308		74.015		
	02,000		,		
Where data provided	02,000		,		
Where data provided NOC Skill Type of Main Job:	52.1	1401		ТЕМ	
Where data provided NOC Skill Type of Main Job: Business, finance & administration		1 401 68%	1,558	24%	
Where data provided NOC Skill Type of Main Job:	52.1				
Where data provided NOC Skill Type of Main Job: Business, finance & administration	52. ⁴ 27	68%	1,558	24%	
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health	52.1 27 1	68% 3%	1,558 1,354	24% 21%	
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related	52.* 27 1 0	68% 3% 0%	1,558 1,354 761	24% 21% 12%	
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government	52.4 27 1 0 2	68% 3% 0% 5%	1,558 1,354 761 1,787	24% 21% 12% 27%	
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	52.1 27 1 0 2 2 2	68% 3% 0% 5% 5%	1,558 1,354 761 1,787 296	24% 21% 12% 27% 5%	
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.* 27 1 0 2 2 2 8	68% 3% 0% 5% 5% 20%	1,558 1,354 761 1,787 296 559	24% 21% 12% 27% 5% 9%	
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.* 27 1 0 2 2 2 8 8 0	68% 3% 0% 5% 5% 20% 0%	1,558 1,354 761 1,787 296 559 114	24% 21% 12% 27% 5% 9% 2%	





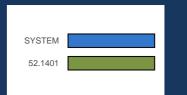






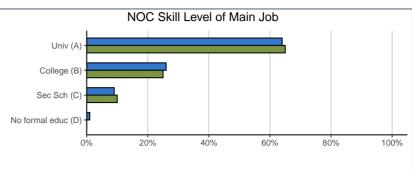
4

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



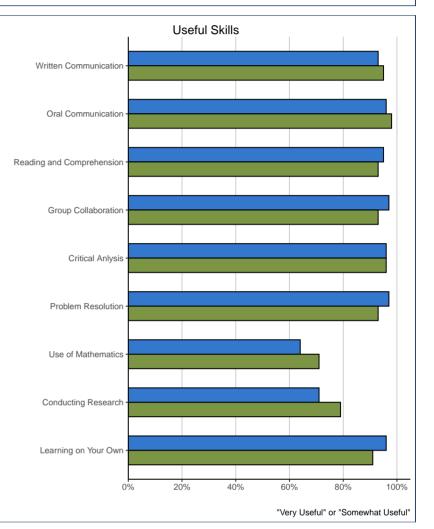
EMPLOYMENT, continued

NOC Skill Level of Main Job:	52.1401 SYSTEM		TEM	
A. University education	26	65%	4,148	64%
B. College education/trade apprenticeship	10	25%	1,713	26%
C. Secondary school + job-specific training	4	10%	564	9%
D. No formal education	0	0%	90	1%
Total	40	100%	6,515	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	68%	27%	2%	2%	44
Oral Communication	80%	18%	2%	0%	44
Reading and Comprehension	73%	20%	7%	0%	44
Group Collaboration	73%	20%	5%	2%	44
Critical Anlysis	73%	23%	2%	2%	44
Problem Resolution	73%	20%	5%	2%	44
Use of Mathematics	30%	41%	23%	7%	44
Conducting Research	45%	34%	11%	9%	44
Learning on Your Own	68%	23%	7%	2%	44

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	71%	22%	4%	2%	7,014
Oral Communication	78%	18%	2%	1%	7,014
Reading and Comprehension	72%	23%	4%	1%	7,014
Group Collaboration	79%	18%	2%	1%	7,016
Critical Anlysis	76%	20%	3%	1%	7,016
Problem Resolution	80%	17%	2%	1%	7,013
Use of Mathematics	27%	37%	22%	14%	6,834
Conducting Research	37%	34%	17%	11%	6,904
Learning on Your Own	70%	26%	3%	2%	6,997



 Top 10 Full-time Occurations of 52.1401 evel
 52.1401

 NOC
 NOC Skill Level
 Description
 % Employed FT in this Occ.**

 1123
 A
 Professional occupations in advertising, marketing and public relations
 25%

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* 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	6%
XXXX	0	Unclassified occupations	5%
2173	A	Software engineers and designers	3%
1111	A	Financial auditors and accountants	3%
4032	A	Elementary school and kindergarten teachers	3%
4212	В	Social and community service workers	3%
1123	A	Professional occupations in advertising, marketing and public relations	3%
2174	A	Computer programmers and interactive media developers	3%
1221	В	Administrative officers	2%
4031	A	Secondary school teachers	2%
*			

* Data not displayed where n < 5

** Percentages cited are of those employed

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

SYSTEM	
52.1401	

100%

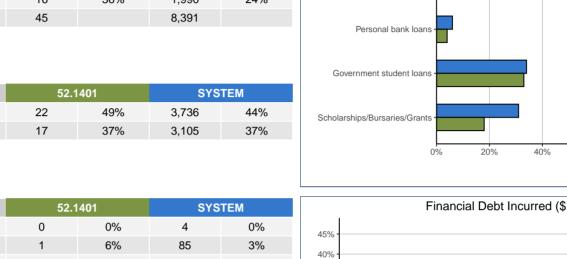
80%

60%

EDUCATION FINANCING

Funding Sources (3 sources allowed):*	sources allowed):* 52.1401		SYS	TEM
Personal savings, investments	10	22%	2,643	31%
Employment while studying	21	47%	4,042	48%
Family/Friends	22	49%	5,041	60%
Personal bank loans	2	4%	535	6%
Government student loans	15	33%	2,834	34%
Scholarships/Bursaries/Grants	8	18%	2,631	31%
Other	16	36%	1,990	24%
Total	45		8,391	
* Percentage of respondents who identified this source				

Financial Debt Incurred to Finance Bac. Ed.:*	52.	52.1401		ТЕМ
Incurred any form of financial debt	22	49%	3,736	44%
Incurred government-sponsored student loan debt	17	37%	3,105	37%
* Percentage of respondents who provided data				

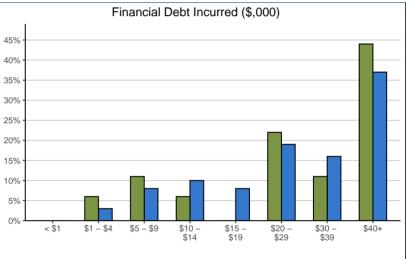


Personal savings, investments

Employment while studying

Family/Friends



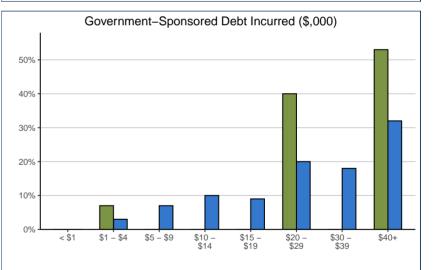


Education Funding Sources

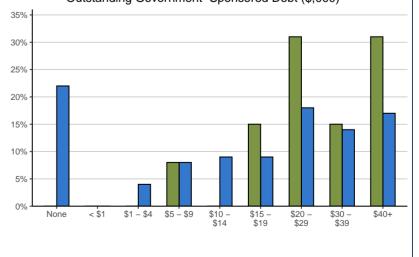
Gov't-Sponsored Student Loan Debt Amount:* 52.1401 SYSTEM < \$1,000 0 0% 6 0% \$1,000 to \$4,999 7% 66 3% 1 \$5,000 to \$9,999 0 0% 156 7% \$10,000 to \$14,999 0 0% 219 10% \$15,000 to \$19,999 0 0% 189 9% \$20,000 to \$29,999 6 40% 424 20% \$30,000 to \$39,999 0 0% 394 18% \$40,000 or More 8 53% 687 32% 100% Total 15 2,141 100% Median Gov't-Sponsored Loan Debt (\$) 45,000 30,000

* Includes only cases where government-sponsored debt was incurred

Gov't-Sponsored Loan Debt Outstanding:*	52.1401 SYSTEM		TEM	
None – Loan repaid in full	0	0%	524	22%
< \$1,000	0	0%	9	0%
\$1,000 to \$4,999	0	0%	103	4%
\$5,000 to \$9,999	1	8%	189	8%
\$10,000 to \$14,999	0	0%	213	9%
\$15,000 to \$19,999	2	15%	208	9%
\$20,000 to \$29,999	4	31%	447	18%
\$30,000 to \$39,999	2	15%	330	14%
\$40,000 or More	4	31%	406	17%
Total	13	100%	2,429	100%
Median Gov't-Sponsored Loan Debt Outstanding** (\$)	25,000		24,000	



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