B.C. Baccalaureate Outcomes
2024 Survey of 2022 Baccalaureate Graduates

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

SYSTEM	
52.1401	

RESPONSE RATE

Survey Response Rate:	52.1401		SYSTEM	
Baccalaureate Graduates Survey Cohort	160	100%	24,572	100%
Survey Respondents and Response Rate	23	14%	6,200	25%

Response Rate
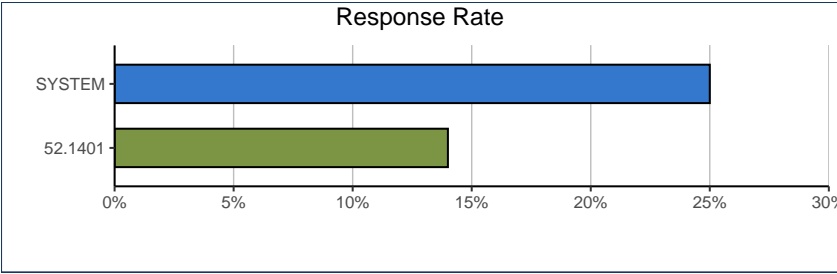
DEMOGRAPHIC INFORMATION

Self–Reporting Subgroups:	52.1401		SYSTEM	
Disabled	~	~	851	14%
International	~	~	878	14%
Indigenous	0	0%	264	5%

Self–Reporting Subgroups

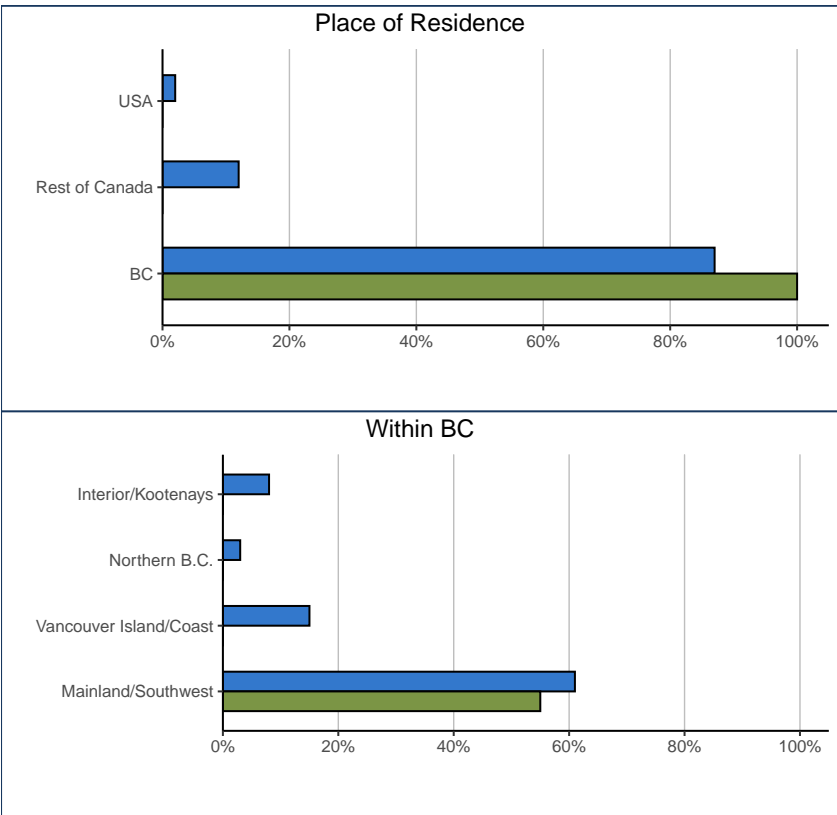| Gender:*	52.1401		SYSTEM	
Man/Boy	12	52%	2,656	43%
Woman/Girl	11	48%	3,527	57%
Total	23	100%	6,183	100%

*Due to zero or low counts, institution–reported "Non–Binary" demographic data are not included

Age (at time of survey):	52.1401		SYSTEM	
< 25	~	~	1,133	18%
25 to 29	~	~	3,740	60%
30 to 34	0	0%	617	10%
35 to 39	~	~	271	4%
40 to 49	~	~	279	5%
50 to 64	0	0%	129	2%
> 64	0	0%	17	0%
Total	23	100%	6,186	100%
Median Age	26		26	
Average (mean) Age	27		28	

Age Distribution
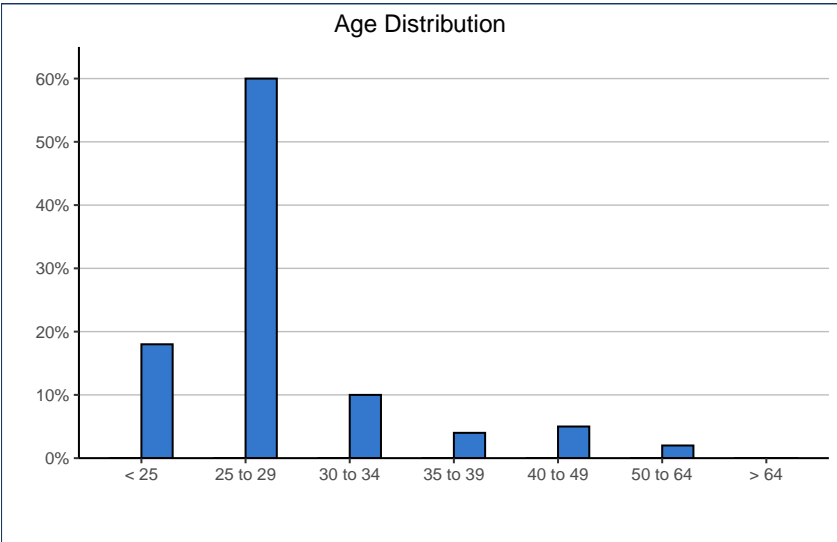
Place of Residence (at time of survey):	52.1401		SYSTEM	
BC – Mainland/Southwest	12	55%	3,405	61%
BC – Vancouver Island/Coast	~	~	809	15%
BC – Northern B.C.	~	~	160	3%
BC – Interior/Kootenays	~	~	459	8%
BC Subtotal	22	100%	4,833	87%
Canada – Alberta	0	0%	266	5%
Canada – Ontario	0	0%	212	4%
Canada – Other	0	0%	139	3%
U.S.A.	0	0%	100	2%
Non–BC Subtotal	0	0%	717	13%
Total	22	100%	5,550	100%

Place of Residence

Within BC

BC Student Outcomes

SYSTEM	
52.1401	

EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	52.1401		SYSTEM	
Very Satisfied	4	18%	1,771	29%
Satisfied	16	73%	3,775	62%
Dissatisfied	2	9%	469	8%
Very Dissatisfied	0	0%	110	2%
Total	22	100%	6,125	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	52.1401		SYSTEM	
Very Useful	2	12%	1,989	40%
Somewhat Useful	12	71%	2,266	46%
Not Very Useful	3	18%	531	11%
Not at All Useful	0	0%	158	3%
Total	17	100%	4,944	100%

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	52.1401		SYSTEM	
Yes	1	4%	515	9%
No	22	96%	5,527	91%

Would select the same program again:	52.1401		SYSTEM	
Yes	11	58%	4,137	75%
No	8	42%	1,363	25%

Quality of Instruction:	52.1401		SYSTEM	
Very Good	3	13%	1,727	28%
Good	16	70%	3,934	64%
Poor	3	13%	402	7%
Very Poor	1	4%	77	1%
Total	23	100%	6,140	100%

Comprehensiveness of Core Courses:	52.1401		SYSTEM	
Very Good	3	13%	1,667	27%
Good	15	65%	3,645	60%
Poor	5	22%	649	11%
Very Poor	0	0%	115	2%
Total	23	100%	6,076	100%

Course Availability:	52.1401		SYSTEM	
Encountered course availability problems	11	50%	2,918	48%

Financial Constraints:	52.1401		SYSTEM	
Had to interrupt studies for financial reasons	2	9%	565	9%
Had to take program part–time for financial reasons	3	13%	955	16%

Program Satisfaction

Legend: Very Satisfied, Satisfied

Program Quality

* "Very Good" or "Good"

BC Student Outcomes

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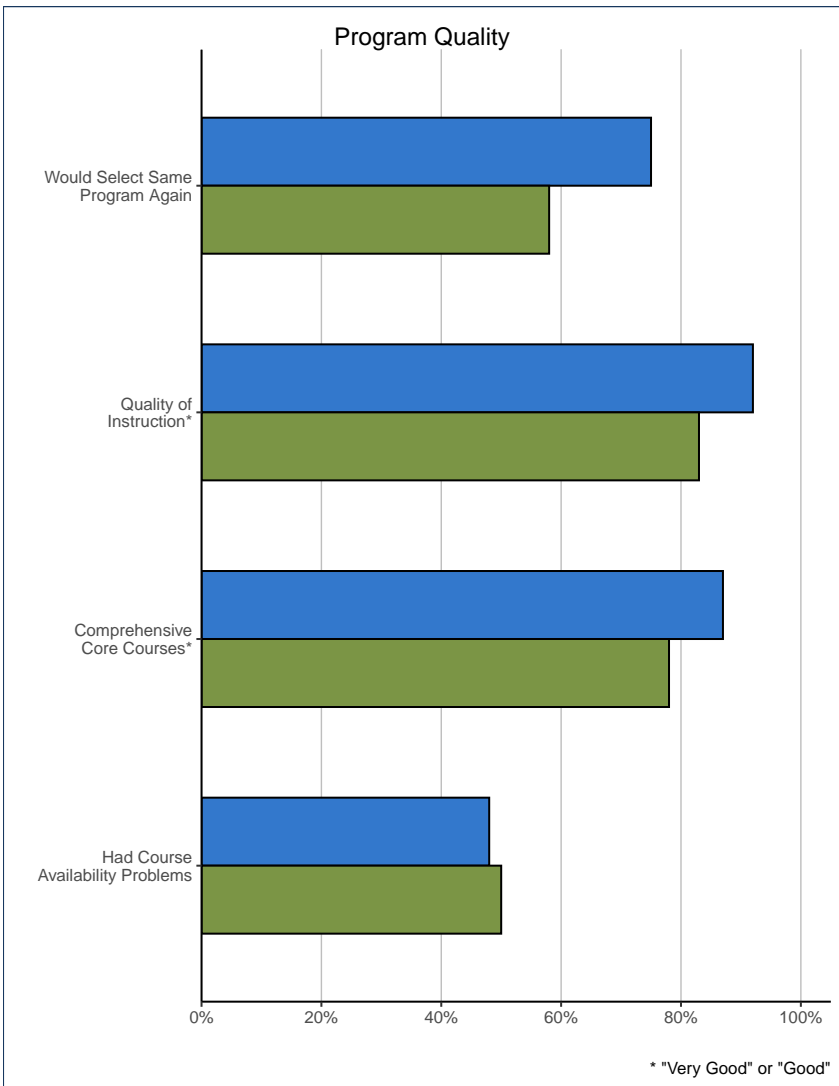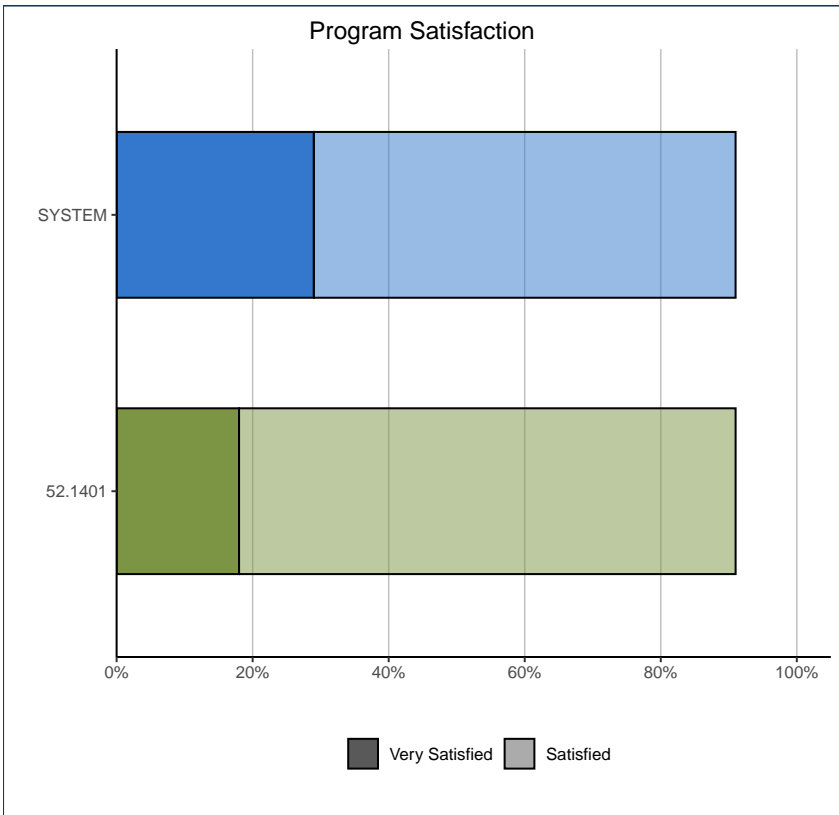
SYSTEM
52.1401

SKILL DEVELOPMENT

Skill Development: How helpful was institution?	52.1401				
	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	30%	70%	0%	0%	23
Oral Communication	39%	48%	13%	0%	23
Reading and Comprehension	13%	78%	4%	4%	23
Group Collaboration	26%	57%	9%	9%	23
Critical Anlysis	30%	52%	13%	4%	23
Problem Resolution	17%	57%	22%	4%	23
Use of Mathematics	5%	55%	32%	9%	22
Conducting Research	30%	52%	13%	4%	23
Learning on Your Own	32%	45%	23%	0%	22

Skill Development: How helpful was institution?	SYSTEM				
	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	29%	57%	13%	2%	6,011
Oral Communication	25%	56%	16%	2%	6,039
Reading and Comprehension	32%	55%	12%	1%	6,026
Group Collaboration	30%	50%	17%	4%	6,055
Critical Anlysis	43%	49%	7%	2%	6,142
Problem Resolution	25%	55%	18%	3%	5,966
Use of Mathematics	22%	47%	24%	7%	4,674
Conducting Research	32%	48%	17%	3%	5,806
Learning on Your Own	39%	49%	9%	2%	6,059

Helpful with Skill Development

"Very Helpful" or "Helpful"
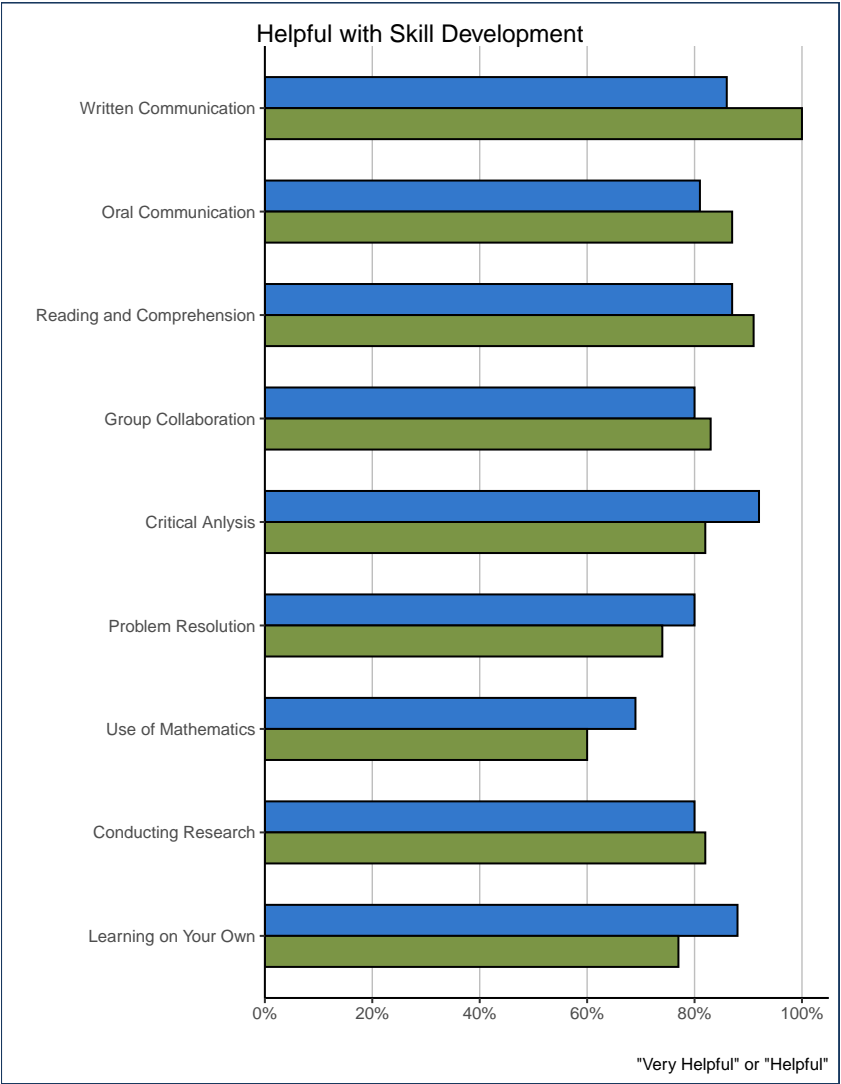
FURTHER EDUCATION

Took further education since 2022 graduation:	52.1401		SYSTEM	
Yes	4	17%	2,708	44%
Not currently enrolled	1	4%	1,069	17%
Currently enrolled full–time	3	13%	1,219	20%
Currently enrolled part–time	0	0%	389	6%
No	19	83%	3,459	56%
Total	23	100%	6,167	100%

Have you taken further education since graduation?

- Yes – Currently enrolled part–time
- Yes – Currently enrolled full–time
- Yes – Not currently enrolled
- No
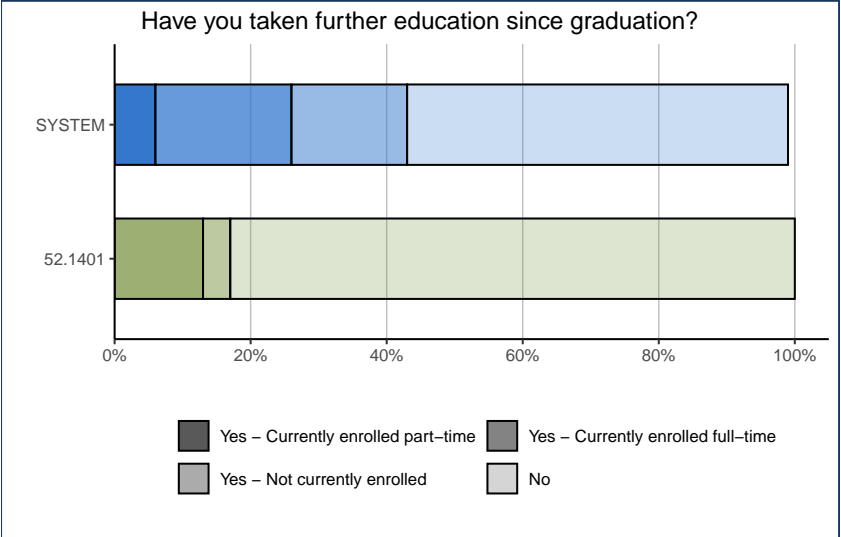
Type of Formal Post–Secondary Education:	52.1401		SYSTEM	
Master's Degree	2	50%	979	37%
Doctoral Degree	0	0%	155	6%
Another Undergraduate Degree	1	25%	543	20%
Certificate or Diploma below Bachelor Level	0	0%	374	14%
Professional Association Certification	1	25%	274	10%
Postgraduate Certificate or Diploma	0	0%	238	9%
Other	0	0%	119	4%
Total	4	100%	2,682	100%

Further Education/Training Type

BC Student Outcomes

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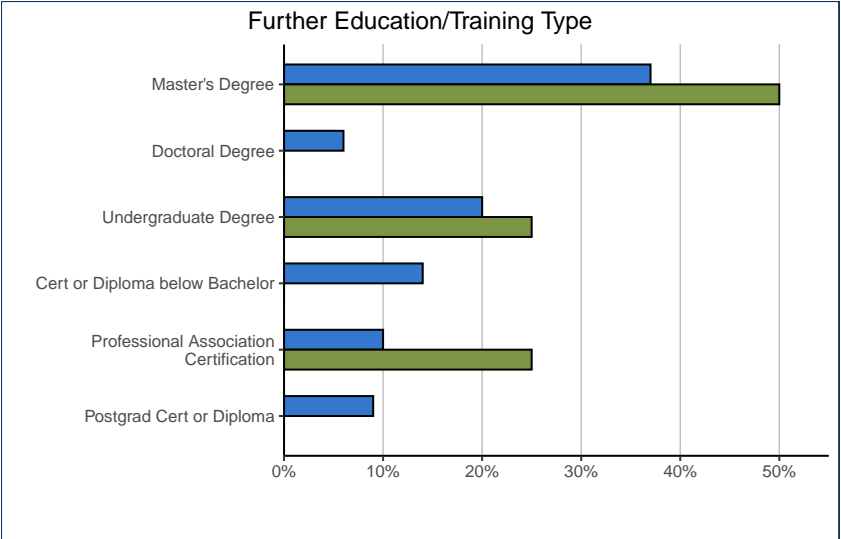
SYSTEM
52.1401

EMPLOYMENT

Labour Fource Status:	52.1401		SYSTEM	
In Labour Force (working or seeking work)	20	87%	5,472	90%
Not in Labour Force	3	13%	613	10%
Total	23	100%	6,085	100%

Employment:	52.1401		SYSTEM	
Employment Rate*	18	78%	4,982	80%
Unemployment Rate**	2	10.0%	490	9.0%

*Percent = Total employed divided by total number of respondents
**Percent = Total unemployed divided by total number in labour force
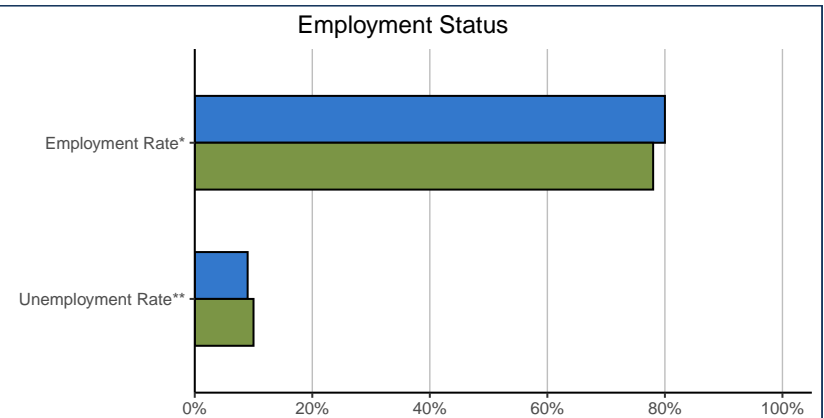
Employment Status

Status of Graduates NOT in Labour Force:	52.1401		SYSTEM	
Attending School FT	1	33%	446	73%
Attending School PT	0	0%	19	3%
Other	2	67%	148	24%
Total NOT in Labour Force	3	100%	613	100%

Primary Employment Type:	52.1401		SYSTEM	
Paid Worker	17	94%	4,678	94%
Self–Employed	1	6%	296	6%
Total	18	100%	4,974	100%

Job Characteristics:	52.1401		SYSTEM	
I hold more than one job*	3	17%	941	19%
My main job is full–time (>= 30 hours per week)**	17	94%	4,109	87%

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

"Under–Employment" Assessment
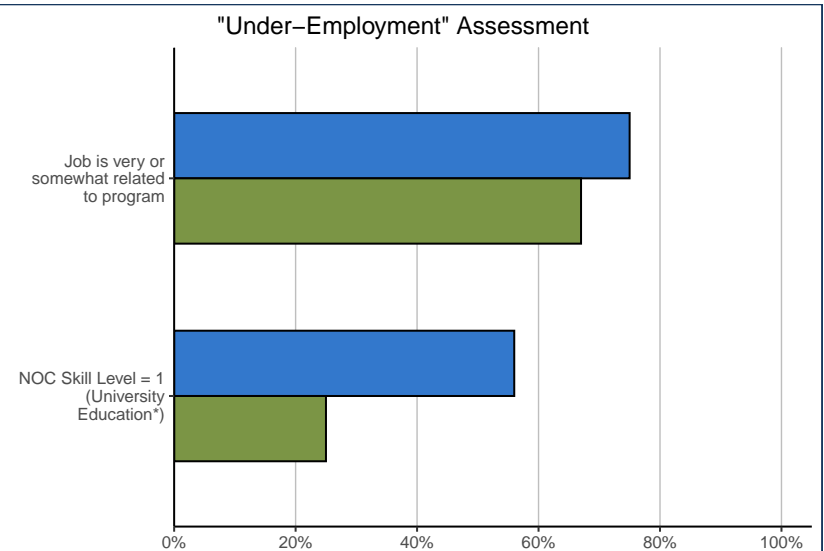
How related is your main job to your program?	52.1401		SYSTEM	
Very Related	4	22%	2,190	44%
Somewhat Related	8	44%	1,532	31%
Not Very Related	3	17%	579	12%
Not at All Related	3	17%	668	13%
Total	18	100%	4,969	100%

"Under–Employment" Assessment:	52.1401		SYSTEM	
Job is very or somewhat related to program	12	67%	3,722	75%
NOC Skill Level = 1 (University Education)*	4	25%	2,648	56%

*Of total valid responses; NOC 2021 (TEER)

Gross Annual Income from Main Job:*	52.1401		SYSTEM	
Less than $20,000	0	0%	208	6%
$20,000 to $39,999	~	~	406	11%
$40,000 to $59,999	6	43%	818	22%
$60,000 to $79,999	~	~	1,081	29%
$80,000 to $99,999	~	~	627	17%
$100,000 and Above	~	~	623	17%
Total	14	100%	3,763	100%
Median Annual Income (full–time) ($)	60,000		71,127	
Average Annual Income (full–time) ($)	67,547		78,771	

*Where data provided

Gross Annual FT Income From Main Job ($,000)
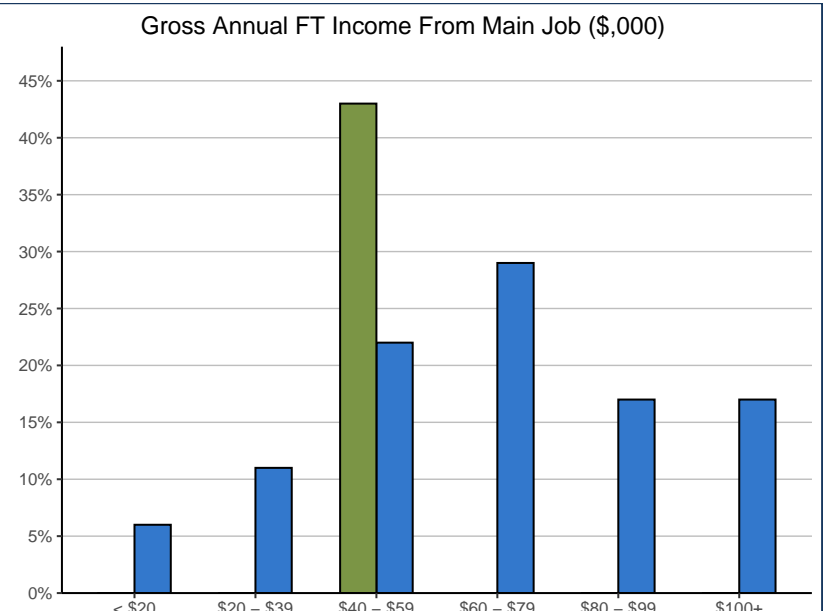
NOC Skill Type of Main Job (NOC 2021):	52.1401		SYSTEM	
Legislative and senior management	0	0%	59	1%
Business, finance & administration	11	69%	982	21%
Natural & applied sciences & related	0	0%	966	21%
Health	0	0%	527	11%
Education, law and social, community & government	0	0%	1,323	28%
Art, culture, recreation & sport	0	0%	239	5%
Sales & service	5	31%	435	9%
Trades, transport & equipment operators & related	0	0%	119	3%
Natural resources, agriculture & related production	0	0%	34	1%
Manufacturing & utilities	0	0%	19	0%
Total	16	100%	4,703	100%

Employed Graduates by NOC Skill Type

	SYSTEM
SYSTEM	
52.1401	
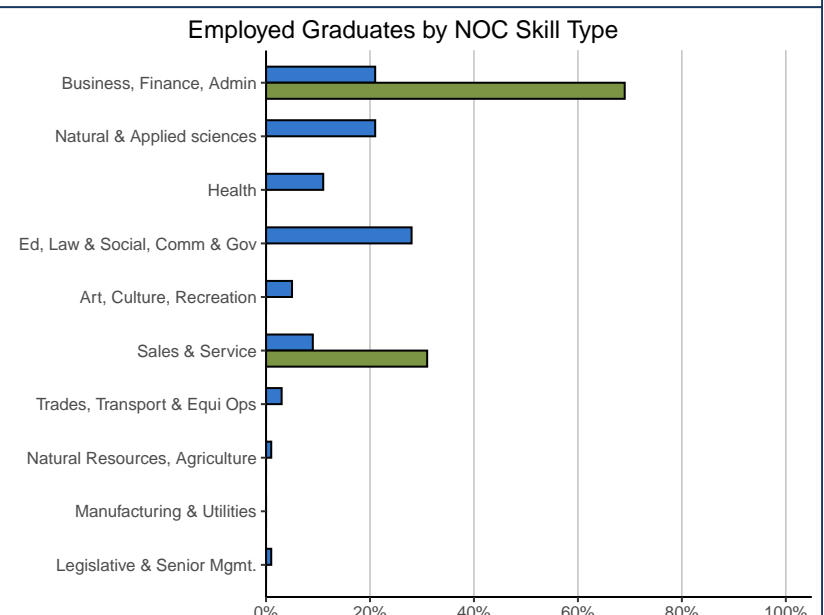
EMPLOYMENT, continued

NOC Skill Level of Main Job (NOC 2021 (TEER)):	52.1401		SYSTEM	
0. Management	5	31%	382	8%
1. University education	4	25%	2,648	56%
2. College education/trade apprenticeship (2+ years)	4	25%	748	16%
3. College education/trade apprenticeship (<2 years)	2	13%	476	10%
4. Secondary school + job–specific training	1	6%	322	7%
5. No formal education	0	0%	127	3%
Total	16	100%	4,703	100%
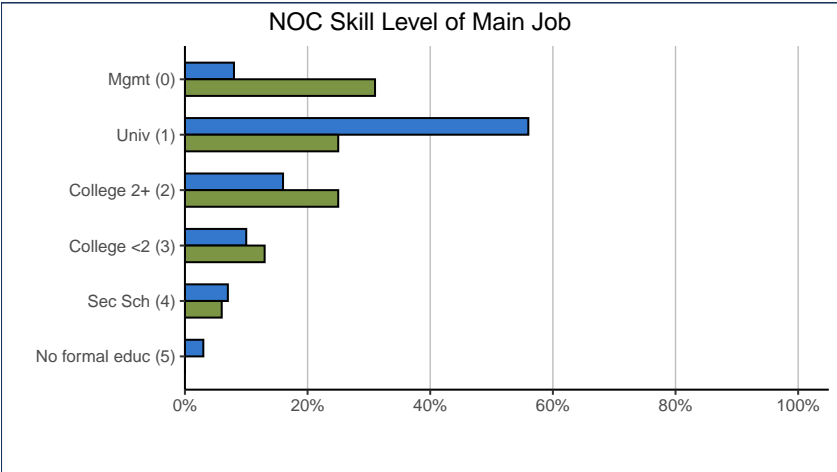
NOC Skill Level of Main Job

How useful are the following skills and abilities in doing your main job?	52.1401				
	Very Useful	Somewhat Useful	Not Very Useful	Not at All Useful	# Resp.
Written Communication	72%	28%	0%	0%	18
Oral Communication	78%	22%	0%	0%	18
Reading and Comprehension	67%	33%	0%	0%	18
Group Collaboration	78%	22%	0%	0%	18
Critical Anlysis	67%	28%	6%	0%	18
Problem Resolution	67%	28%	0%	6%	18
Use of Mathematics	11%	33%	56%	0%	18
Conducting Research	17%	61%	17%	6%	18
Learning on Your Own	67%	33%	0%	0%	18

How useful are the following skills and abilities in doing your main job?	SYSTEM				
	Very Useful	Somewhat Useful	Not Very Useful	Not at All Useful	# Resp.
Written Communication	71%	22%	5%	2%	4,946
Oral Communication	77%	19%	3%	1%	4,956
Reading and Comprehension	73%	22%	3%	1%	4,946
Group Collaboration	78%	18%	2%	1%	4,952
Critical Anlysis	77%	19%	3%	1%	4,949
Problem Resolution	79%	18%	2%	1%	4,949
Use of Mathematics	30%	35%	22%	14%	4,790
Conducting Research	39%	33%	17%	11%	4,847
Learning on Your Own	69%	26%	3%	1%	4,942

Useful Skills

"Very Useful" or "Somewhat Useful"

Top 10 Full–Time Occupations of 52.1401 Graduates*:			52.1401
NOC_2021	NOC Skill Level	Description	% Employed FT in this Occ.**
*			
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* Data not displayed where n < 5; NOC 2021
** Percentages cited are of those employed

Top 10 Full–Time Occupations of SYSTEM Graduates*:			SYSTEM
NOC_2021	NOC Skill Level	Description	% Employed FT in this Occ.**
31301	1	Registered nurses and registered psychiatric nurses	5%
21231	1	Software engineers and designers	4%
XXXXX	X	Unclassified occupations	4%
41221	1	Elementary school and kindergarten teachers	3%
11202	1	Professional occupations in advertising, marketing and public relations	2%
11100	1	Financial auditors and accountants	2%
42201	2	Social and community service workers	2%
21232	1	Software developers and programmers	2%
13100	3	Administrative officers	2%
41220	1	Secondary school teachers	2%

* Data not displayed where n < 5; NOC 2021
** Percentages cited are of those employed

BC Student Outcomes

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

SYSTEM
52.1401

EDUCATION FINANCING

Funding Sources (3 sources allowed):*	52.1401		SYSTEM	
Personal savings, investments	6	26%	1,927	32%
Employment while studying	14	61%	3,012	50%
Family/Friends	15	65%	3,627	60%
Personal bank loans	1	4%	337	6%
Government student loans	6	26%	2,007	33%
Scholarships/Bursaries/Grants	9	39%	1,988	33%
Other	1	4%	1,362	22%
Total	23		6,073	

* Percentage of respondents who identified this source

Education Funding Sources

Financial Debt Incurred to Finance Bac. Ed.:*	52.1401		SYSTEM	
Incurred any form of financial debt	9	39%	2,595	43%
Incurred government–sponsored student loan debt	7	30%	2,232	36%

* Percentage of respondents who provided data

Financial Debt Amount:*	52.1401		SYSTEM	
< $1,000	0	0%	4	0%
$1,000 to $4,999	0	0%	69	3%
$5,000 to $9,999	0	0%	165	8%
$10,000 to $14,999	1	11%	199	10%
$15,000 to $19,999	2	22%	162	8%
$20,000 to $29,999	2	22%	394	19%
$30,000 to $39,999	0	0%	353	17%
$40,000 or More	4	44%	740	35%
Total	9	100%	2,086	100%
Median Financial Debt ($)	25,000		30,000	

* Includes only cases where financial debt was incurred

Financial Debt Incurred ($,000)

Gov't–Sponsored Student Loan Debt Amount:*	52.1401		SYSTEM	
< $1,000	0	0%	5	0%
$1,000 to $4,999	0	0%	48	3%
$5,000 to $9,999	0	0%	121	8%
$10,000 to $14,999	2	33%	155	10%
$15,000 to $19,999	1	17%	133	9%
$20,000 to $29,999	3	50%	299	19%
$30,000 to $39,999	0	0%	296	19%
$40,000 or More	0	0%	500	32%
Total	6	100%	1,557	100%
Median Gov't–Sponsored Loan Debt ($)	19,400		30,000	

* Includes only cases where government–sponsored debt was incurred

Government–Sponsored Debt Incurred ($,000)

Gov't–Sponsored Loan Debt Outstanding:*	52.1401		SYSTEM	
None – Loan repaid in full	1	20%	361	20%
< $1,000	0	0%	3	0%
$1,000 to $4,999	0	0%	75	4%
$5,000 to $9,999	1	20%	137	8%
$10,000 to $14,999	0	0%	151	9%
$15,000 to $19,999	1	20%	174	10%
$20,000 to $29,999	2	40%	291	16%
$30,000 to $39,999	0	0%	279	16%
$40,000 or More	0	0%	303	17%
Total	5	100%	1,774	100%
Median Gov't–Sponsored Loan Debt Outstanding** ($)	19,000		25,000	

* 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

Outstanding Government–Sponsored Debt ($,000)