

## EVALUATION OF THE DEGREE PROGRAM AND THE UNIVERSITY EXPERIENCE

### MASTER OF SCIENCE IN MARKETING MANAGEMENT a.y. 2021-2022

**SURVEY PERIOD: JULY 2022 - JULY 2023**

**N° QUESTIONNAIRES PROCESSED: 264**

**N° OF GRADUATE STUDENTS: 272**

**RESPONSE RATE: 97,1%**



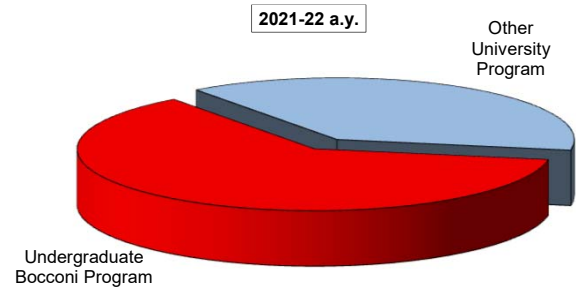
# EVALUATION OF UNIVERSITY EXPERIENCE

## Marketing Management

### General information

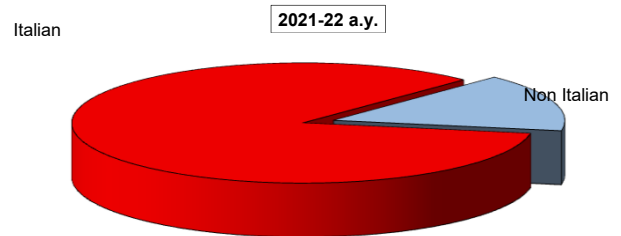
#### Undergraduate Career

Answers	2021-22 a.y.		
	a.v.	%	%
		2021-22	2020-21
Undergraduate Bocconi Program	164	62,1	66,3
Other University Program	100	37,9	33,7
<b>Total</b>	<b>264</b>	<b>100,0</b>	<b>100,0</b>
NA	0		



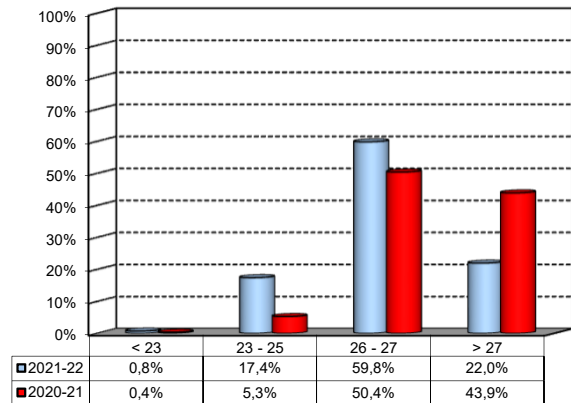
#### Nationality

Answers	2021-22 a.y.		
	a.v.	%	%
		2021-22	2020-21
Italian	223	84,5%	87,8%
Non Italian	41	15,5%	12,2%
<b>Total</b>	<b>264</b>	<b>100%</b>	<b>100%</b>
NA	2		



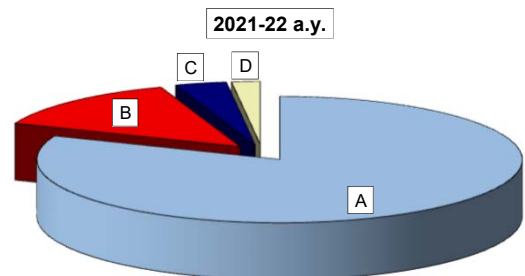
#### Average mark of the exams passed: (approximate average expressed in 30/30)

Answers	a.v.	%
meno di 23	2	0,8%
23-25	46	17,4%
26-27	158	59,8%
maggiore di 27	58	22,0%
<b>Total</b>	<b>264</b>	<b>100%</b>
NA	0	



#### How many of the courses included in your curriculum did you attend regularly?

Answers	2021-22 a.y.		
	a.v.	%	%
		2021-22	2020-21
A - More than 75%	214	81,1	79,7
B - Between 50 and 75%	36	13,6	15,0
C - Between 25 and 50%	9	3,4	3,3
D - Less than 25%	5	1,9	2,0
<b>Total</b>	<b>264</b>	<b>100,0</b>	<b>100,0</b>
NA	0		

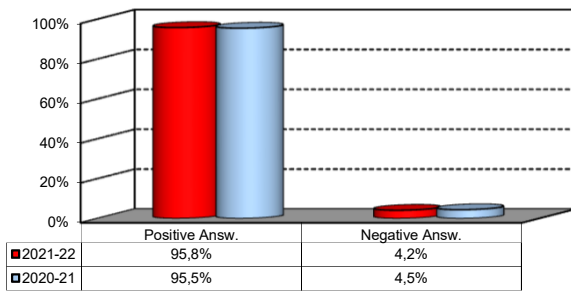


## Study Experience

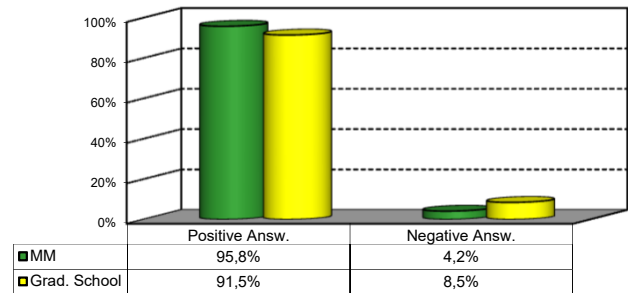
1) On the whole, do you think that the MSc program you attended at Bocconi enabled in-depth study of topics in both a theoretical and a practical sense?

Answers	Italian		Non Italian		Total	
	a.v.	%	a.v.	%	a.v.	%
A - Definitely YES	126	56,8%	15	36,6%	141	53,6%
B - More YES than NO	90	40,5%	21	51,2%	111	42,2%
C - More NO than YES	5	2,3%	4	9,8%	9	3,4%
D - Definitely NO	1	0,5%	1	2,4%	2	0,8%
<b>Total</b>	<b>222</b>	<b>100%</b>	<b>41</b>	<b>100%</b>	<b>263</b>	<b>100%</b>
NA	1		0			

Over time comparison



Comparison with the overall School data

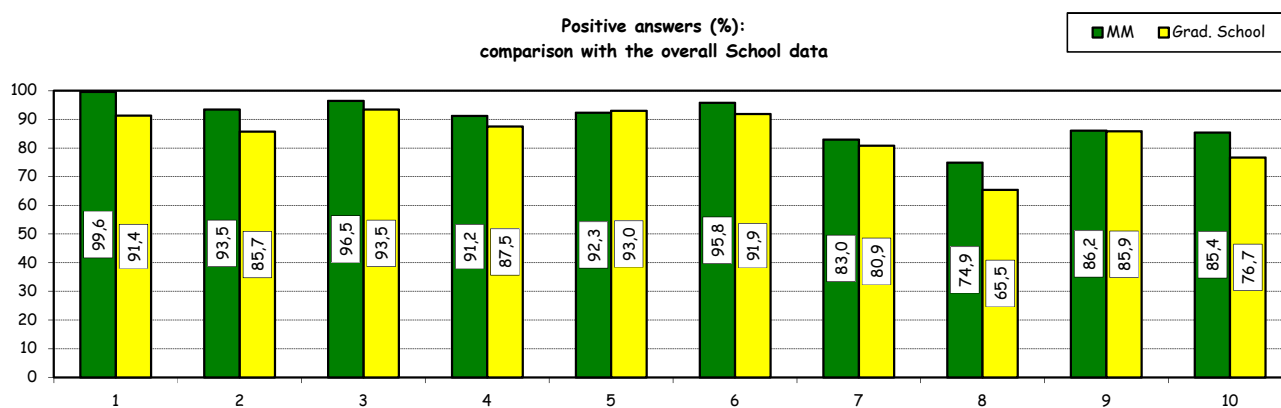


## Study Experience

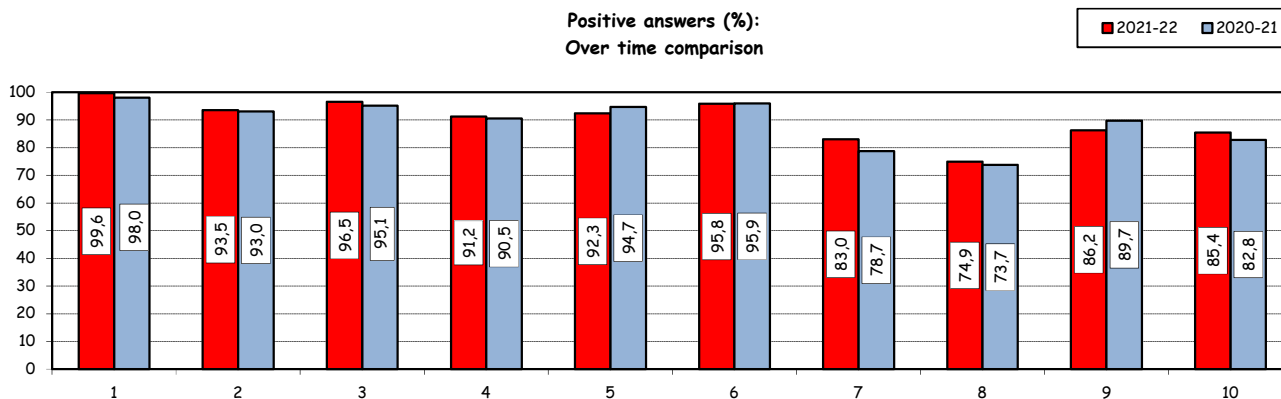
2) Do you think that your course of study at Bocconi has contributed to the development of the following skills?

Soft Skill	Item	Definitely YES		More YES than NO		More NO than YES		Definitely NO		Total		n.a.
		a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
1	Ability to work in team	214	82,0	46	17,6	1	0,4	0	0,0	261	100,0	3
2	Interpersonal skills	154	59,0	90	34,5	12	4,6	5	1,9	261	100,0	3
3	Organizational skills	180	69,2	71	27,3	8	3,1	1	0,4	260	100,0	4
4	Critical thinking skills	134	51,3	104	39,8	15	5,7	8	3,1	261	100,0	3
5	Ability to analyze and select information	139	53,3	102	39,1	18	6,9	2	0,8	261	100,0	3
6	Problem-solving ability	149	57,3	100	38,5	9	3,5	2	0,8	260	100,0	4
7	Written communication skills	94	36,3	121	46,7	39	15,1	5	1,9	259	100,0	5
8	Verbal communication skills	90	34,7	104	40,2	58	22,4	7	2,7	259	100,0	5
9	Ability to cope with stress	155	59,6	69	26,5	30	11,5	6	2,3	260	100,0	4
10	Entrepreneurial spirit	120	46,0	103	39,5	25	9,6	13	5,0	261	100,0	3

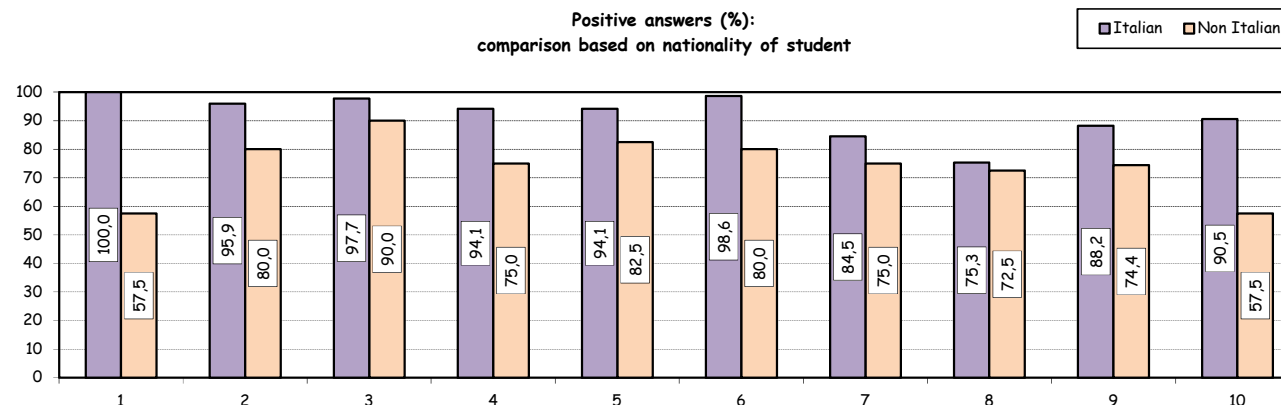
Positive answers (%):  
comparison with the overall School data



Positive answers (%):  
Over time comparison



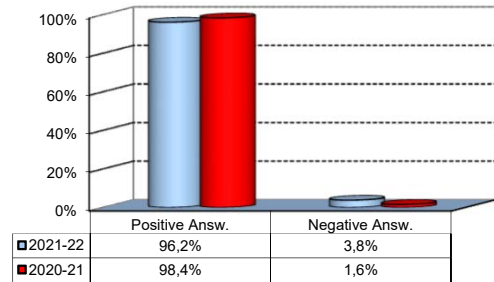
Positive answers (%):  
comparison based on nationality of student



## Study Experience

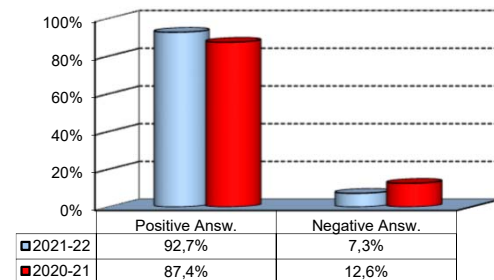
3) Do you think that teaching activities in the MSc program were structured in an active manner (frequent use of teamwork, case studies, assignments, etc.)?

Answers	a.v.	%
A - Definitely YES	169	65,0%
B - More YES than NO	81	31,2%
C - More NO than YES	9	3,5%
D - Definitely NO	1	0,4%
<b>Total</b>	<b>260</b>	<b>100%</b>
NA	4	



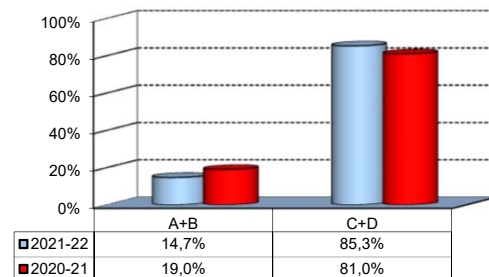
4) Do you think that the courses in your curriculum were adequately coordinated with each other?

Answers	a.v.	%
A - Definitely YES	90	34,6%
B - More YES than NO	151	58,1%
C - More NO than YES	17	6,5%
D - Definitely NO	2	0,8%
<b>Total</b>	<b>260</b>	<b>100%</b>
NA	4	



5) During the MSc program, did you notice any unnecessary overlaps or repetitions of subjects and content with what you studied during your undergraduate program?

Answers	a.v.	%
A-Very often	3	1,8%
B-Often	21	12,9%
C-Hardly ever	107	65,6%
D-Never	32	19,6%
<b>Total</b>	<b>163</b>	<b>100%</b>
NA	101	



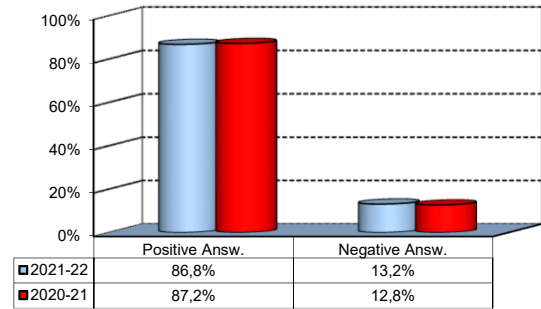
Please select the course or courses in the MSc program in which you encountered overlaps or unnecessary repetitions (multiple answers admitted)

Course	a.v.	%
BRAND MANAGEMENT - MARKETING	8	13,8%
INDUSTRY ANALYSIS (Economia dei settori industriali e dell'innovazione) - MICROECONOMIA	3	5,2%
LINGUA SPAGNOLA - LINGUA SPAGNOLA	3	5,2%
BRAND MANAGEMENT - ECONOMIA AZIENDALE	2	3,4%
MARKETING DEI SERVIZI - MARKETING	2	3,4%
INDUSTRY ANALYSIS (Economia dei settori industriali e dell'innovazione) - MICROECONOMICS	2	3,4%
Other	38	65,5%
<b>TOTAL</b>	<b>58</b>	<b>100,0%</b>

## Study Experience

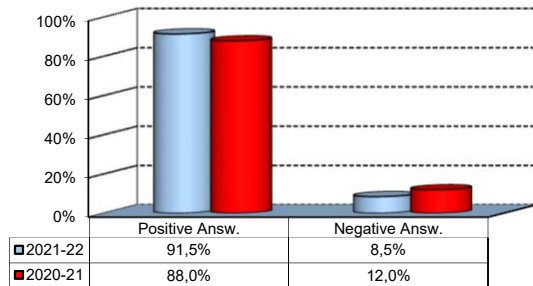
6) Do you think that the overall study load was compatible with the length of the program?

Answers	a.v.	%
A - Definitely YES	86	33,3%
B - More YES than NO	138	53,5%
C - More NO than YES	34	13,2%
D - Definitely NO	0	0,0%
<b>Total</b>	<b>258</b>	<b>100%</b>
NA	6	



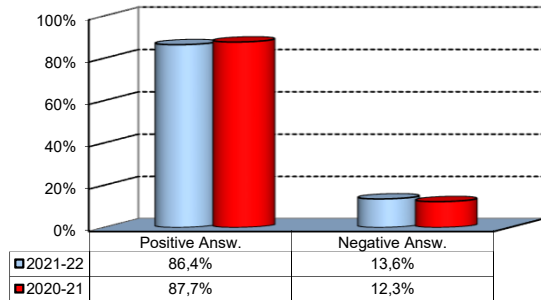
7) Was the coordination of the study program appropriately managed by the Program Director?

Answers	a.v.	%
A - Definitely YES	79	30,6%
B - More YES than NO	157	60,9%
C - More NO than YES	18	7,0%
D - Definitely NO	4	1,6%
<b>Total</b>	<b>258</b>	<b>100%</b>
NA	6	



8) On the whole, were the classroom climate and relationships with your classmates positive and able to enrich your personal experience?

Answers	a.v.	%
A - Definitely YES	104	40,3%
B - More YES than NO	119	46,1%
C - More NO than YES	32	12,4%
D - Definitely NO	3	1,2%
<b>Total</b>	<b>258</b>	<b>100%</b>
NA	6	

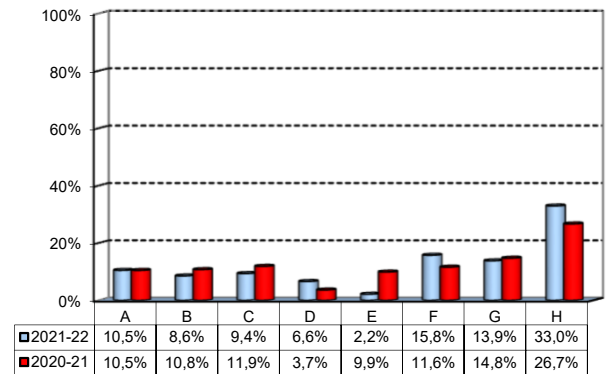


## Extracurricular Activities

1) Which of the following extracurricular activities did you attend during your study program?

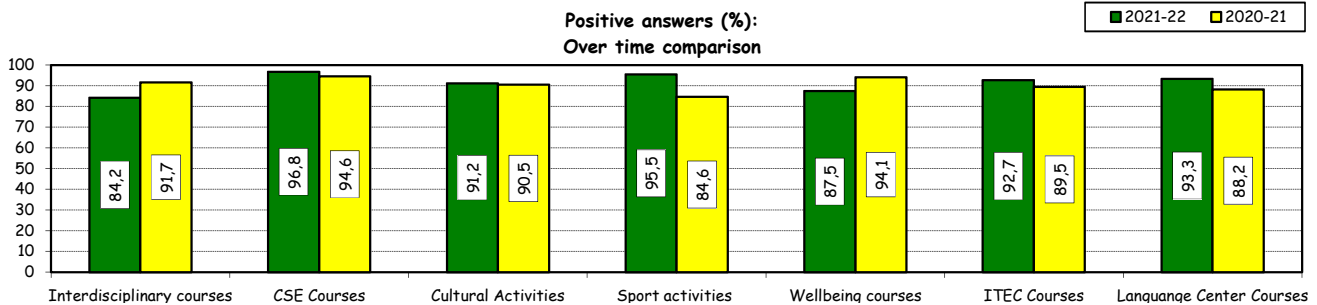
(multiple answers admitted)

Answers	a.v.	%
A - Interdisciplinary courses ("Sapere a tutto campo")	38	10,5%
B - Counseling and Self-Empowerment courses CSE	31	8,6%
C - Cultural Activities (visit museums, concerts, theatre and cinema, various issues)	34	9,4%
D - Sport activities	24	6,6%
E - Wellbeing courses	8	2,2%
F - Courses offered by ITEC	57	15,8%
G - Courses offered by Language Center	50	13,9%
H - None	119	33,0%
<b>Total</b>	<b>361</b>	<b>100%</b>
NA	0	



2) Do you think that the activities you took part in contributed to your cultural/educational enrichment?

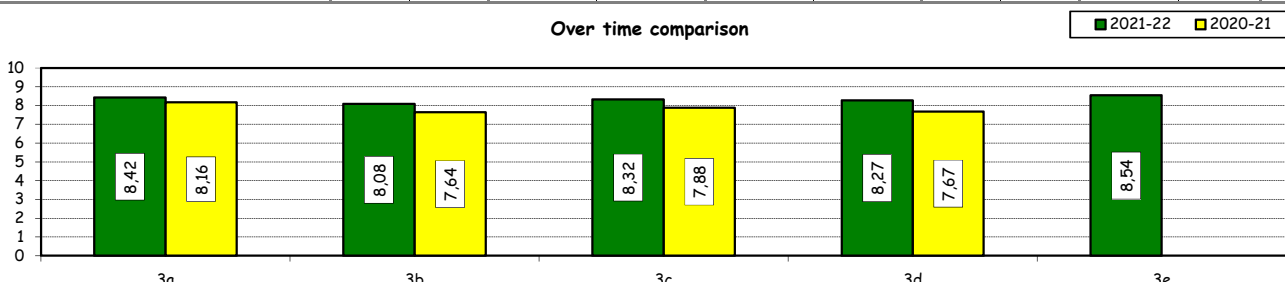
	Definitely YES		More YES than NO		More NO than YES		Definitely NO		Total		NA
	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
A - Interdisciplinary courses	19	50,0	13	34,2	6	15,8	0	0,0	38	100,0	0
B - CSE courses	16	51,6	14	45,2	1	3,2	0	0,0	31	100,0	0
C - Cultural Activities	18	52,9	13	38,2	3	8,8	0	0,0	34	100,0	0
D - Sport activities	10	45,5	11	50,0	1	4,5	0	0,0	22	100,0	2
E - Wellbeing courses	3	37,5	4	50,0	1	12,5	0	0,0	8	100,0	0
F - ITEC courses	32	58,2	19	34,5	3	5,5	1	1,8	55	100,0	2
G -Language Center courses	25	55,6	17	37,8	3	6,7	0	0,0	45	100,0	5



How would you evaluate:

Item	Answers	Negative				Positive				Total		NA
		1-2		3-4-5		6-7-8		9-10		a.v.	%	
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
3a) The range and interest of programmes offered		0	0,0	1	0,7	74	52,5	66	46,8	141	100,0	4
3b) The support you received from the Campus Life Office		0	0,0	7	5,0	75	53,6	58	41,4	140	100,0	5
3c) The support you received from ITEC		0	0,0	1	1,8	29	51,8	26	46,4	56	100,0	1
3d) The support you received from Language Center		0	0,0	2	4,2	25	52,1	21	43,8	48	100,0	2
3e) The support you received from Bocconi Sport Team		0	0,0	1	4,2	8	33,3	15	62,5	24	100,0	0

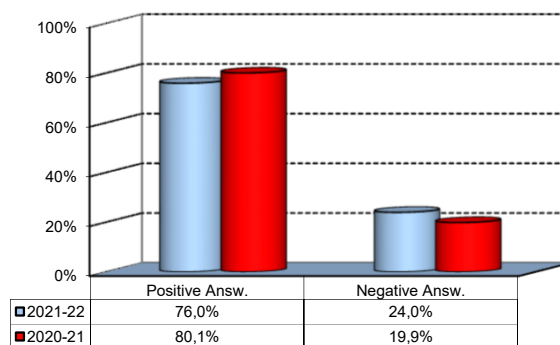
Over time comparison



## Degree Thesis

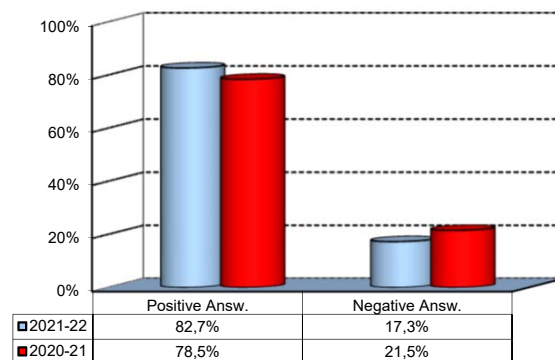
1) Do you think that the supervision and the assistance for preparing for your thesis were appropriate?

Answers	a.v.	%
A - Definitely YES	107	41,5%
B - More YES than NO	89	34,5%
C - More NO than YES	48	18,6%
D - Definitely NO	14	5,4%
<b>Total</b>	<b>258</b>	<b>100%</b>
NA	6	



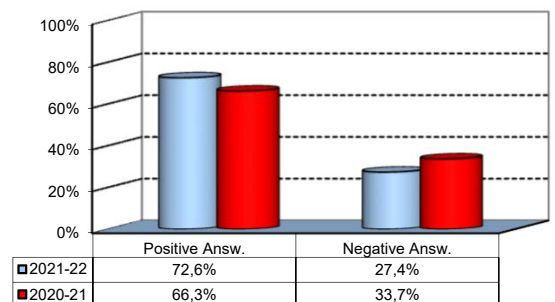
2) Do you think that the facilities provided by the University (library, computer labs) adequately supported preparation for your thesis?

Answers	a.v.	%
A - Definitely YES	98	37,7%
B - More YES than NO	117	45,0%
C - More NO than YES	36	13,8%
D - Definitely NO	9	3,5%
<b>Total</b>	<b>260</b>	<b>100%</b>
NA	4	



3) Do you think that your thesis was a useful experience for completing your education and a way to verify your planning and writing skills?

Answers	a.v.	%
A - Definitely YES	85	32,8%
B - More YES than NO	103	39,8%
C - More NO than YES	52	20,1%
D - Definitely NO	19	7,3%
<b>Total</b>	<b>259</b>	<b>100%</b>
NA	5	

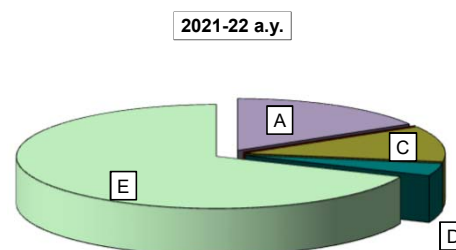




## Experience Of Studying Abroad

1) Please select the program you participated in:

Answers	a.v.	%	
		2021-22	2020-21
A - Exchange	43	16,5	4,5
B - CEMS-MIM	0	0,0	0,0
C- Double Degree	29	11,1	8,9
D - Free-Mover	10	3,8	0,0
E- None	179	68,6	86,6
<b>Total</b>	<b>261</b>	<b>100,0</b>	<b>100,0</b>
NA	3		

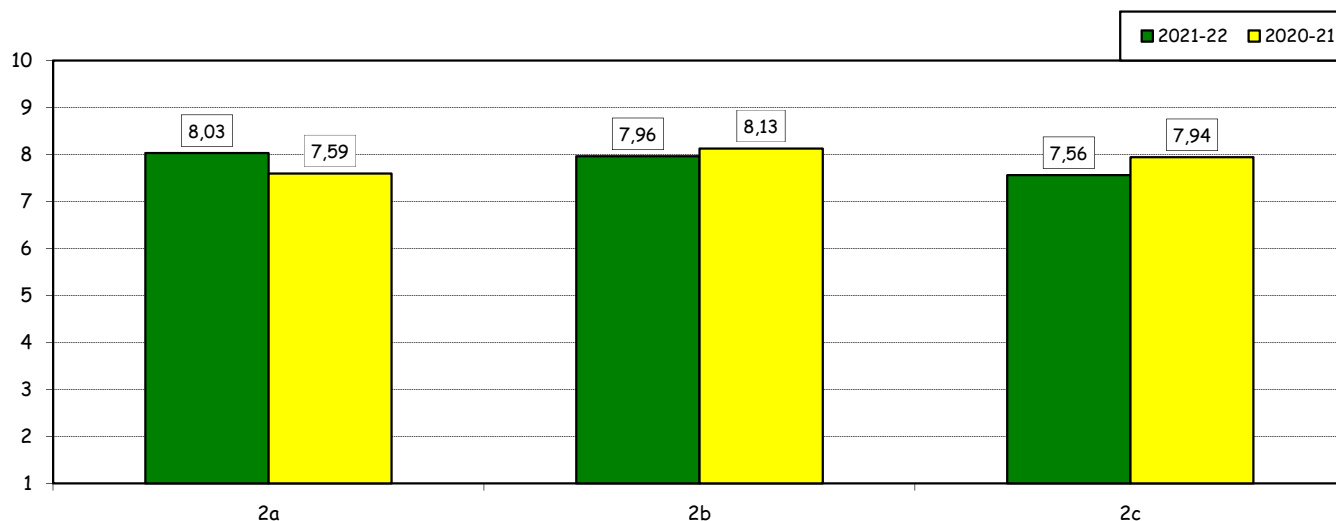


How would you evaluate:

(only A, B, C or E answers to item no.1)

Item	Answers	Negative				Positive				Total		N.A. a.v.
		1-2		3-4-5		6-7-8		9-10		a.v.	%	
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
2a) Quality and completeness of information provided through: 'International Week', emails, brochures, International Relations Service web page.		1	1,4	6	8,5	33	46,5	31	43,7	71	100,0	1
2b) The range and interest of programs offered.		1	1,4	6	8,6	34	48,6	29	41,4	70	100,0	2
2c) The support you received from Bocconi International Relations.		4	5,7	5	7,1	36	51,4	25	35,7	70	100,0	2

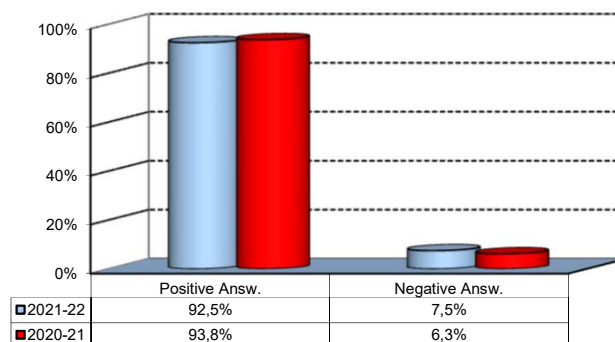
### Over time comparison



## Experience Of Studying Abroad

3) Would you positively evaluate this experience?

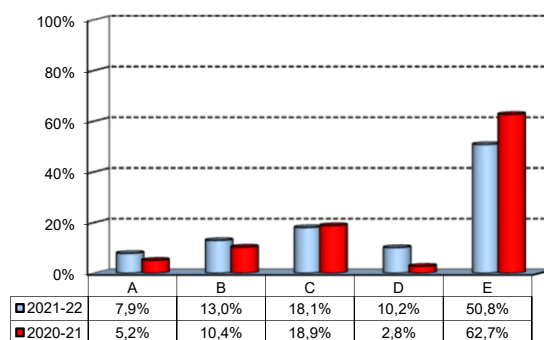
Answers	v. a.	%
A - Definitely YES	61	76,3%
B - More YES than NO	13	16,3%
C - More NO than YES	3	3,8%
D - Definitely NO	3	3,8%
<b>Total</b>	<b>80</b>	<b>100%</b>
NA	2	



(In case of answer "E" to item no.1)

4) Please indicate why you did not attend a period of study abroad (select all relevant reasons):

Answers	a. v.	%
A-Lack of interest in this kind of experience	14	7,9%
B-Absence of the requirements needed for participation in the program selected	23	13,0%
C-Rejection of your application	32	18,1%
D-Lack of time during the period of study	18	10,2%
E-Other (personal, family, organizational reasons, etc.)	90	50,8%
<b>Total</b>	<b>177</b>	<b>100%</b>
NA	2	



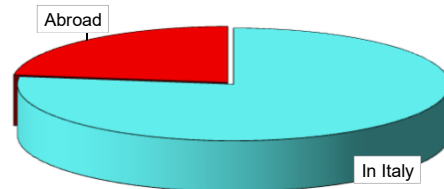
## Internship Activities

1) Which activity recognized in your curriculum did you complete during the MSc program?

Answers	a.v.	%	
		2021-22	2020-21
A - Internship/Other job experience	254	96,2	80,7
B - Alternative Activity <sup>^</sup>	10	3,8	19,3
<b>Total</b>	<b>264</b>	<b>100,0</b>	<b>100,0</b>
NA	0		

2) Where did you complete the internship recognized by the Bachelor program?

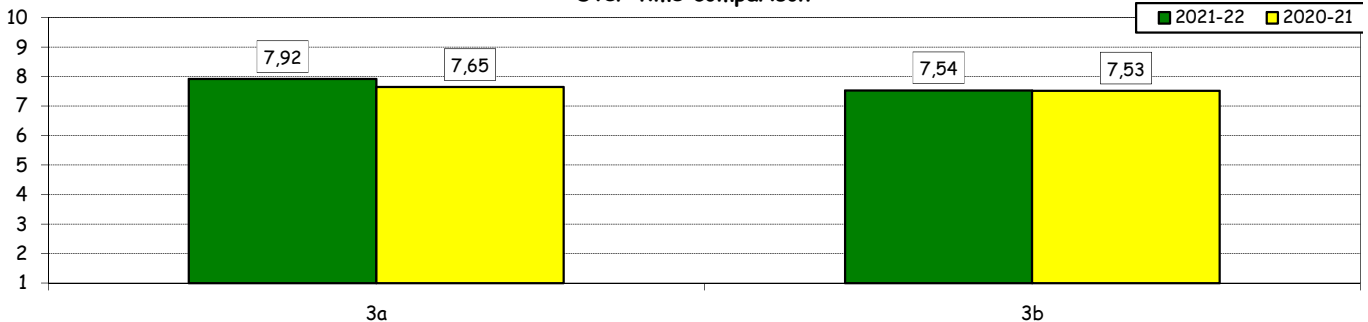
Answers	a.v.	%	
		2021-22	2020-21
In Italy	196	77,2%	91,8%
Abroad	58	22,8%	8,2%
<b>Total</b>	<b>254</b>	<b>100%</b>	<b>100%</b>
NA	0		



How would you evaluate:

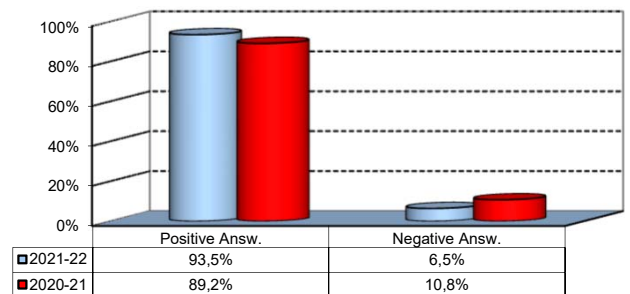
Item	Answers	Negative				Positive				Total		N.A.
		1-2		3-4-5		6-7-8		9-10		a.v.	%	
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
3a) The number and variety of opportunities offered.	6	2,8	16	7,4	99	45,8	95	44,0	216	100,0	38	
3b) The support you received from the Internship Office.	9	4,2	25	11,6	106	49,3	75	34,9	215	100,0	39	

Over time comparison



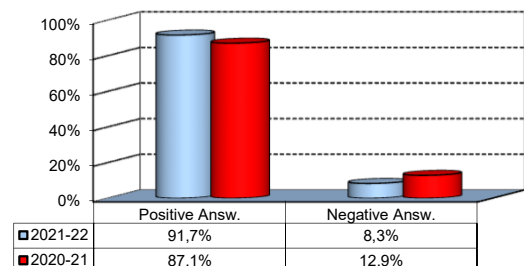
4) Would you positively evaluate this experience?

Answers	a.v.	%
A - Definitely YES	125	57,9%
B - More YES than NO	77	35,6%
C - More NO than YES	10	4,6%
D - Definitely NO	4	1,9%
<b>Total</b>	<b>216</b>	<b>100%</b>
NA	38	



5) Do you think that the qualifications you acquired while attending the MSc program were appropriate to perform this activity?

Answers	a.v.	%
A - Definitely YES	107	49,5%
B - More YES than NO	91	42,1%
C - More NO than YES	15	6,9%
D - Definitely NO	3	1,4%
<b>Total</b>	<b>216</b>	<b>100%</b>
NA	38	



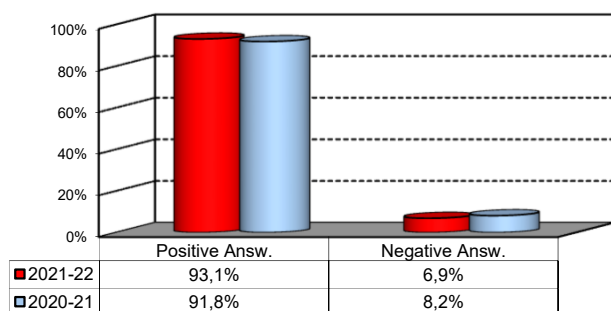
<sup>^</sup>: During the pandemic, students were given the opportunity to replace the mandatory internship with an alternative activity called Career Start Pack. It consists in an elective exam integrated with mandatory participation in the virtual career orientation path

## General satisfaction and short-term plans

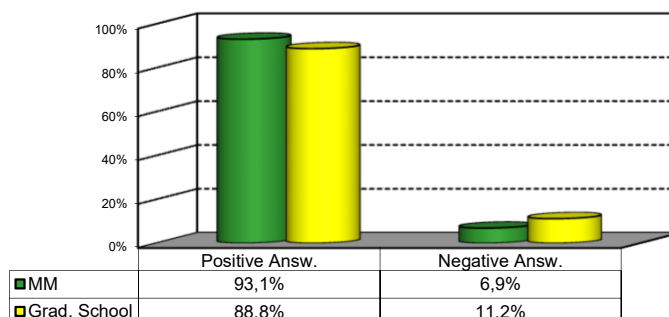
1) Are you satisfied overall with the study program you attended?

Answers	Italian		Non Italian		Total	
	a.v.	%	a.v.	%	a.v.	%
A - Definitely YES	120	54,5%	14	35,0%	134	51,5%
B - More YES than NO	88	40,0%	20	50,0%	108	41,5%
C - More NO than YES	11	5,0%	4	10,0%	15	5,8%
D - Definitely NO	1	0,5%	2	5,0%	3	1,2%
<b>Total</b>	<b>220</b>	<b>100%</b>	<b>40</b>	<b>100%</b>	<b>260</b>	<b>100%</b>
NA	3		1		4	

Over time comparison



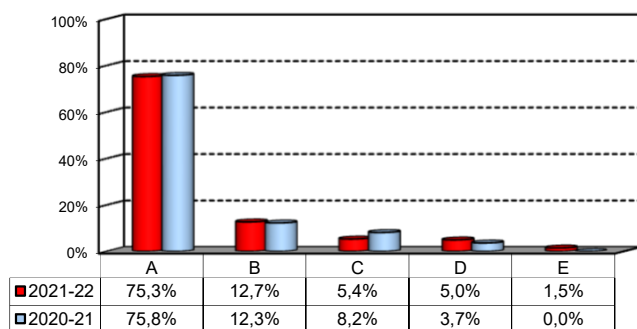
Comparison with the overall School data



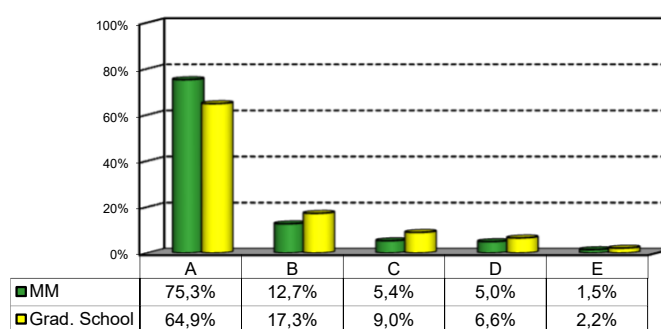
2a) If you could go back in time, would you enroll in the University again?

Answers	Italian		Non Italian		Total	
	v.a.	%	v.a.	%	v.a.	%
A-YES, in the same program at this University	172	78,5%	23	57,5%	195	75,3%
B-YES, in another program at this University	24	11,0%	9	22,5%	33	12,7%
C-YES, in the same program but at another University	10	4,6%	4	10,0%	14	5,4%
D-YES, in another program at another University	10	4,6%	3	7,5%	13	5,0%
E-NO, I would not enrol in university anymore	3	1,4%	1	2,5%	4	1,5%
<b>Total</b>	<b>219</b>	<b>100%</b>	<b>40</b>	<b>100%</b>	<b>259</b>	<b>100%</b>
NA	4		1		5	

Over time comparison



Comparison with the overall School data



## General satisfaction and short-term plans

(In case of answer "B" to item no.2a)

### 2b) Which program would you enroll at this University?

MSc	a.v.	%
ACME	3	9,4%
AFC	1	3,1%
FIN	0	0,0%
CLELI	0	0,0%
ESS	1	3,1%
EMIT	8	25,0%
GIO	0	0,0%
IM	4	12,5%
M	7	21,9%
MM	8	25,0%
CYBER	0	0,0%
<b>Total</b>	<b>32</b>	<b>100%</b>
NA	1	

### 2c) Why would you make a different choice?

(In case of answer "B", "C", "D" or "E" to item no.2a)

Answers	a.v.	% 2021-22	% 2020-21
A - My interest has changed over time / I discovered that I have different attitudes	27	48,2%	39,1%
B -The MS program did not satisfy my expectations	9	16,1%	28,3%
C I would have preferred to attend the same MS program but taught in English	5	8,9%	8,7%
D - Other reasons	15	26,8%	23,9%
<b>Total</b>	<b>56</b>	<b>100%</b>	<b>100%</b>
NA	8		

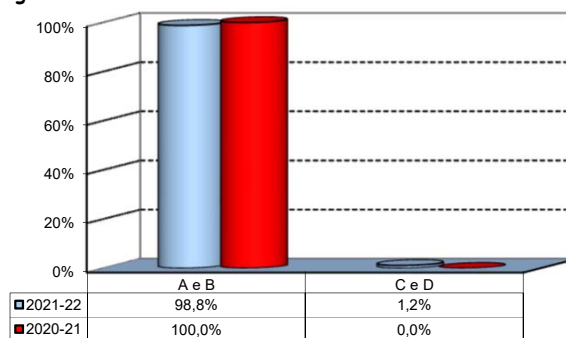
#### D- Other reasons:

avrei preferito fare diverse esperienze lavorative e poi eventualmente iscrivermi ad un master
Avrei scelto di frequentare un corso di Marketing in un ateneo all'estero
Bocconi has fundamentally failed to meet my expectations of a leading business school.
I would get a masters at SDA instead of a 2 year MSc
I would have gone abroad
I would like to travel more during my academic career.
I would prefer a more challenging Msc. Many things were repetitive from the bachelors degree.
Il corso e' ben strutturato e completo, tuttavia un'esperienza all'estero mi avrebbe arricchito di piu'
Il mio caso e' particolare, rispondo cosi' non perche' ci sia qualcosa di male in MM, ma perche' la double degree MM con ESADE e' estremamente ripetitiva e sarebbe meglio permettere di fare IM in ESADE al secondo anno
In retrospect a Master of one-year in a specific marketing discipline would have been more time and cost effective and more instructive
La mia application fu influenzata dal covid, questo corso fu un ripiego. Sono state piu' le insoddisfazioni che le soddisfazioni.
Non ha rispecchiato le mie aspettative, ma non a livello di contenuti e programmi piuttosto a livello di strutturazione (preparazione esami ecc)
Seppur molto soddisfatto dalla specialistica in MM, potendo cambiare opterei per un percorso accademico da ingegnere
Sia il secondo punto sia il terzo punto
Too simple course setting
Qualità insegnamenti allineata a qualunque altra università, ma servizi offerti e disorganizzazione non all'altezza di un'università privata.

## Infrastructure: Classrooms, Library And Facilities

1) What is your opinion about the classrooms where lessons and other teaching activities have been held?\*

Answers	a.v.	%
A - Always or nearly always adequate	190	73,4%
B - Often adequate	63	24,3%
C - Rarely adequate	3	1,2%
D - Never adequate	0	0,0%
E - I did not use them	3	1,2%
<b>Total</b>	<b>259</b>	<b>100%</b>
NA	5	

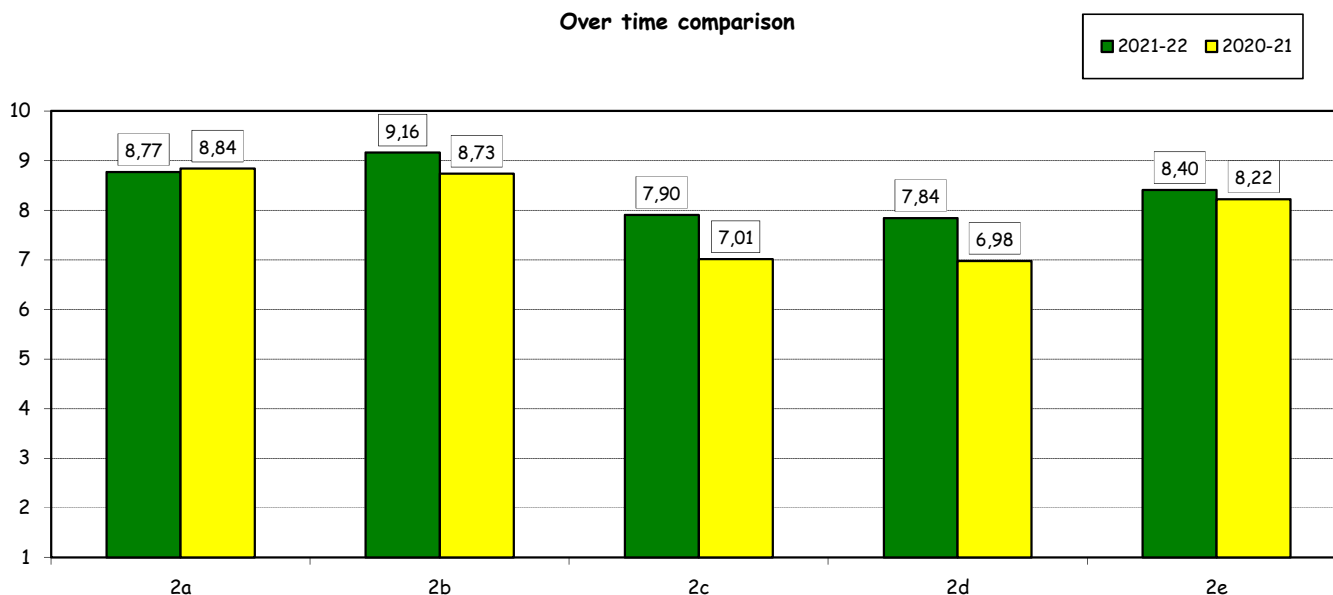


2) How would you evaluate:

(In case of answer "A", "B", "C" or "D" to item no.1)

Item	Answers	Negative				Positive				Total		NA	N.R.
		1-2		3-4-5		6-7-8		9-10		a.v.	%		
		a.v.	%	a.v.	%	a.v.	%	a.v.	%				
a) The adequacy of the audio and multimedia systems (e.g. instructor's computer, projectors, video players) installed in the classrooms.		0	0,0	5	1,9	86	33,1	169	65,0	260	100,0		4
b) The cleanliness of classrooms and of other common areas on campus (corridors, halls, study rooms).		0	0,0	2	0,8	59	22,8	198	76,4	259	100,0		5
c) The adequacy of the amount of areas/seats reserved to individual study in the University Library.		11	4,2	20	7,7	111	42,7	118	45,4	260	100,0	4	4
d) The adequacy of the amount of areas/seats reserved to individual study in other buildings on campus.		9	3,5	22	8,6	120	46,7	106	41,2	257	100,0	0	7
e) The clarity and adequacy of the signage system on campus.		2	0,8	13	5,1	100	38,9	142	55,3	257	100,0		7

Over time comparison

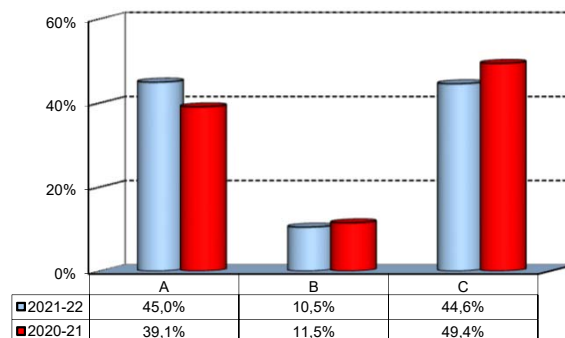


(\*): the percentage shown on the graphs is calculated by excluding the responses of those who declare that they have not used the service.

## Infrastructure: Classrooms, Library And Facilities

3) What is your overall opinion on the PC Labs and IT facilities provided by the University?

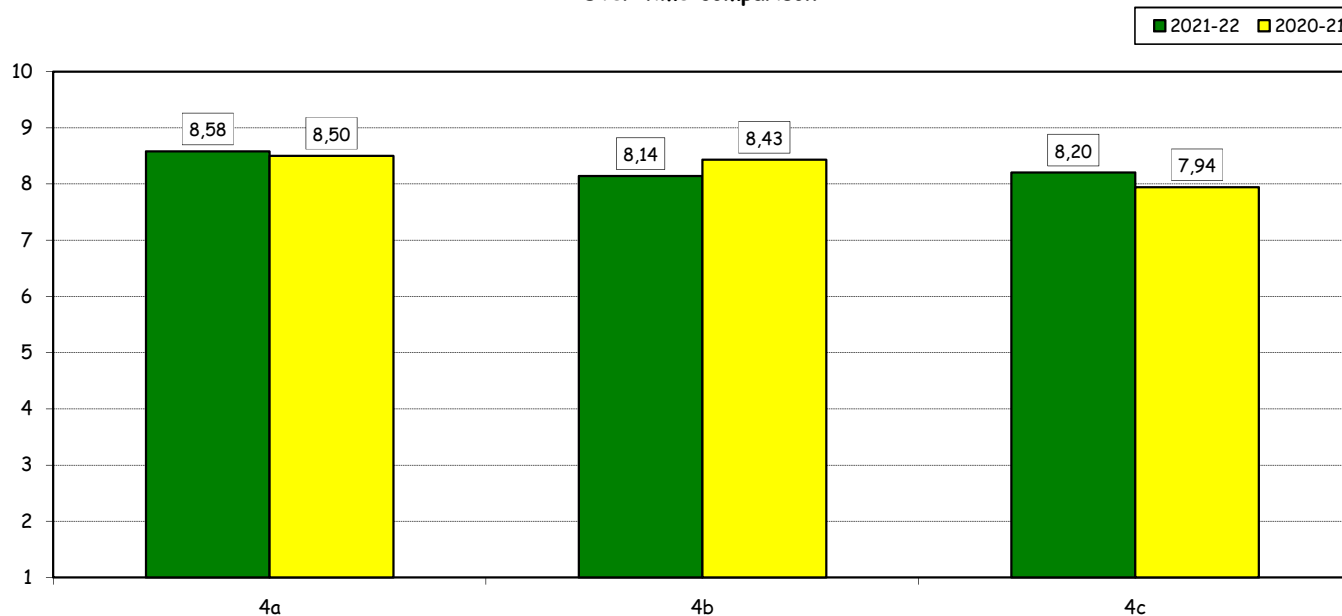
Answers	a.v.	%
A- Adequate in number	116	45,0%
B- Inadequate in number	27	10,5%
C- Never used	115	44,6%
<b>Total</b>	<b>258</b>	<b>100%</b>
NA	6	



4) How do you evaluate:

Answers	Negative				Positive				Total	N.R.	
	1-2		3-4-5		6-7-8		9-10				
	a.v.	%	a.v.	%	a.v.	%	a.v.	%			
a) The availability of technical staff supporting students (Tutors) in PC Labs.*	0	0,0	2	1,4	63	45,3	74	53,2	139	100,0	4
b) The convenience of the PC Labs' opening hours.*	2	1,5	6	4,4	70	51,1	59	43,1	137	100,0	6
c) The level of accessibility and usability of the University's IT services (Internet access points, Punto Blu, Virtual Punto Blu, wireless connection).	4	1,6	11	4,4	115	45,8	121	48,2	251	100,0	7

Over time comparison

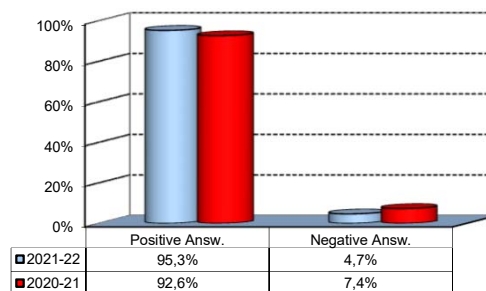


(\*): Only in case of answer "A" or "B" to item no.3

## Infrastructure: Classrooms, Library And Facilities

5) What is your overall opinion on the Library's services, such as support for individual study?\*

Answers	a.v.	%
A - Very Positive	91	35,3%
B - Quite positive	111	43,0%
C - Quite negative	8	3,1%
D - Very Negative	2	0,8%
E - Never used	46	17,8%
<b>Total</b>	<b>258</b>	<b>100%</b>
NA	6	

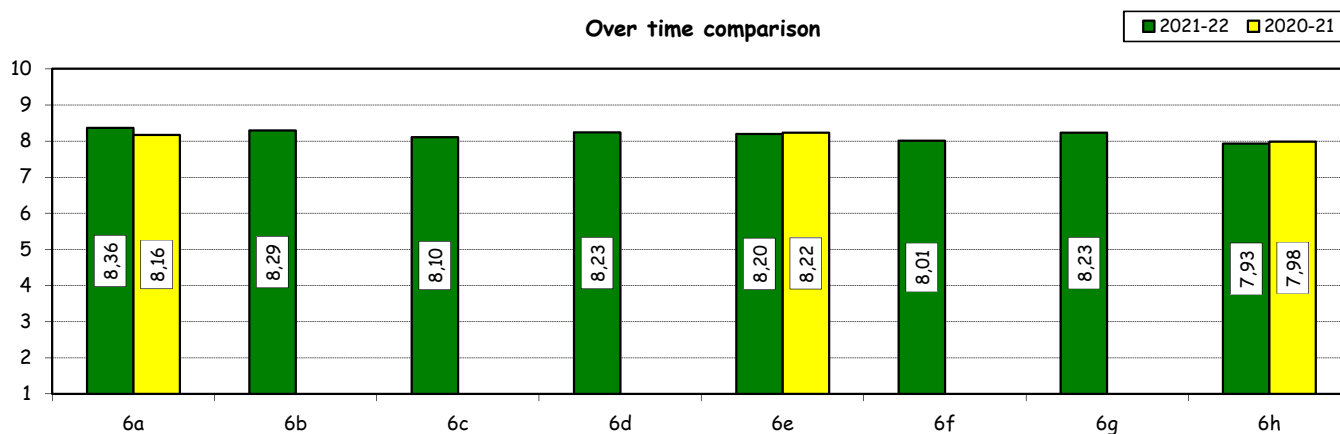


6) How would you evaluate:

(In case of answer "A", "B", "C" or "D" to item no. 5)

Item	Answers	Negative				Positive				Total		N.A. a.v.
		1-2		3-4-5		6-7-8		9-10		a.v.	%	
		a.v.	%	a.v.	%	a.v.	%	a.v.	%			
a) The convenience of the Library's opening hours and access to its main services.		0	0,0	7	3,7	84	44,9	96	51,3	187	100,0	25
b) Range of subjects covered in hardcopy collections (books and journals) compared to your needs of study and research		1	0,5	10	5,3	76	40,6	100	53,5	187	100,0	25
c) The relevance and updating of online collections (e-books, e-journals, databases) compared to your needs of study and research		0	0,0	11	6,5	85	50,0	74	43,5	170	100,0	42
d) The ease of use of search tools available on the Library website		1	0,6	8	4,9	76	46,9	77	47,5	162	100,0	50
e) The assistance provided by the Library staff		3	1,7	10	5,6	82	46,1	83	46,6	178	100,0	34
f) Availability of documents (textbooks, articles, chapters, case studies, etc.) used in individual courses		1	0,6	16	8,9	82	45,8	80	44,7	179	100,0	33
g) The Library website as a source of information on the services offered and as a point of access for resources		1	0,6	12	6,9	77	44,3	84	48,3	174	100,0	38
h) The usefulness of workshops offered by the Library to understand how to use the resources available (catalogues, e-journals, databases, etc.)		2	1,3	13	8,3	79	50,6	62	39,7	156	100,0	56

Over time comparison



(\*): the percentage shown on the graphs is calculated by excluding the responses of those who declare that they have not used the service.