

SURVEY ON GRADUATES SATISFACTION AT 1, 3, 5 YEARS AFTER GRADUATION - 2024 EDITION

MASTER OF SCIENCE IN MARKETING MANAGEMENT

Survey on graduates satisfaction at 1, 3, 5 years after graduation - 2024 Edition
 (reference cohorts: 1 year - 2021-22 a.y.; 3 years - 2019-20 a.y.; 5 years - 2018-19 a.y.)

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This statistical report summarizes the opinions expressed by graduates in response to satisfaction surveys conducted 1, 3 and 5 years after graduation. The data reported refer to graduates of the program in question who earned their graduate degree in the 2021-22, 2019-20 and 2017-18 a.y. respectively. The following are the results of the surveys regarding:

- satisfaction with the program and the set of knowledge and skills acquired at the end of it;
- the perception of the usefulness of the course of study for the performance of one's job;
- impressions of the contribution provided by internship and study experiences abroad (if applicable) upon entering the world of work.

General info about the respondents

	2024 Edition				2023 Edition
	Respondents		Graduates	% Redemption*	% Redemption*
	a.v.	%	a.v.	%	%
1 year	197	41,4%	272	72,4%	68,3%
3 years	154	32,4%	278	55,4%	53,4%
5 years	125	26,3%	265	47,2%	43,1%
Total answers	476	100%	815	58,4%	54,8%

(*): The report includes graduates who have not continued their studies at Bocconi.

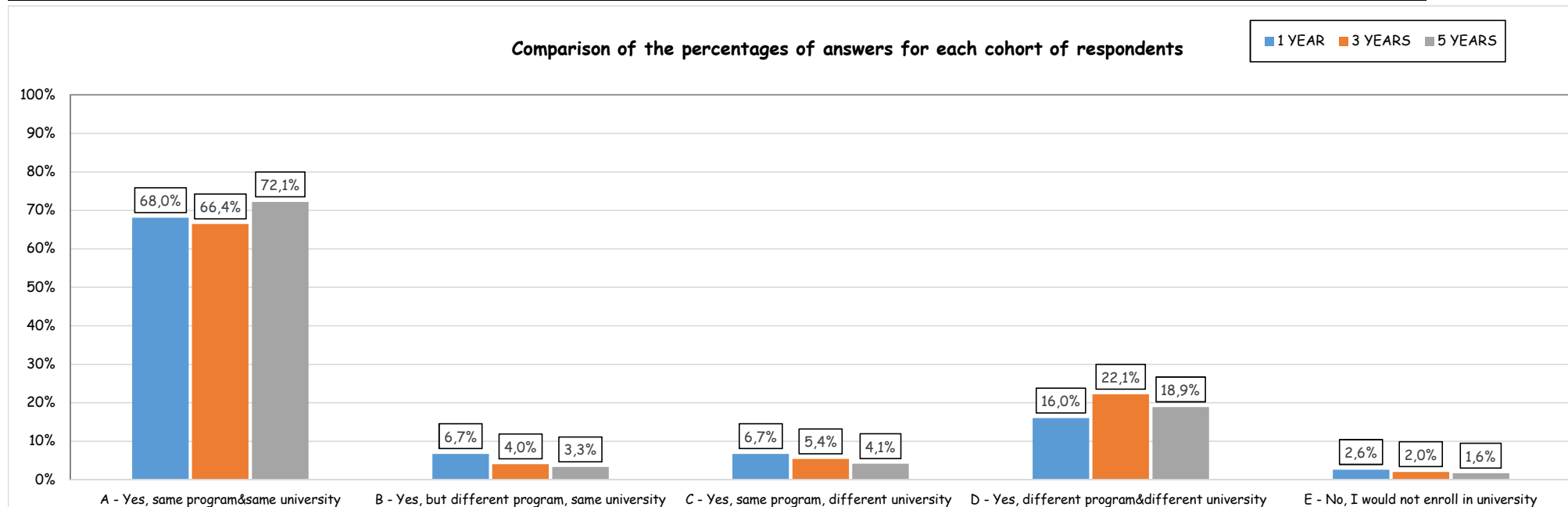
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Evaluation results

1) If you could go back, would you enroll in university again?

	1 year survey			3 years survey			5 years survey			Total	
	2024 edition		2023 edition	2024 edition		2023 edition	2024 edition		2023 edition	a.v.	%
	a.v.	%	%	a.v.	%	%	a.v.	%	%		
A - Yes, in the same program and at the same university	132	68,0%	71,3%	99	66,4%	73,1%	88	72,1%	69,7%	319	68,6%
B - Yes, but in a different program at the same university	13	6,7%	17,0%	6	4,0%	15,7%	4	3,3%	20,2%	23	4,9%
C - Yes, in the same program but at a different university	13	6,7%	6,4%	8	5,4%	2,2%	5	4,1%	0,9%	26	5,6%
D - Yes, but in a different program at a different university	31	16,0%	5,3%	33	22,1%	7,5%	23	18,9%	8,3%	87	18,7%
E - No, I would not enroll in university	5	2,6%	0,0%	3	2,0%	1,5%	2	1,6%	0,9%	10	2,2%
Total answers	194	100%	100%	149	100%	100%	122	100%	100%	465	100%
NR	3			5			3			11	



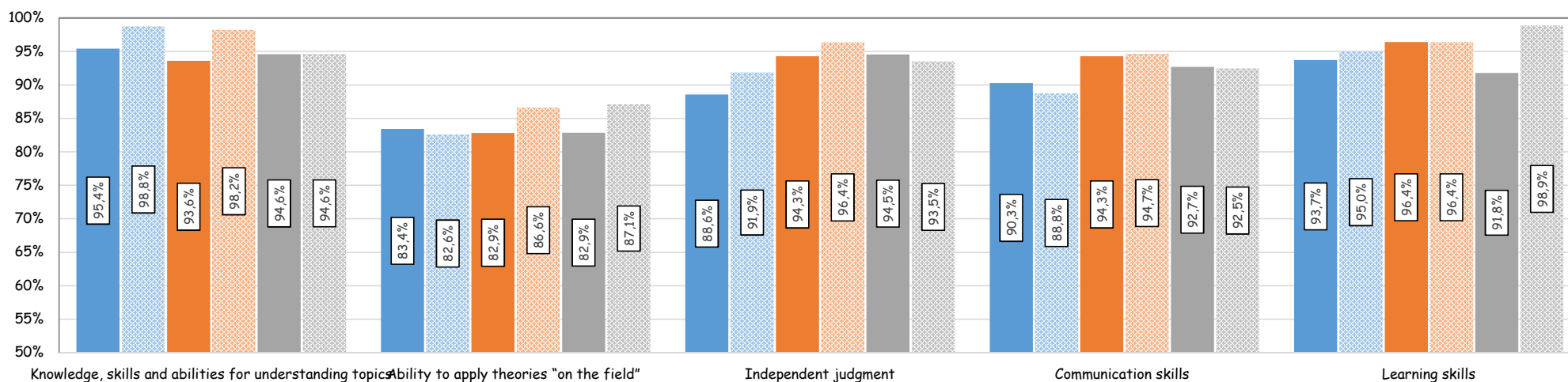
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2) Level of satisfaction regarding the education received for:

Item	Answers		Definitely yes		More yes than no		More no than yes		Definitely no		Total		n.r.
	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	
A - Knowledge, skills and abilities for understanding topics analyzed during your study program	267	62,5	137	32,1	16	3,7	7	1,6	427	100,0	49		
B - Ability to apply theories learned during your studies "on the field"	178	41,8	176	41,3	58	13,6	14	3,3	426	100,0	50		
C - Independent judgment (in the area of issues analyzed during your study program, ability to form your own opinion and, if necessary, make independent decisions)	258	60,7	133	31,3	22	5,2	12	2,8	425	100,0	51		
D - Communication skills (both written and oral) on topics related to the program attended .	236	55,5	156	36,7	26	6,1	7	1,6	425	100,0	51		
E - Learning skills (or skills for acquiring new information and expertise by using a good study method or planning skills, etc.)	293	68,9	107	25,2	21	4,9	4	0,9	425	100,0	51		

**Comparison of the percentages of positive answers for each cohort of respondents
(Sum of "Definitely Yes" and "More Yes than NO")**

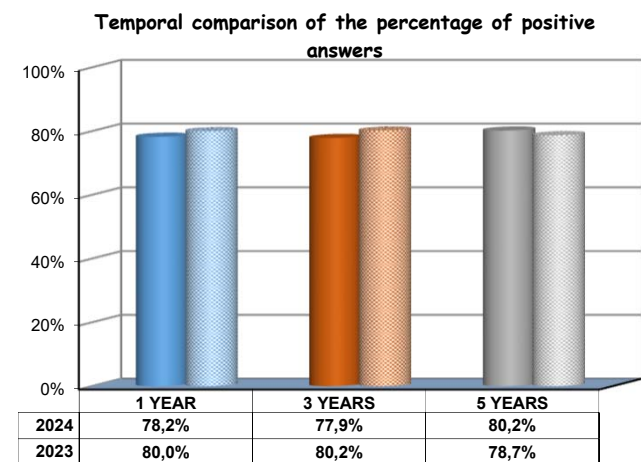


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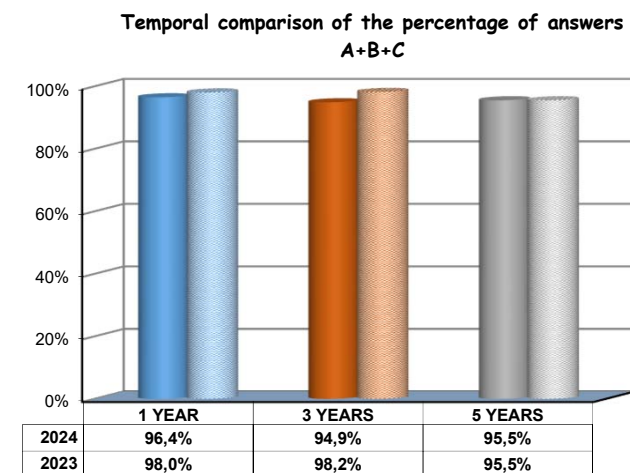
3) Do you think that your current job is consistent with your studies?

	Years after graduation							
	1		3		5		Total	
	a.v.	%	a.v.	%	a.v.	%	a.v.	%
YES	133	78,2%	109	77,9%	89	80,2%	331	78,6%
NO	37	21,8%	31	22,1%	22	19,8%	90	21,4%
Total answers	170	100%	140	100%	111	100%	421	100%
NR	27		14		14		55	



4. Is your degree useful in your work?

	Years after graduation							
	1		3		5		Totale	
	a.v.	%	a.v.	%	a.v.	%	a.v.	%
A - Yes, it's a requirement by law	19	11,2%	9	6,6%	10	9,0%	38	9,1%
B - It's not required by law, but it is necessary	80	47,3%	53	39,0%	41	36,9%	174	41,8%
C - It's not required by law, but it's useful	64	37,9%	67	49,3%	55	49,5%	186	44,7%
D - It's not required by law and it's not useful in other ways	6	3,6%	7	5,1%	5	4,5%	18	4,3%
Total answers	169	100%	136	100%	111	100%	416	100%
NR	28		18		14		60	



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5) Do you use the knowledge, skills and abilities acquired at University?

	Years after graduation							
	1		3		5		Totale	
	a.v.	%	a.v.	%	a.v.	%	a.v.	%
A - Definitely yes	60	35,1%	52	38,2%	45	40,2%	157	37,5%
B - More yes than no	82	48,0%	58	42,6%	38	33,9%	178	42,5%
C - More no than yes	28	16,4%	24	17,6%	29	25,9%	81	19,3%
D - Definitely no	1	0,6%	2	1,5%	0	0,0%	3	0,7%
Total answers	171	100%	136	100%	112	100%	419	100%
NR	26		18		13		57	

6) If you completed an internship during your study program, did the experience facilitate placement in the job market?*

	2024 Edition		2023 Edition	
	a.v.	%	a.v.	%
A - Definitely yes	109	63,7%	64	64,0%
B - More yes than no	42	24,6%	21	21,3%
C - More no than yes	8	4,7%	10	10,0%
D - Definitely no	6	3,5%	1	1,3%
E - I did not complete an internship during my study program	6	3,5%	3	3,3%
Total answers	171	100%	100	100%
NR	26			

7) If you studied abroad, did the experience facilitate placement in the job market?*

	2024 Edition		2023 Edition	
	a.v.	%	a.v.	%
A - Definitely yes	56	33,5%	24	24,0%
B - More yes than no	28	16,8%	12	12,3%
C - More no than yes	12	7,2%	7	7,5%
D - Definitely no	2	1,2%	0	0,0%
E - I did not study abroad	69	41,3%	56	56,2%
Total answers	167	100%	100	100%
NR	30			

(*): The percentages shown in the histograms are calculated excluding the students who declared not to have carried out this activity.

Temporal comparison of the percentages of positive answers (Sum of "Definitely Yes" and "More Yes than NO")

