



# Marketing

## FÖ0428, 40131.2526

15 Hp  
Pace of study = 100%  
Education cycle = Basic  
Course leader = Josefina Jonsson

### Evaluation report

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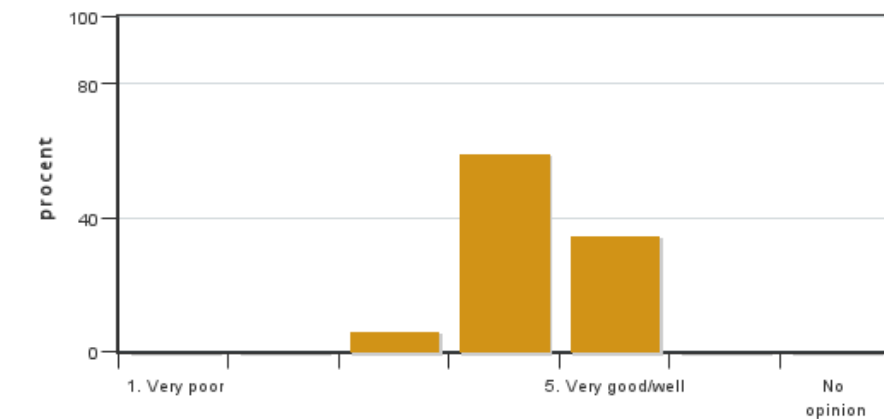
Evaluation period: 2026-05-31 - 2026-06-21

Answers 67  
Number of students 77  
Answer frequency 87 %

### Mandatory standard questions

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#### 1. My overall impression of the course is:

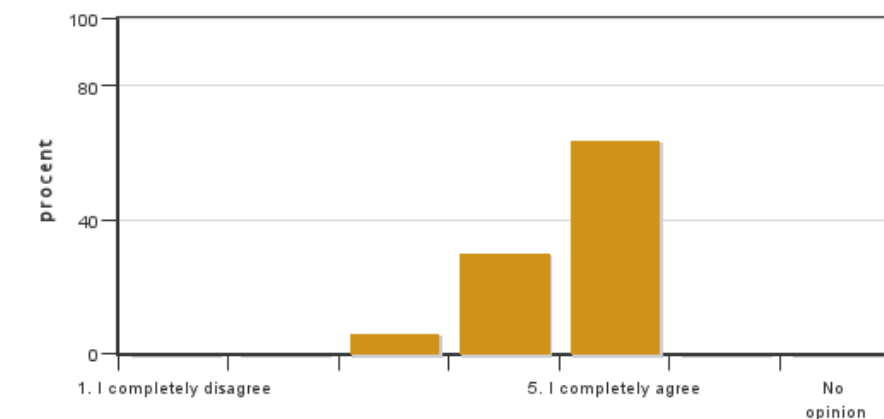


Answers: 66  
Medel: 4,3  
Median: 4

1: 0  
2: 0  
3: 4  
4: 39  
5: 23

No opinion: 0

#### 2. I found the course content to have clear links to the learning objectives of the course.

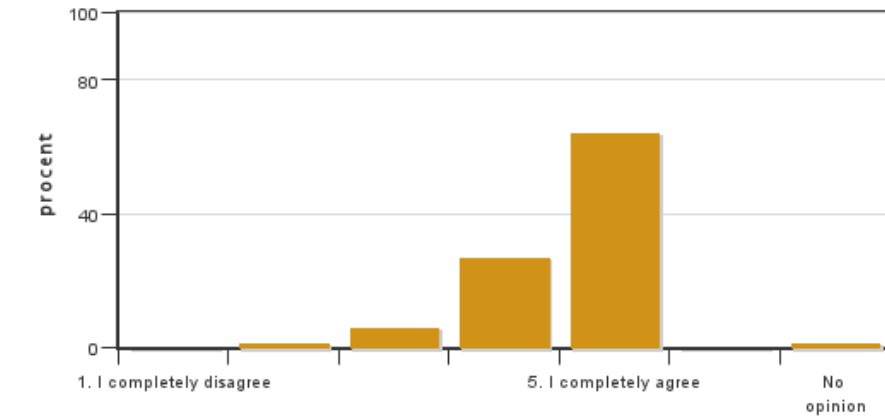


Answers: 66  
Medel: 4,6  
Median: 5

1: 0  
2: 0  
3: 4  
4: 20  
5: 42

No opinion: 0

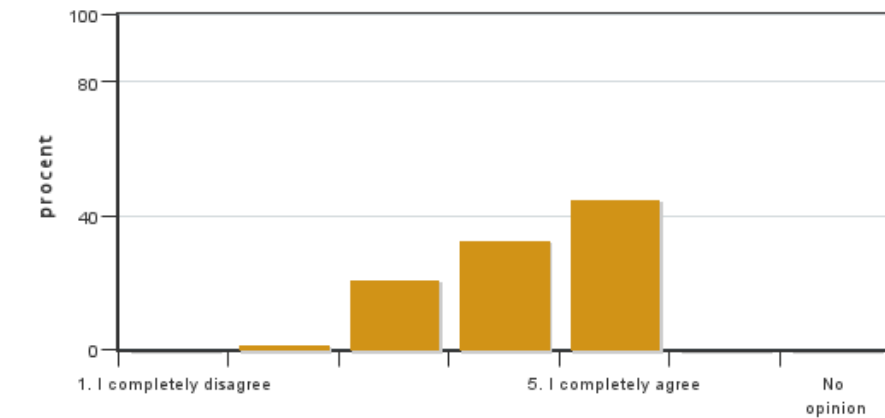
**3. My prior knowledge was sufficient for me to benefit from the course.**



Answers: 67  
 Medel: 4,6  
 Median: 5

1: 0  
 2: 1  
 3: 4  
 4: 18  
 5: 43  
 No opinion: 1

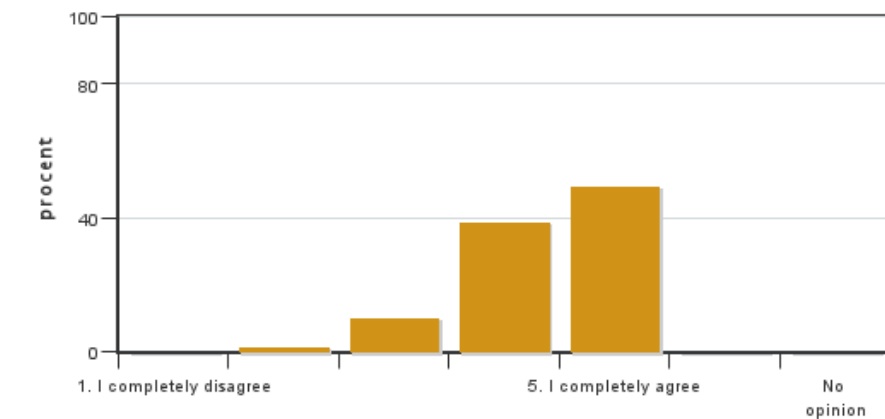
**4. The information about the course was easily accessible.**



Answers: 67  
 Medel: 4,2  
 Median: 4

1: 0  
 2: 1  
 3: 14  
 4: 22  
 5: 30  
 No opinion: 0

**5. The various course components (lectures, course literature, exercises etc.) have supported my learning.**



Answers: 67  
 Medel: 4,4  
 Median: 4

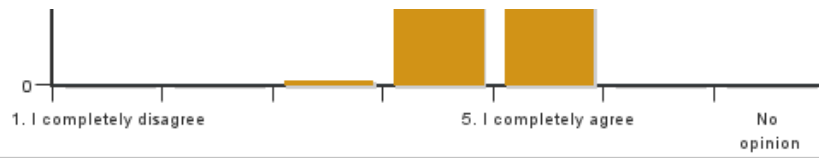
1: 0  
 2: 1  
 3: 7  
 4: 26  
 5: 33  
 No opinion: 0

**6. The social learning environment has been inclusive, respecting differences of opinion.**



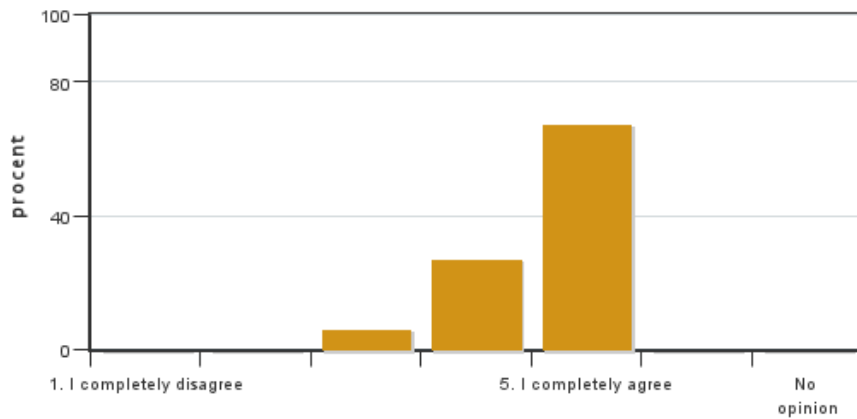
Answers: 67  
 Medel: 4,7  
 Median: 5

1: 0  
 2: 0  
 3: 1  
 4: 18  
 5: 48



No opinion: 0

**7. The physical learning environment (facilities, equipment etc.) has been satisfactory.**



Answers: 67

Medel: 4,6

Median: 5

1: 0

2: 0

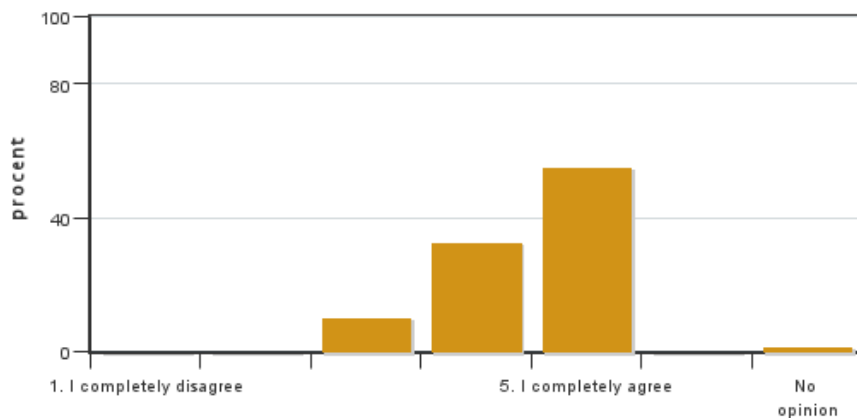
3: 4

4: 18

5: 45

No opinion: 0

**8. The examination(s) provided opportunity to demonstrate what I had learnt during the course (see the learning objectives).**



Answers: 67

Medel: 4,5

Median: 5

1: 0

2: 0

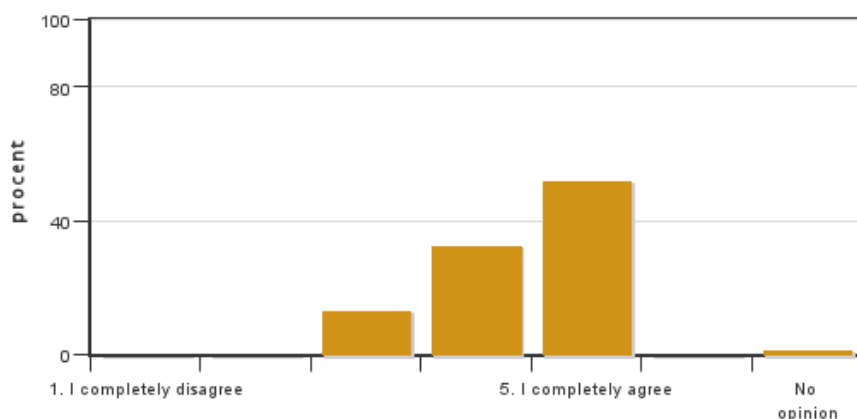
3: 7

4: 22

5: 37

No opinion: 1

**9. The course covered the sustainable development aspect (environmental, social and/or financial sustainability).**



Answers: 67

Medel: 4,4

Median: 5

1: 0

2: 0

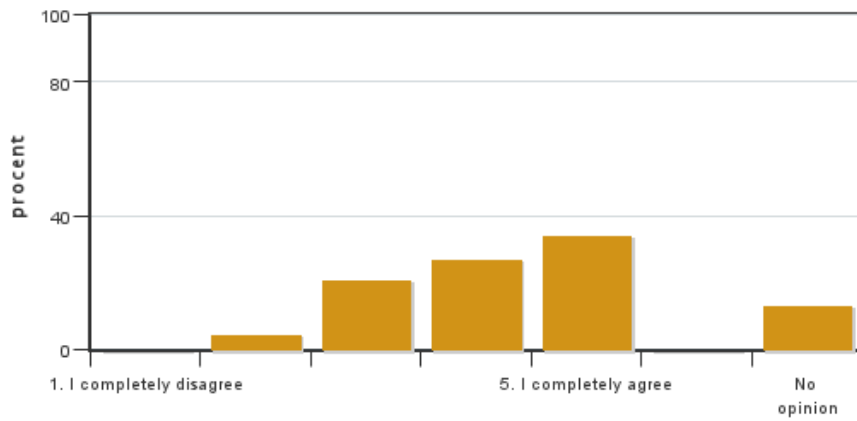
3: 9

4: 22

5: 35

No opinion: 1

**10. I believe the course has included a gender and equality aspect, regarding content as well as teaching practices (e.g. perspective on the subject, reading list, allocation of speaking time and the use of master suppression techniques).**

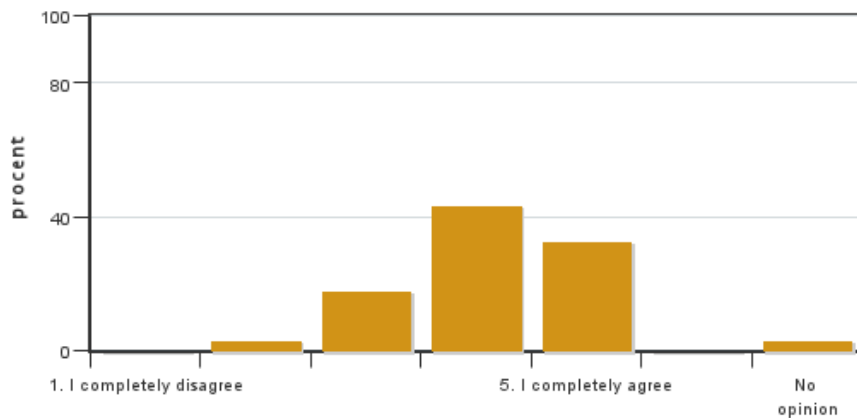


Answers: 67  
 Medel: 4,1  
 Median: 4

1: 0  
 2: 3  
 3: 14  
 4: 18  
 5: 23

No opinion: 9

**11. The course covered international perspectives.**

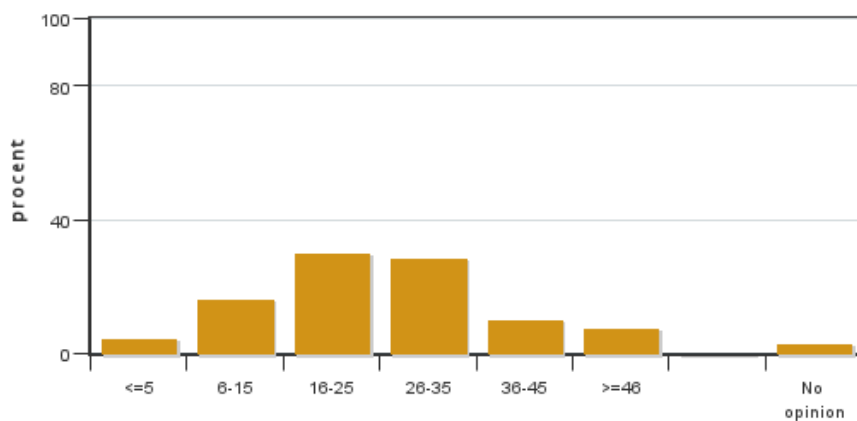


Answers: 67  
 Medel: 4,1  
 Median: 4

1: 0  
 2: 2  
 3: 12  
 4: 29  
 5: 22

No opinion: 2

**12. On average, I have spent ... hours/week on the course (including timetabled hours).**



Answers: 67  
 Medel: 24,6  
 Median: 16-25

≤5: 3  
 6-15: 11  
 16-25: 20  
 26-35: 19  
 36-45: 7  
 ≥46: 5

No opinion: 2

**Course leaders comments**

No comments from the teacher

**Student representatives comments**

No comments from the student representatives

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