

Marketing Program

BRAND AUDIT ALUMNI STUDY



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INTRODUCTION

A brand lives and evolves in the minds and hearts of current and potential stakeholders as a sum total of experiences and perceptions. Every organization can derive important benefits from taking a holistic look at the health and strength of their brand. The research being presented is part of a brand audit of the UW-Eau Claire Marketing unit. The study involved collecting both qualitative and quantitative data from UWEC marketing alumni (n=349) using an on-line questionnaire. Findings capture alumni satisfaction ratings on a number of important program variables and identifies respondent perceptions of how well they were prepared for the marketplace. The results also identify strengths, weaknesses, external threats, and potential growth opportunities for the marketing program. Data analysis focuses specifically on marketing alumni that have graduated in the past ten years. Utilizing content analysis and SPSS we conducted a variety of statistical tests to identify and provide useful insights for the UW-Eau Claire Marketing unit to help guide future strategic decision making.

OBJECTIVES

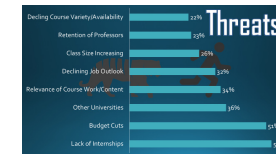
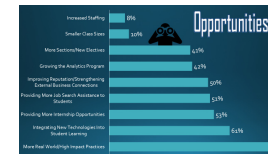
- Understand
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
- Understanding the Marketing Alumni Experience
- Identify key program competitors
- Ultimately rebrand the marketing program

METHODOLOGY

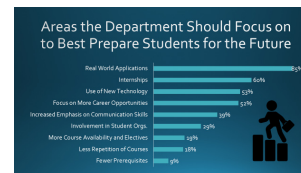
Data was obtained through conducting an online study via Qualtrics that was sent to marketing Alumni. Creation of the survey was aided by a pilot study conducted with all faculty members associated with the UWEC marketing program. The survey consisted of questions regarding alumni's views and experiences during their time attending UWEC. Questions asked on the survey included open ended, closed category response, and 7-point Likert-type items. This study is part of a larger research project that also compared current students views and experiences regarding the marketing program.

SURVEY CONTINUED

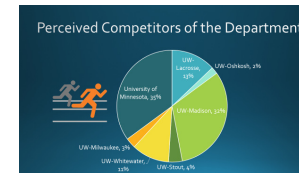
SWOT ANALYSIS



FUTURE FOCUS



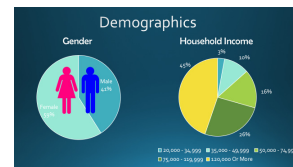
COMPETITORS



SURVEY

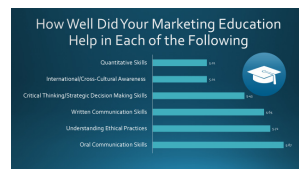
SAMPLE DEMOGRAPHICS

A total of 349 marketing alumni completed the online survey. From these, only individuals that graduated after 2003 were used for data analysis. Ages of individuals from the survey ranged from 22 to 66 years old, with a mean age of 36.5 years old.



ALUMNI EXPERIENCE

The graphs represented below show the Alumni's experience while attending UWEC. Altogether marketing Alumni report a favorable experience while attending UWEC and satisfaction with the skills they were taught.



CONCLUSION

RECOMMENDATIONS

Based on the research findings, the following recommendations are provided:

- Focus on improving
 - Internships
 - Business Connections
- Create more opportunities for
 - Hands on experiences
 - Real world applications
 - Specialized marketing classes
- Ensure the department keeps up with
 - Upcoming technology
 - Maintaining strong professors
- Stay competitive with main perceived competitors
 - University of Wisconsin Madison
 - University of Minnesota

CONCLUSION

This research provides insights on the UWEC Marketing Program as perceived by alumni. Using this information in conjunction with current student perspectives will provide the current marketing program faculty with a better understanding of where the program has been, is currently being perceived, and suggest future directions to hopefully improve current offerings in a time of increasing student growth coupled with declining faculty resources.