

UWEC Marketing Program Brand Audit

STUDENT PERSPECTIVES

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PURPOSE OF THE STUDY

The purpose of the brand audit of the UW-Eau Claire Marketing Program is to capture current students' perceptions and level of satisfaction of various attributes of the program. This information will be used to help set strategic direction for the marketing area.

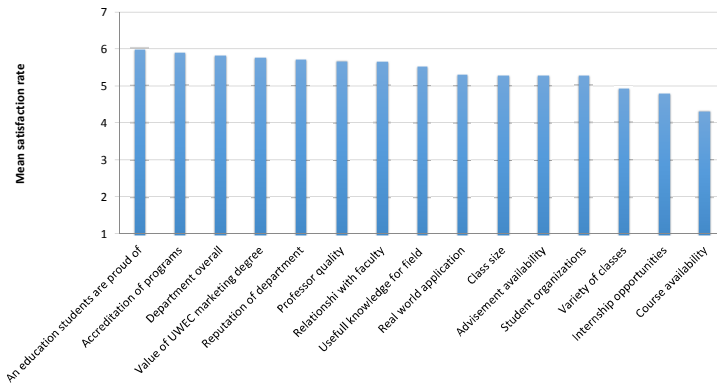
INSTRUMENTATION

The data for this research was collected using a questionnaire on Qualtrics that was administered to current marketing majors on the UW-Eau Claire campus. The questionnaire included open-ended, Likert-type, and closed response options. The open-ended responses were content analyzed, followed by use of the statistical package for social sciences (SPSS).

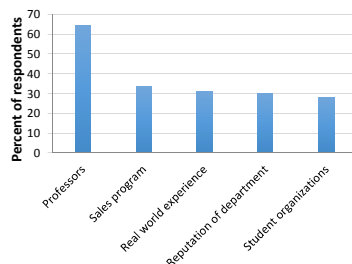
RESPONDENTS

A total of 178 respondents completed the questionnaire. Respondent ages ranged from 19-29 years, with a mean age of 21.7 years old. Respondents were slightly more likely to be female (52.6%), seniors made up 81.5% of the sample while the remaining 18.5% were juniors. The two top identified competitors were UW-Madison and the University of Minnesota. Of the respondent pool, 45.1% were involved with at least one student organization.

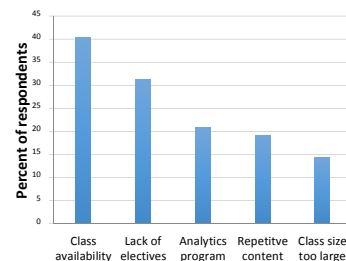
SATISFACTION WITH UW-EAU CLAIRE MARKETING PROGRAM



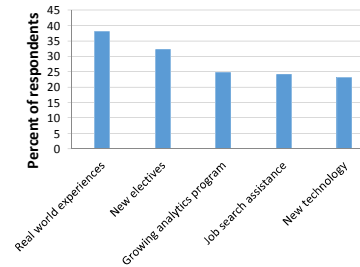
STRENGTHS



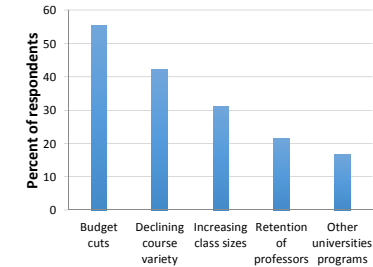
WEAKNESSES



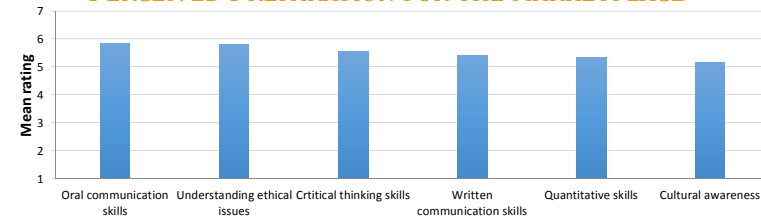
OPPORTUNITIES



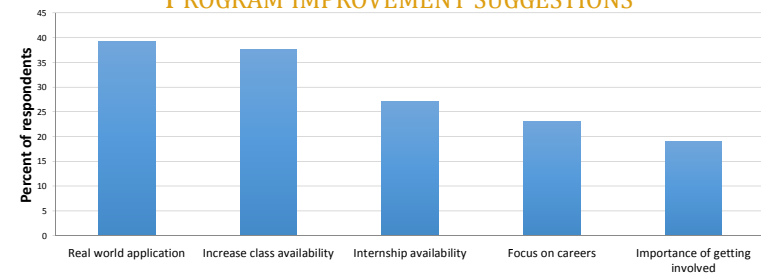
THREATS



PERCEIVED PREPARATION FOR THE MARKETPLACE



PROGRAM IMPROVEMENT SUGGESTIONS



CONCLUSIONS

Current students are overall satisfied with most aspects of the UW-Eau Claire Marketing Program. Current students also feel they are well prepared for the marketplace after graduation in key areas valued by employers such as communication skills. Professors were noted as the most important strength of the program. Key areas noted as weaknesses included class availability and lack of marketing electives. Students also would like to see more real world experiences from their education. In order to maintain or improve the level of satisfaction of the UWEC Marketing Program the following suggestions are provided: work to retain professors, maintain or decrease class sizes, improve the analytics program, increase the real world experiences, and maintain program accreditations.