

2017 UMass Amherst Graduating Senior Survey

Isenberg School of Management

Graduates (Calendar Year 2017): 1074

Survey Respondents: 816

Response Rate: 76.0%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
How satisfied are you with your UMass Amherst experience OVERALL?	812	80.5%	18.1%	1.2%	0.1%	3.8
Rate your satisfaction with each of the following aspects of your major:						
The accessibility of faculty.	790	68.4%	28.6%	2.3%	0.8%	3.6
The quality of teaching.	790	63.9%	32.0%	3.9%	0.1%	3.6
Academic advising.	787	47.4%	34.4%	12.5%	5.7%	3.2
Access to classes.	788	64.6%	28.6%	5.8%	1.0%	3.6
Faculty concern for your academic progress.	787	56.8%	35.8%	5.7%	1.7%	3.5
Writing preparation.	787	55.3%	37.9%	6.1%	0.8%	3.5
Connections to the rest of your academics.	788	58.5%	35.2%	5.3%	1.0%	3.5
Career preparation and guidance.	787	65.8%	24.0%	8.5%	1.7%	3.5
Your overall experience.	788	71.2%	26.5%	2.3%	0.0%	3.7

EDUCATIONAL EXPERIENCES

Indicate whether or not you participated in each of the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	807	33.0%	67.0%
Community service or volunteer work.	805	67.8%	32.2%
Practicum, internship, field or coop experience, clinical assignment.	809	79.6%	20.4%
Research with faculty outside of course/program requirements.	804	11.3%	88.7%
Culminating senior experience.	809	65.0%	35.0%

LEARNING OUTCOMES

To what extent did your experience at UMass

Amherst contribute to your knowledge, skills,

and personal development in the following areas:

	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	782	72.4%	22.6%	4.5%	0.5%	3.7
Writing clearly and effectively.	783	48.4%	34.9%	15.3%	1.4%	3.3
Speaking clearly and effectively.	781	56.6%	31.4%	10.6%	1.4%	3.4
Thinking critically and analytically.	778	63.5%	28.7%	7.5%	0.4%	3.6
Solving complex problems.	778	58.4%	30.5%	9.6%	1.5%	3.5
Being an engaged member of society.	778	54.2%	28.8%	14.1%	2.8%	3.3
Analyzing numerical and statistical information.	780	58.8%	27.6%	11.2%	2.4%	3.4
Working effectively with others.	776	71.8%	21.1%	6.2%	0.9%	3.6
Ethical decision making.	780	61.4%	28.3%	8.6%	1.7%	3.5
Relating to people different from you.	779	61.4%	27.1%	9.1%	2.4%	3.5
Understanding your own strengths/weaknesses.	779	66.2%	27.0%	5.9%	0.9%	3.6
Learning effectively on your own.	779	68.5%	24.5%	5.9%	1.0%	3.6

2017 UMass Amherst Graduating Senior Survey

Isenberg School of Management

Graduates (Calendar Year 2017): 1074

Survey Respondents: 816

POST-GRADUATION: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	773	55.8%	3.2%	33.1%	1.0%	2.1%	4.8%
Annual salary	(N)	Less than \$30,000	\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 to \$69,000	\$70,000 or more
If you have accepted a paid job, what is your approximate annual salary?	393	5.1%	6.9%	18.1%	32.8%	24.4%	12.7%
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	443	69.5%	4.3%	12.2%	12.4%	1.6%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	710	8.9%	1.8%	22.1%	67.2%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or Veterinary degree	PhD or EdD	Other Doctoral degree
If you will attend graduate school this fall, what graduate degree will you be seeking?	68	10.3%	73.5%	14.7%	1.5%	0.0%	0.0%

**The 2017 survey was administered to seniors attending the Undergraduate Commencement Fair on May 2nd and to seniors picking up their caps and gowns in the Campus Center the first week in May. A small number of seniors completed the survey online from July 26th - August 22nd.

2017 UMass Amherst Graduating Senior Survey Departmental Results

Accounting

Graduates (Calendar Year 2017): 166

Survey Respondents: 127

Response Rate: 76.5%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
How satisfied are you with your UMass Amherst experience OVERALL?	126	81.7%	15.1%	2.4%	0.8%	3.8
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	123	66.7%	33.3%	0.0%	0.0%	3.7
The quality of teaching.	123	59.3%	36.6%	3.3%	0.8%	3.5
Academic advising.	122	55.7%	34.4%	6.6%	3.3%	3.4
Access to classes.	123	70.7%	24.4%	2.4%	2.4%	3.6
Faculty concern for your academic progress.	122	52.5%	43.4%	3.3%	0.8%	3.5
Writing preparation.	123	52.8%	41.5%	5.7%	0.0%	3.5
Connections to the rest of your academics.	122	60.7%	32.8%	6.6%	0.0%	3.5
Career preparation and guidance.	123	79.7%	16.3%	4.1%	0.0%	3.8
Your overall experience.	123	74.8%	24.4%	0.8%	0.0%	3.7

EDUCATIONAL EXPERIENCES

Indicate whether or not you participated in each of the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	126	25.4%	74.6%
Community service or volunteer work.	126	70.6%	29.4%
Practicum, internship, field or coop experience, clinical assignment.	127	81.1%	18.9%
Research with faculty outside of course/program requirements.	126	10.3%	89.7%
Culminating senior experience.	126	61.1%	38.9%

LEARNING OUTCOMES

To what extent did your experience at UMass

Amherst contribute to your knowledge, skills,

and personal development in the following areas:

	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	117	76.1%	22.2%	1.7%	0.0%	3.7
Writing clearly and effectively.	117	46.2%	34.2%	19.7%	0.0%	3.3
Speaking clearly and effectively.	117	53.8%	33.3%	10.3%	2.6%	3.4
Thinking critically and analytically.	117	57.3%	30.8%	12.0%	0.0%	3.5
Solving complex problems.	116	60.3%	27.6%	10.3%	1.7%	3.5
Being an engaged member of society.	117	55.6%	25.6%	13.7%	5.1%	3.3
Analyzing numerical and statistical information.	116	66.4%	23.3%	6.9%	3.4%	3.5
Working effectively with others.	117	68.4%	23.1%	6.0%	2.6%	3.6
Ethical decision making.	117	65.8%	25.6%	6.8%	1.7%	3.6
Relating to people different from you.	117	60.7%	29.1%	6.0%	4.3%	3.5
Understanding your own strengths/weaknesses.	117	65.8%	26.5%	6.8%	0.9%	3.6
Learning effectively on your own.	117	64.1%	24.8%	9.4%	1.7%	3.5

2017 UMass Amherst Graduating Senior Survey Departmental Results

Accounting

Graduates (Calendar Year 2017): 166

Survey Respondents: 127

POST-GRADUATION: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	116	68.1%	1.7%	18.1%	0.9%	3.4%	7.8%
Annual salary	(N)	Less than \$30,000	\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 to \$69,000	\$70,000 or more
If you have accepted a paid job, what is your approximate annual salary?	76	1.3%	1.3%	2.6%	44.7%	50.0%	0.0%
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	80	88.8%	0.0%	7.5%	3.8%	0.0%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	112	29.5%	6.3%	8.0%	56.3%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or Veterinary degree	PhD or EdD	Other Doctoral degree
If you will attend graduate school this fall, what graduate degree will you be seeking?	39	2.6%	97.4%	0.0%	0.0%	0.0%	0.0%

**The 2017 survey was administered to seniors attending the Undergraduate Commencement Fair on May 2nd and to seniors picking up their caps and gowns in the Campus Center the first week in May. A small number of seniors completed the survey online from July 26th - August 22nd.

Survey methods and results at: www.umass.edu/oapa/oapa/reports/senior_survey. Office of Academic Planning and Assessment, 11/13/2017

2017 UMass Amherst Graduating Senior Survey Departmental Results

Finance

Graduates (Calendar Year 2017): 245

Survey Respondents: 192

Response Rate: 78.4%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
How satisfied are you with your UMass Amherst experience OVERALL?	189	81.5%	18.5%	0.0%	0.0%	3.8
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	183	64.5%	30.6%	2.7%	2.2%	3.6
The quality of teaching.	183	62.3%	33.9%	3.8%	0.0%	3.6
Academic advising.	183	46.4%	35.0%	13.7%	4.9%	3.2
Access to classes.	183	53.0%	35.0%	9.8%	2.2%	3.4
Faculty concern for your academic progress.	182	52.2%	40.7%	4.9%	2.2%	3.4
Writing preparation.	181	58.6%	35.9%	4.4%	1.1%	3.5
Connections to the rest of your academics.	183	61.2%	33.3%	4.4%	1.1%	3.5
Career preparation and guidance.	182	59.3%	25.8%	12.1%	2.7%	3.4
Your overall experience.	183	67.2%	29.0%	3.8%	0.0%	3.6

EDUCATIONAL EXPERIENCES

Indicate whether or not you participated in each of the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	191	35.1%	64.9%
Community service or volunteer work.	189	64.0%	36.0%
Practicum, internship, field or coop experience, clinical assignment.	190	79.5%	20.5%
Research with faculty outside of course/program requirements.	190	13.2%	86.8%
Culminating senior experience.	190	70.0%	30.0%

LEARNING OUTCOMES

To what extent did your experience at UMass

Amherst contribute to your knowledge, skills,

and personal development in the following areas:

	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	183	63.4%	31.7%	3.8%	1.1%	3.6
Writing clearly and effectively.	183	50.3%	32.8%	15.3%	1.6%	3.3
Speaking clearly and effectively.	183	50.8%	37.7%	9.3%	2.2%	3.4
Thinking critically and analytically.	183	62.3%	31.1%	6.0%	0.5%	3.6
Solving complex problems.	183	59.6%	32.2%	7.1%	1.1%	3.5
Being an engaged member of society.	183	50.3%	30.6%	16.9%	2.2%	3.3
Analyzing numerical and statistical information.	182	69.8%	24.7%	5.5%	0.0%	3.6
Working effectively with others.	183	68.9%	24.0%	6.6%	0.5%	3.6
Ethical decision making.	182	56.0%	32.4%	10.4%	1.1%	3.4
Relating to people different from you.	183	61.2%	27.3%	9.8%	1.6%	3.5
Understanding your own strengths/weaknesses.	183	63.9%	30.1%	6.0%	0.0%	3.6
Learning effectively on your own.	183	71.0%	25.1%	3.3%	0.5%	3.7

2017 UMass Amherst Graduating Senior Survey Departmental Results

Finance

Graduates (Calendar Year 2017): 245

Survey Respondents: 192

POST-GRADUATION: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	181	56.4%	3.3%	35.4%	0.6%	1.1%	3.3%
Annual salary	(N)	Less than \$30,000	\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 to \$69,000	\$70,000 or more
If you have accepted a paid job, what is your approximate annual salary?	91	0.0%	2.2%	8.8%	28.6%	26.4%	34.1%
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	105	68.6%	5.7%	18.1%	6.7%	1.0%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	166	3.0%	1.2%	25.3%	70.5%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or Veterinary degree	PhD or EdD	Other Doctoral degree
If you will attend graduate school this fall, what graduate degree will you be seeking?	7	14.3%	28.6%	42.9%	14.3%	0.0%	0.0%

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Survey methods and results at: www.umass.edu/oapa/oapa/reports/senior_survey. Office of Academic Planning and Assessment, 11/13/2017

2017 UMass Amherst Graduating Senior Survey Departmental Results

Hospitality and Tourism Management

Graduates (Calendar Year 2017): 156

Survey Respondents: 112

Response Rate: 71.8%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
How satisfied are you with your UMass Amherst experience OVERALL?	112	83.0%	17.0%	0.0%	0.0%	3.8
Rate your satisfaction with each of the following aspects of your major:						
The accessibility of faculty.	110	68.2%	28.2%	3.6%	0.0%	3.6
The quality of teaching.	110	66.4%	28.2%	5.5%	0.0%	3.6
Academic advising.	109	40.4%	30.3%	19.3%	10.1%	3.0
Access to classes.	110	67.3%	30.9%	1.8%	0.0%	3.7
Faculty concern for your academic progress.	110	61.8%	33.6%	4.5%	0.0%	3.6
Writing preparation.	110	50.0%	40.9%	8.2%	0.9%	3.4
Connections to the rest of your academics.	110	56.4%	39.1%	3.6%	0.9%	3.5
Career preparation and guidance.	110	62.7%	28.2%	7.3%	1.8%	3.5
Your overall experience.	109	68.8%	30.3%	0.9%	0.0%	3.7

EDUCATIONAL EXPERIENCES

Indicate whether or not you participated in each of the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	110	39.1%	60.9%
Community service or volunteer work.	108	66.7%	33.3%
Practicum, internship, field or coop experience, clinical assignment.	109	81.7%	18.3%
Research with faculty outside of course/program requirements.	108	11.1%	88.9%
Culminating senior experience.	111	77.5%	22.5%

LEARNING OUTCOMES

To what extent did your experience at UMass Amherst contribute to your knowledge, skills, and personal development in the following areas:

	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	108	76.9%	17.6%	5.6%	0.0%	3.7
Writing clearly and effectively.	108	49.1%	33.3%	14.8%	2.8%	3.3
Speaking clearly and effectively.	107	53.3%	35.5%	10.3%	0.9%	3.4
Thinking critically and analytically.	106	63.2%	28.3%	8.5%	0.0%	3.5
Solving complex problems.	108	55.6%	28.7%	13.9%	1.9%	3.4
Being an engaged member of society.	106	61.3%	24.5%	14.2%	0.0%	3.5
Analyzing numerical and statistical information.	108	49.1%	30.6%	16.7%	3.7%	3.3
Working effectively with others.	107	75.7%	17.8%	6.5%	0.0%	3.7
Ethical decision making.	107	69.2%	21.5%	8.4%	0.9%	3.6
Relating to people different from you.	107	72.9%	19.6%	7.5%	0.0%	3.7
Understanding your own strengths/weaknesses.	108	71.3%	22.2%	3.7%	2.8%	3.6
Learning effectively on your own.	107	73.8%	17.8%	7.5%	0.9%	3.6

2017 UMass Amherst Graduating Senior Survey Departmental Results

Hospitality and Tourism Management

Graduates (Calendar Year 2017): 156

Survey Respondents: 112

POST-GRADUATION: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	108	65.7%	1.9%	28.7%	1.9%	0.0%	1.9%
Annual salary	(N)	Less than \$30,000	\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 to \$69,000	\$70,000 or more
If you have accepted a paid job, what is your approximate annual salary?	62	9.7%	14.5%	51.6%	16.1%	4.8%	3.2%
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	71	52.1%	4.2%	9.9%	32.4%	1.4%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	93	2.2%	0.0%	15.1%	82.8%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or Veterinary degree	PhD or EdD	Other Doctoral degree
If you will attend graduate school this fall, what graduate degree will you be seeking?	2	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%

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2017 UMass Amherst Graduating Senior Survey Departmental Results

Management

Graduates (Calendar Year 2017): 115

Survey Respondents: 71

Response Rate: 61.7%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
How satisfied are you with your UMass Amherst experience OVERALL?	71	66.2%	32.4%	1.4%	0.0%	3.6
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	70	58.6%	34.3%	7.1%	0.0%	3.5
The quality of teaching.	70	52.9%	41.4%	5.7%	0.0%	3.5
Academic advising.	70	47.1%	34.3%	5.7%	12.9%	3.2
Access to classes.	69	50.7%	37.7%	10.1%	1.4%	3.4
Faculty concern for your academic progress.	70	54.3%	31.4%	11.4%	2.9%	3.4
Writing preparation.	69	56.5%	36.2%	5.8%	1.4%	3.5
Connections to the rest of your academics.	69	50.7%	40.6%	5.8%	2.9%	3.4
Career preparation and guidance.	69	50.7%	33.3%	11.6%	4.3%	3.3
Your overall experience.	69	62.3%	34.8%	2.9%	0.0%	3.6

EDUCATIONAL EXPERIENCES

Indicate whether or not you participated in each of the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	68	35.3%	64.7%
Community service or volunteer work.	69	65.2%	34.8%
Practicum, internship, field or coop experience, clinical assignment.	70	60.0%	40.0%
Research with faculty outside of course/program requirements.	68	13.2%	86.8%
Culminating senior experience.	69	53.6%	46.4%

LEARNING OUTCOMES

To what extent did your experience at UMass

Amherst contribute to your knowledge, skills,

and personal development in the following areas:

	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	67	59.7%	31.3%	7.5%	1.5%	3.5
Writing clearly and effectively.	67	53.7%	37.3%	7.5%	1.5%	3.4
Speaking clearly and effectively.	66	60.6%	27.3%	10.6%	1.5%	3.5
Thinking critically and analytically.	66	63.6%	27.3%	9.1%	0.0%	3.5
Solving complex problems.	66	54.5%	24.2%	19.7%	1.5%	3.3
Being an engaged member of society.	67	50.7%	29.9%	14.9%	4.5%	3.3
Analyzing numerical and statistical information.	67	44.8%	25.4%	23.9%	6.0%	3.1
Working effectively with others.	66	72.7%	21.2%	4.5%	1.5%	3.7
Ethical decision making.	67	62.7%	25.4%	9.0%	3.0%	3.5
Relating to people different from you.	67	59.7%	28.4%	10.4%	1.5%	3.5
Understanding your own strengths/weaknesses.	66	68.2%	25.8%	6.1%	0.0%	3.6
Learning effectively on your own.	65	73.8%	23.1%	3.1%	0.0%	3.7

2017 UMass Amherst Graduating Senior Survey Departmental Results

Management

Graduates (Calendar Year 2017): 115

Survey Respondents: 71

POST-GRADUATION: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	66	40.9%	1.5%	37.9%	3.0%	4.5%	12.1%
Annual salary	(N)	Less than \$30,000	\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 to \$69,000	\$70,000 or more
If you have accepted a paid job, what is your approximate annual salary?	23	0.0%	4.3%	26.1%	30.4%	26.1%	13.0%
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	27	74.1%	3.7%	7.4%	11.1%	3.7%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	65	9.2%	4.6%	27.7%	58.5%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or Veterinary degree	PhD or EdD	Other Doctoral degree
If you will attend graduate school this fall, what graduate degree will you be seeking?	6	50.0%	16.7%	33.3%	0.0%	0.0%	0.0%

**The 2017 survey was administered to seniors attending the Undergraduate Commencement Fair on May 2nd and to seniors picking up their caps and gowns in the Campus Center the first week in May. A small number of seniors completed the survey online from July 26th - August 22nd.

Survey methods and results at: www.umass.edu/oapa/oapa/reports/senior_survey. Office of Academic Planning and Assessment, 11/13/2017

2017 UMass Amherst Graduating Senior Survey Departmental Results

Marketing

Graduates (Calendar Year 2017): 139

Survey Respondents: 108

Response Rate: 77.7%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
How satisfied are you with your UMass Amherst experience OVERALL?	108	83.3%	15.7%	0.9%	0.0%	3.8
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	102	61.8%	33.3%	2.9%	2.0%	3.5
The quality of teaching.	102	51.0%	43.1%	5.9%	0.0%	3.5
Academic advising.	102	50.0%	30.4%	12.7%	6.9%	3.2
Access to classes.	102	74.5%	20.6%	4.9%	0.0%	3.7
Faculty concern for your academic progress.	102	50.0%	38.2%	8.8%	2.9%	3.4
Writing preparation.	102	63.7%	29.4%	6.9%	0.0%	3.6
Connections to the rest of your academics.	102	57.8%	36.3%	5.9%	0.0%	3.5
Career preparation and guidance.	102	68.6%	22.5%	6.9%	2.0%	3.6
Your overall experience.	102	66.7%	29.4%	3.9%	0.0%	3.6

EDUCATIONAL EXPERIENCES

Indicate whether or not you participated in each of the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	107	45.8%	54.2%
Community service or volunteer work.	108	67.6%	32.4%
Practicum, internship, field or coop experience, clinical assignment.	108	83.3%	16.7%
Research with faculty outside of course/program requirements.	108	10.2%	89.8%
Culminating senior experience.	108	69.4%	30.6%

LEARNING OUTCOMES

To what extent did your experience at UMass

Amherst contribute to your knowledge, skills,

and personal development in the following areas:

	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	107	72.9%	15.9%	11.2%	0.0%	3.6
Writing clearly and effectively.	107	48.6%	32.7%	17.8%	0.9%	3.3
Speaking clearly and effectively.	107	60.7%	26.2%	13.1%	0.0%	3.5
Thinking critically and analytically.	105	61.9%	29.5%	8.6%	0.0%	3.5
Solving complex problems.	104	51.9%	35.6%	10.6%	1.9%	3.4
Being an engaged member of society.	105	56.2%	28.6%	13.3%	1.9%	3.4
Analyzing numerical and statistical information.	106	50.9%	33.0%	14.2%	1.9%	3.3
Working effectively with others.	105	72.4%	20.0%	7.6%	0.0%	3.6
Ethical decision making.	106	62.3%	30.2%	7.5%	0.0%	3.5
Relating to people different from you.	106	60.4%	29.2%	9.4%	0.9%	3.5
Understanding your own strengths/weaknesses.	105	67.6%	22.9%	8.6%	1.0%	3.6
Learning effectively on your own.	106	67.9%	24.5%	5.7%	1.9%	3.6

2017 UMass Amherst Graduating Senior Survey Departmental Results

Marketing

Graduates (Calendar Year 2017): 139

Survey Respondents: 108

POST-GRADUATION: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	106	50.0%	2.8%	40.6%	1.9%	0.9%	3.8%
Annual salary	(N)	Less than \$30,000	\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 to \$69,000	\$70,000 or more
If you have accepted a paid job, what is your approximate annual salary?	46	2.2%	13.0%	23.9%	50.0%	6.5%	4.3%
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	54	70.4%	7.4%	9.3%	9.3%	3.7%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	97	5.2%	0.0%	19.6%	75.3%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or Veterinary degree	PhD or EdD	Other Doctoral degree
If you will attend graduate school this fall, what graduate degree will you be seeking?	4	0.0%	75.0%	25.0%	0.0%	0.0%	0.0%

**The 2017 survey was administered to seniors attending the Undergraduate Commencement Fair on May 2nd and to seniors picking up their caps and gowns in the Campus Center the first week in May. A small number of seniors completed the survey online from July 26th - August 22nd.

2017 UMass Amherst Graduating Senior Survey Departmental Results

Operations and Information Management

Graduates (Calendar Year 2017): 116

Survey Respondents: 97

Response Rate: 83.6%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
How satisfied are you with your UMass Amherst experience OVERALL?	97	83.5%	14.4%	2.1%	0.0%	3.8
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	95	81.1%	18.9%	0.0%	0.0%	3.8
The quality of teaching.	95	75.8%	23.2%	1.1%	0.0%	3.7
Academic advising.	94	46.8%	38.3%	10.6%	4.3%	3.3
Access to classes.	95	68.4%	26.3%	5.3%	0.0%	3.6
Faculty concern for your academic progress.	94	66.0%	26.6%	5.3%	2.1%	3.6
Writing preparation.	95	48.4%	42.1%	8.4%	1.1%	3.4
Connections to the rest of your academics.	95	60.0%	32.6%	5.3%	2.1%	3.5
Career preparation and guidance.	95	74.7%	20.0%	5.3%	0.0%	3.7
Your overall experience.	95	83.2%	15.8%	1.1%	0.0%	3.8

EDUCATIONAL EXPERIENCES

Indicate whether or not you participated in each of the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	97	38.1%	61.9%
Community service or volunteer work.	97	68.0%	32.0%
Practicum, internship, field or coop experience, clinical assignment.	97	84.5%	15.5%
Research with faculty outside of course/program requirements.	96	11.5%	88.5%
Culminating senior experience.	97	56.7%	43.3%

LEARNING OUTCOMES

To what extent did your experience at UMass

Amherst contribute to your knowledge, skills,

and personal development in the following areas:

	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	94	85.1%	13.8%	0.0%	1.1%	3.8
Writing clearly and effectively.	94	46.8%	35.1%	14.9%	3.2%	3.3
Speaking clearly and effectively.	94	56.4%	26.6%	16.0%	1.1%	3.4
Thinking critically and analytically.	94	70.2%	24.5%	4.3%	1.1%	3.6
Solving complex problems.	94	69.1%	25.5%	3.2%	2.1%	3.6
Being an engaged member of society.	93	50.5%	32.3%	11.8%	5.4%	3.3
Analyzing numerical and statistical information.	94	73.4%	22.3%	3.2%	1.1%	3.7
Working effectively with others.	94	67.0%	24.5%	6.4%	2.1%	3.6
Ethical decision making.	94	58.5%	26.6%	9.6%	5.3%	3.4
Relating to people different from you.	94	54.3%	29.8%	11.7%	4.3%	3.3
Understanding your own strengths/weaknesses.	94	63.8%	29.8%	5.3%	1.1%	3.6
Learning effectively on your own.	94	61.7%	28.7%	8.5%	1.1%	3.5

2017 UMass Amherst Graduating Senior Survey Departmental Results

Operations and Information Management

Graduates (Calendar Year 2017): 116

Survey Respondents: 97

POST-GRADUATION: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	93	71.0%	1.1%	23.7%	0.0%	2.2%	2.2%
Annual salary	(N)	Less than \$30,000	\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 to \$69,000	\$70,000 or more
If you have accepted a paid job, what is your approximate annual salary?	63	3.2%	0.0%	14.3%	31.7%	34.9%	15.9%
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	67	70.1%	7.5%	10.4%	10.4%	1.5%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	85	3.5%	0.0%	38.8%	57.6%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or Veterinary degree	PhD or EdD	Other Doctoral degree
If you will attend graduate school this fall, what graduate degree will you be seeking?	1	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%

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2017 UMass Amherst Graduating Senior Survey Departmental Results

Sport Management

Graduates (Calendar Year 2017): 137

Survey Respondents: 109

Response Rate: 79.6%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
How satisfied are you with your UMass Amherst experience OVERALL?	109	80.7%	16.5%	2.8%	0.0%	3.8
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	107	78.5%	20.6%	0.9%	0.0%	3.8
The quality of teaching.	107	78.5%	18.7%	2.8%	0.0%	3.8
Academic advising.	107	44.9%	38.3%	15.9%	0.9%	3.3
Access to classes.	106	70.8%	23.6%	5.7%	0.0%	3.7
Faculty concern for your academic progress.	107	64.5%	29.9%	4.7%	0.9%	3.6
Writing preparation.	107	55.1%	39.3%	4.7%	0.9%	3.5
Connections to the rest of your academics.	107	57.9%	34.6%	6.5%	0.9%	3.5
Career preparation and guidance.	106	63.2%	24.5%	11.3%	0.9%	3.5
Your overall experience.	107	75.7%	22.4%	1.9%	0.0%	3.7

EDUCATIONAL EXPERIENCES

Indicate whether or not you participated in each of the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	108	13.0%	87.0%
Community service or volunteer work.	108	74.1%	25.9%
Practicum, internship, field or coop experience, clinical assignment.	108	80.6%	19.4%
Research with faculty outside of course/program requirements.	108	9.3%	90.7%
Culminating senior experience.	108	58.3%	41.7%

LEARNING OUTCOMES

To what extent did your experience at UMass

Amherst contribute to your knowledge, skills, and personal development in the following areas:

	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	106	75.5%	21.7%	2.8%	0.0%	3.7
Writing clearly and effectively.	107	44.9%	41.1%	14.0%	0.0%	3.3
Speaking clearly and effectively.	107	66.4%	26.2%	6.5%	0.9%	3.6
Thinking critically and analytically.	107	68.2%	26.2%	4.7%	0.9%	3.6
Solving complex problems.	107	56.1%	35.5%	7.5%	0.9%	3.5
Being an engaged member of society.	107	56.1%	29.9%	12.1%	1.9%	3.4
Analyzing numerical and statistical information.	107	45.8%	34.6%	15.9%	3.7%	3.2
Working effectively with others.	104	79.8%	15.4%	4.8%	0.0%	3.8
Ethical decision making.	107	58.9%	32.7%	7.5%	0.9%	3.5
Relating to people different from you.	105	59.0%	26.7%	9.5%	4.8%	3.4
Understanding your own strengths/weaknesses.	106	65.1%	29.2%	4.7%	0.9%	3.6
Learning effectively on your own.	107	67.3%	27.1%	4.7%	0.9%	3.6

2017 UMass Amherst Graduating Senior Survey Departmental Results

Sport Management

Graduates (Calendar Year 2017): 137

Survey Respondents: 109

POST-GRADUATION: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	103	32.0%	9.7%	48.5%	0.0%	3.9%	5.8%
Annual salary	(N)	Less than \$30,000	\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 to \$69,000	\$70,000 or more
If you have accepted a paid job, what is your approximate annual salary?	32	31.3%	25.0%	9.4%	28.1%	0.0%	6.3%
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	39	59.0%	0.0%	20.5%	17.9%	2.6%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	92	9.8%	1.1%	23.9%	65.2%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or Veterinary degree	PhD or EdD	Other Doctoral degree
If you will attend graduate school this fall, what graduate degree will you be seeking?	9	11.1%	55.6%	33.3%	0.0%	0.0%	0.0%

**The 2017 survey was administered to seniors attending the Undergraduate Commencement Fair on May 2nd and to seniors picking up their caps and gowns in the Campus Center the first week in May. A small number of seniors completed the survey online from July 26th - August 22nd.