

2018 UMass Amherst Graduating Senior Survey

Isenberg School of Management

Graduates (Calendar Year 2018): 1028

Survey Respondents: 612

Response Rate: 59.5%

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?	610	76.1%	22.8%	1.1%	0.0%	3.7
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.	580	73.4%	24.3%	2.1%	0.2%	3.7
The quality of teaching.	580	62.4%	34.0%	3.1%	0.5%	3.6
Academic advising.	577	50.4%	34.5%	10.9%	4.2%	3.3
Access to classes.	577	64.3%	27.9%	7.1%	0.7%	3.6
Faculty concern for your academic progress.	576	58.2%	34.5%	5.7%	1.6%	3.5
Writing preparation.	578	56.4%	39.1%	3.5%	1.0%	3.5
Connections to the rest of your academics.	575	54.3%	37.9%	7.0%	0.9%	3.5
Career preparation and guidance.	579	65.6%	25.2%	6.9%	2.2%	3.5
Your overall experience.	579	73.2%	24.4%	1.9%	0.5%	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.	605	33.9%	66.1%
Community service or volunteer work.	608	66.6%	33.4%
Practicum, internship, field or coop experience, clinical assignment.	607	82.4%	17.6%
Research with faculty outside of course/program requirements.	602	10.0%	90.0%
Culminating senior experience.	609	67.2%	32.8%

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.	586	68.1%	25.9%	5.8%	0.2%	3.6
Writing clearly and effectively.	584	44.9%	37.2%	16.3%	1.7%	3.3
Speaking clearly and effectively.	585	50.6%	34.2%	13.0%	2.2%	3.3
Thinking critically and analytically.	582	59.1%	32.0%	7.9%	1.0%	3.5
Solving complex problems.	586	53.1%	32.6%	12.8%	1.5%	3.4
Being an engaged member of society.	585	50.4%	31.5%	14.4%	3.8%	3.3
Analyzing numerical and statistical information.	585	51.6%	32.3%	14.4%	1.7%	3.3
Working effectively with others.	585	67.0%	25.6%	7.0%	0.3%	3.6
Ethical decision making.	582	55.7%	27.0%	14.8%	2.6%	3.4
Relating to people different from you.	585	58.1%	28.2%	11.5%	2.2%	3.4
Understanding your own strengths/weaknesses.	585	61.4%	29.1%	8.5%	1.0%	3.5
Learning effectively on your own.	586	69.1%	22.7%	7.3%	0.9%	3.6

2018 UMass Amherst Graduating Senior Survey

Isenberg School of Management

Graduates (Calendar Year 2018): 1028

Survey Respondents: 612

Response Rate: 59.5%

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?	577	59.8%	2.6%	29.1%	1.4%	2.4%	4.7%
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?	298	2.3%	6.7%	15.8%	27.2%	36.2%	11.7%
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?	345	69.3%	5.8%	10.7%	13.9%	0.3%	

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?	534	11.8%	2.2%	15.2%	70.8%		
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?	69	11.6%	81.2%	7.2%	0.0%	0.0%	0.0%

**The 2018 survey was administered to seniors attending the Undergraduate Commencement Fair on May 1st and to seniors picking up their caps and gowns in the Campus Center from May 7-10. A small number of seniors completed the survey online from July 26th - August 22nd.

2018 UMass Amherst Graduating Senior Survey Departmental Results

Accounting

Graduates (Calendar Year 2018): 177

Survey Respondents: 103

Response Rate: 58.2%

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?	103	88.3%	11.7%	0.0%	0.0%	3.9
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.	103	77.7%	22.3%	0.0%	0.0%	3.8
The quality of teaching.	103	57.3%	41.7%	1.0%	0.0%	3.6
Academic advising.	103	64.1%	28.2%	5.8%	1.9%	3.5
Access to classes.	103	76.7%	18.4%	3.9%	1.0%	3.7
Faculty concern for your academic progress.	103	63.1%	30.1%	6.8%	0.0%	3.6
Writing preparation.	102	65.7%	32.4%	1.0%	1.0%	3.6
Connections to the rest of your academics.	103	63.1%	33.0%	3.9%	0.0%	3.6
Career preparation and guidance.	103	86.4%	10.7%	1.9%	1.0%	3.8
Your overall experience.	103	87.4%	12.6%	0.0%	0.0%	3.9

EDUCATIONAL EXPERIENCES

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

	(N)	Yes	No
Study abroad.	102	21.6%	78.4%
Community service or volunteer work.	102	61.8%	38.2%
Practicum, internship, field or coop experience, clinical assignment.	103	87.4%	12.6%
Research with faculty outside of course/program requirements.	101	6.9%	93.1%
Culminating senior experience.	102	49.0%	51.0%

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.	96	77.1%	19.8%	3.1%	0.0%	3.7
Writing clearly and effectively.	96	49.0%	34.4%	16.7%	0.0%	3.3
Speaking clearly and effectively.	95	52.6%	30.5%	14.7%	2.1%	3.3
Thinking critically and analytically.	96	66.7%	25.0%	7.3%	1.0%	3.6
Solving complex problems.	96	54.2%	36.5%	6.3%	3.1%	3.4
Being an engaged member of society.	96	56.3%	31.3%	11.5%	1.0%	3.4
Analyzing numerical and statistical information.	96	67.7%	21.9%	10.4%	0.0%	3.6
Working effectively with others.	96	74.0%	19.8%	6.3%	0.0%	3.7
Ethical decision making.	96	65.6%	22.9%	9.4%	2.1%	3.5
Relating to people different from you.	96	64.6%	21.9%	12.5%	1.0%	3.5
Understanding your own strengths/weaknesses.	96	68.8%	22.9%	8.3%	0.0%	3.6
Learning effectively on your own.	96	81.3%	15.6%	3.1%	0.0%	3.8

2018 UMass Amherst Graduating Senior Survey Departmental Results

Accounting

Graduates (Calendar Year 2018): 177

Survey Respondents: 103

Response Rate: 58.2%

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?	95	77.9%	1.1%	10.5%	3.2%	1.1%	6.3%
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?	65	0.0%	0.0%	3.1%	20.0%	75.4%	1.5%
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?	72	80.6%	6.9%	5.6%	6.9%	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?	87	42.5%	8.0%	3.4%	46.0%		
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?	44	0.0%	97.7%	2.3%	0.0%	0.0%	0.0%

**The 2018 survey was administered to seniors attending the Undergraduate Commencement Fair on May 1st and to seniors picking up their caps and gowns in the Campus Center from May 7-10. A small number of seniors completed the survey online from July 26th - August 22nd.

2018 UMass Amherst Graduating Senior Survey Departmental Results

Finance

Graduates (Calendar Year 2018): 220

Survey Respondents: 134

Response Rate: 60.9%

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?	133	69.9%	28.6%	1.5%	0.0%	3.7
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.	122	63.9%	32.0%	4.1%	0.0%	3.6
The quality of teaching.	122	57.4%	39.3%	2.5%	0.8%	3.5
Academic advising.	121	42.1%	42.1%	11.6%	4.1%	3.2
Access to classes.	121	57.0%	28.9%	12.4%	1.7%	3.4
Faculty concern for your academic progress.	121	51.2%	38.8%	9.1%	0.8%	3.4
Writing preparation.	121	52.1%	42.1%	5.0%	0.8%	3.5
Connections to the rest of your academics.	121	52.1%	39.7%	6.6%	1.7%	3.4
Career preparation and guidance.	122	53.3%	31.1%	12.3%	3.3%	3.3
Your overall experience.	122	64.8%	32.0%	2.5%	0.8%	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.	132	39.4%	60.6%
Community service or volunteer work.	133	62.4%	37.6%
Practicum, internship, field or coop experience, clinical assignment.	132	83.3%	16.7%
Research with faculty outside of course/program requirements.	128	9.4%	90.6%
Culminating senior experience.	132	77.3%	22.7%

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.	130	58.5%	33.1%	8.5%	0.0%	3.5
Writing clearly and effectively.	127	35.4%	45.7%	16.5%	2.4%	3.1
Speaking clearly and effectively.	129	44.2%	39.5%	13.2%	3.1%	3.2
Thinking critically and analytically.	129	53.5%	35.7%	10.1%	0.8%	3.4
Solving complex problems.	129	53.5%	29.5%	16.3%	0.8%	3.4
Being an engaged member of society.	129	38.8%	38.0%	16.3%	7.0%	3.1
Analyzing numerical and statistical information.	128	59.4%	30.5%	10.2%	0.0%	3.5
Working effectively with others.	128	60.2%	32.8%	6.3%	0.8%	3.5
Ethical decision making.	127	47.2%	29.9%	17.3%	5.5%	3.2
Relating to people different from you.	130	46.9%	35.4%	14.6%	3.1%	3.3
Understanding your own strengths/weaknesses.	129	51.9%	32.6%	13.2%	2.3%	3.3
Learning effectively on your own.	130	62.3%	27.7%	9.2%	0.8%	3.5

2018 UMass Amherst Graduating Senior Survey Departmental Results

Finance

Graduates (Calendar Year 2018): 220

Survey Respondents: 134

Response Rate: 60.9%

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?	129	58.9%	0.8%	32.6%	0.0%	3.1%	4.7%
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?	68	0.0%	2.9%	7.4%	27.9%	36.8%	25.0%
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?	74	68.9%	6.8%	14.9%	9.5%	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?	116	4.3%	0.9%	18.1%	76.7%		
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	16.7%	83.3%	0.0%	0.0%	0.0%	0.0%

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2018 UMass Amherst Graduating Senior Survey Departmental Results

Hospitality and Tourism Management

Graduates (Calendar Year 2018): 143

Survey Respondents: 87

Response Rate: 60.8%

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?	87	72.4%	26.4%	1.1%	0.0%	3.7
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.	83	78.3%	20.5%	1.2%	0.0%	3.8
The quality of teaching.	83	73.5%	22.9%	3.6%	0.0%	3.7
Academic advising.	81	33.3%	40.7%	19.8%	6.2%	3.0
Access to classes.	82	67.1%	28.0%	4.9%	0.0%	3.6
Faculty concern for your academic progress.	82	58.5%	36.6%	4.9%	0.0%	3.5
Writing preparation.	83	51.8%	44.6%	3.6%	0.0%	3.5
Connections to the rest of your academics.	83	56.6%	34.9%	7.2%	1.2%	3.5
Career preparation and guidance.	83	72.3%	24.1%	3.6%	0.0%	3.7
Your overall experience.	82	81.7%	18.3%	0.0%	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.	85	42.4%	57.6%
Community service or volunteer work.	86	66.3%	33.7%
Practicum, internship, field or coop experience, clinical assignment.	86	80.2%	19.8%
Research with faculty outside of course/program requirements.	86	9.3%	90.7%
Culminating senior experience.	87	83.9%	16.1%

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.	84	78.6%	19.0%	2.4%	0.0%	3.8
Writing clearly and effectively.	85	48.2%	36.5%	12.9%	2.4%	3.3
Speaking clearly and effectively.	85	55.3%	35.3%	8.2%	1.2%	3.4
Thinking critically and analytically.	85	65.9%	28.2%	4.7%	1.2%	3.6
Solving complex problems.	85	60.0%	28.2%	10.6%	1.2%	3.5
Being an engaged member of society.	84	57.1%	31.0%	10.7%	1.2%	3.4
Analyzing numerical and statistical information.	85	43.5%	34.1%	16.5%	5.9%	3.2
Working effectively with others.	85	70.6%	22.4%	5.9%	1.2%	3.6
Ethical decision making.	84	59.5%	28.6%	9.5%	2.4%	3.5
Relating to people different from you.	85	64.7%	27.1%	8.2%	0.0%	3.6
Understanding your own strengths/weaknesses.	85	71.8%	24.7%	3.5%	0.0%	3.7
Learning effectively on your own.	84	73.8%	22.6%	3.6%	0.0%	3.7

2018 UMass Amherst Graduating Senior Survey Departmental Results

Hospitality and Tourism Management

Graduates (Calendar Year 2018): 143

Survey Respondents: 87

Response Rate: 60.8%

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?	83	65.1%	2.4%	30.1%	1.2%	0.0%	1.2%
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?	43	2.3%	16.3%	55.8%	16.3%	7.0%	2.3%
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	50.0%	7.4%	11.1%	29.6%	1.9%	

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?	76	2.6%	2.6%	9.2%	85.5%		
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?	3	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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2018 UMass Amherst Graduating Senior Survey Departmental Results

Management

Graduates (Calendar Year 2018): 93

Survey Respondents: 51

Response Rate: 54.8%

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?	51	68.6%	27.5%	3.9%	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.	48	68.8%	29.2%	2.1%	0.0%	3.7
The quality of teaching.	48	52.1%	43.8%	2.1%	2.1%	3.5
Academic advising.	48	56.3%	31.3%	6.3%	6.3%	3.4
Access to classes.	48	50.0%	41.7%	8.3%	0.0%	3.4
Faculty concern for your academic progress.	48	68.8%	25.0%	4.2%	2.1%	3.6
Writing preparation.	48	50.0%	45.8%	0.0%	4.2%	3.4
Connections to the rest of your academics.	46	41.3%	41.3%	13.0%	4.3%	3.2
Career preparation and guidance.	48	60.4%	25.0%	12.5%	2.1%	3.4
Your overall experience.	48	64.6%	31.3%	2.1%	2.1%	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.	51	25.5%	74.5%
Community service or volunteer work.	51	56.9%	43.1%
Practicum, internship, field or coop experience, clinical assignment.	51	80.4%	19.6%
Research with faculty outside of course/program requirements.	51	9.8%	90.2%
Culminating senior experience.	51	66.7%	33.3%

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.	50	56.0%	38.0%	4.0%	2.0%	3.5
Writing clearly and effectively.	50	50.0%	36.0%	12.0%	2.0%	3.3
Speaking clearly and effectively.	50	54.0%	28.0%	16.0%	2.0%	3.3
Thinking critically and analytically.	49	59.2%	30.6%	10.2%	0.0%	3.5
Solving complex problems.	50	46.0%	36.0%	14.0%	4.0%	3.2
Being an engaged member of society.	50	60.0%	20.0%	16.0%	4.0%	3.4
Analyzing numerical and statistical information.	50	40.0%	42.0%	14.0%	4.0%	3.2
Working effectively with others.	50	68.0%	20.0%	12.0%	0.0%	3.6
Ethical decision making.	50	54.0%	30.0%	12.0%	4.0%	3.3
Relating to people different from you.	50	60.0%	28.0%	6.0%	6.0%	3.4
Understanding your own strengths/weaknesses.	50	58.0%	32.0%	10.0%	0.0%	3.5
Learning effectively on your own.	50	60.0%	30.0%	10.0%	0.0%	3.5

2018 UMass Amherst Graduating Senior Survey Departmental Results

Management

Graduates (Calendar Year 2018): 93

Survey Respondents: 51

Response Rate: 54.8%

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?	49	51.0%	2.0%	36.7%	0.0%	4.1%	6.1%
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?	22	9.1%	9.1%	13.6%	45.5%	18.2%	4.5%
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?	26	65.4%	3.8%	3.8%	26.9%	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?	48	12.5%	2.1%	22.9%	62.5%		
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	16.7%	66.7%	16.7%	0.0%	0.0%	0.0%

**The 2018 survey was administered to seniors attending the Undergraduate Commencement Fair on May 1st and to seniors picking up their caps and gowns in the Campus Center from May 7-10. A small number of seniors completed the survey online from July 26th - August 22nd.

2018 UMass Amherst Graduating Senior Survey Departmental Results

Marketing

Graduates (Calendar Year 2018): 139

Survey Respondents: 75

Response Rate: 54.0%

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?	75	78.7%	20.0%	1.3%	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.	69	60.9%	33.3%	4.3%	1.4%	3.5
The quality of teaching.	69	47.8%	44.9%	5.8%	1.4%	3.4
Academic advising.	69	44.9%	42.0%	10.1%	2.9%	3.3
Access to classes.	68	66.2%	22.1%	11.8%	0.0%	3.5
Faculty concern for your academic progress.	68	47.1%	45.6%	2.9%	4.4%	3.4
Writing preparation.	69	58.0%	39.1%	2.9%	0.0%	3.6
Connections to the rest of your academics.	69	56.5%	39.1%	4.3%	0.0%	3.5
Career preparation and guidance.	69	58.0%	34.8%	5.8%	1.4%	3.5
Your overall experience.	69	59.4%	36.2%	4.3%	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.	74	40.5%	59.5%
Community service or volunteer work.	74	71.6%	28.4%
Practicum, internship, field or coop experience, clinical assignment.	75	78.7%	21.3%
Research with faculty outside of course/program requirements.	74	16.2%	83.8%
Culminating senior experience.	75	68.0%	32.0%

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.	73	56.2%	30.1%	13.7%	0.0%	3.4
Writing clearly and effectively.	73	53.4%	35.6%	9.6%	1.4%	3.4
Speaking clearly and effectively.	73	56.2%	31.5%	9.6%	2.7%	3.4
Thinking critically and analytically.	73	56.2%	38.4%	5.5%	0.0%	3.5
Solving complex problems.	73	45.2%	37.0%	17.8%	0.0%	3.3
Being an engaged member of society.	73	57.5%	27.4%	13.7%	1.4%	3.4
Analyzing numerical and statistical information.	73	41.1%	35.6%	21.9%	1.4%	3.2
Working effectively with others.	73	67.1%	24.7%	8.2%	0.0%	3.6
Ethical decision making.	73	56.2%	28.8%	15.1%	0.0%	3.4
Relating to people different from you.	73	67.1%	26.0%	6.8%	0.0%	3.6
Understanding your own strengths/weaknesses.	73	64.4%	27.4%	6.8%	1.4%	3.5
Learning effectively on your own.	73	72.6%	19.2%	8.2%	0.0%	3.6

2018 UMass Amherst Graduating Senior Survey Departmental Results

Marketing

Graduates (Calendar Year 2018): 139

Survey Respondents: 75

Response Rate: 54.0%

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?	73	63.0%	4.1%	27.4%	0.0%	2.7%	2.7%
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?	37	2.7%	10.8%	13.5%	45.9%	21.6%	5.4%
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?	45	82.2%	4.4%	6.7%	6.7%	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?	67	3.0%	0.0%	17.9%	79.1%		
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	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%

**The 2018 survey was administered to seniors attending the Undergraduate Commencement Fair on May 1st and to seniors picking up their caps and gowns in the Campus Center from May 7-10. A small number of seniors completed the survey online from July 26th - August 22nd.

2018 UMass Amherst Graduating Senior Survey Departmental Results

Operations and Information Management

Graduates (Calendar Year 2018): 127

Survey Respondents: 83

Response Rate: 65.4%

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?	83	72.3%	26.5%	1.2%	0.0%	3.7
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.	80	83.8%	16.3%	0.0%	0.0%	3.8
The quality of teaching.	80	71.3%	25.0%	3.8%	0.0%	3.7
Academic advising.	80	62.5%	23.8%	10.0%	3.8%	3.5
Access to classes.	80	62.5%	33.8%	2.5%	1.3%	3.6
Faculty concern for your academic progress.	79	63.3%	29.1%	6.3%	1.3%	3.5
Writing preparation.	80	61.3%	33.8%	3.8%	1.3%	3.6
Connections to the rest of your academics.	79	53.2%	41.8%	5.1%	0.0%	3.5
Career preparation and guidance.	79	67.1%	26.6%	5.1%	1.3%	3.6
Your overall experience.	80	76.3%	21.3%	2.5%	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.	82	47.6%	52.4%
Community service or volunteer work.	83	75.9%	24.1%
Practicum, internship, field or coop experience, clinical assignment.	81	85.2%	14.8%
Research with faculty outside of course/program requirements.	83	9.6%	90.4%
Culminating senior experience.	83	77.1%	22.9%

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.	78	70.5%	23.1%	6.4%	0.0%	3.6
Writing clearly and effectively.	78	42.3%	30.8%	23.1%	3.8%	3.1
Speaking clearly and effectively.	78	42.3%	38.5%	16.7%	2.6%	3.2
Thinking critically and analytically.	77	55.8%	31.2%	10.4%	2.6%	3.4
Solving complex problems.	78	60.3%	28.2%	10.3%	1.3%	3.5
Being an engaged member of society.	78	42.3%	30.8%	20.5%	6.4%	3.1
Analyzing numerical and statistical information.	78	61.5%	32.1%	6.4%	0.0%	3.6
Working effectively with others.	78	64.1%	26.9%	9.0%	0.0%	3.6
Ethical decision making.	77	54.5%	24.7%	20.8%	0.0%	3.3
Relating to people different from you.	78	53.8%	26.9%	16.7%	2.6%	3.3
Understanding your own strengths/weaknesses.	77	54.5%	35.1%	9.1%	1.3%	3.4
Learning effectively on your own.	78	66.7%	20.5%	11.5%	1.3%	3.5

2018 UMass Amherst Graduating Senior Survey Departmental Results

Operations and Information Management

Graduates (Calendar Year 2018): 127

Survey Respondents: 83

Response Rate: 65.4%

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?	77	66.2%	0.0%	26.0%	3.9%	1.3%	2.6%
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?	47	0.0%	2.1%	8.5%	23.4%	38.3%	27.7%
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?	49	77.6%	4.1%	8.2%	10.2%	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?	74	5.4%	0.0%	24.3%	70.3%		
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?	1	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%

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2018 UMass Amherst Graduating Senior Survey Departmental Results

Sport Management

Graduates (Calendar Year 2018): 129

Survey Respondents: 79

Response Rate: 61.2%

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?	78	80.8%	19.2%	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.	75	81.3%	16.0%	2.7%	0.0%	3.8
The quality of teaching.	75	76.0%	20.0%	4.0%	0.0%	3.7
Academic advising.	75	52.0%	30.7%	12.0%	5.3%	3.3
Access to classes.	75	65.3%	29.3%	5.3%	0.0%	3.6
Faculty concern for your academic progress.	75	60.0%	33.3%	2.7%	4.0%	3.5
Writing preparation.	75	53.3%	38.7%	6.7%	1.3%	3.4
Connections to the rest of your academics.	74	50.0%	37.8%	12.2%	0.0%	3.4
Career preparation and guidance.	75	58.7%	26.7%	8.0%	6.7%	3.4
Your overall experience.	75	73.3%	22.7%	2.7%	1.3%	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.	79	16.5%	83.5%
Community service or volunteer work.	79	72.2%	27.8%
Practicum, internship, field or coop experience, clinical assignment.	79	78.5%	21.5%
Research with faculty outside of course/program requirements.	79	10.1%	89.9%
Culminating senior experience.	79	44.3%	55.7%

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.	75	78.7%	20.0%	1.3%	0.0%	3.8
Writing clearly and effectively.	75	42.7%	36.0%	21.3%	0.0%	3.2
Speaking clearly and effectively.	75	54.7%	30.7%	13.3%	1.3%	3.4
Thinking critically and analytically.	73	57.5%	34.2%	6.8%	1.4%	3.5
Solving complex problems.	75	48.0%	36.0%	14.7%	1.3%	3.3
Being an engaged member of society.	75	50.7%	33.3%	12.0%	4.0%	3.3
Analyzing numerical and statistical information.	75	34.7%	37.3%	25.3%	2.7%	3.0
Working effectively with others.	75	68.0%	28.0%	4.0%	0.0%	3.6
Ethical decision making.	75	54.7%	24.0%	18.7%	2.7%	3.3
Relating to people different from you.	73	56.2%	28.8%	11.0%	4.1%	3.4
Understanding your own strengths/weaknesses.	75	62.7%	29.3%	6.7%	1.3%	3.5
Learning effectively on your own.	75	65.3%	24.0%	6.7%	4.0%	3.5

2018 UMass Amherst Graduating Senior Survey Departmental Results

Sport Management

Graduates (Calendar Year 2018): 129

Survey Respondents: 79

Response Rate: 61.2%

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?	71	26.8%	9.9%	46.5%	1.4%	5.6%	9.9%
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?	16	18.8%	25.0%	25.0%	25.0%	6.3%	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?	25	44.0%	4.0%	32.0%	20.0%	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?	66	10.6%	1.5%	13.6%	74.2%		
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?	7	14.3%	42.9%	42.9%	0.0%	0.0%	0.0%

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