

2019 UMass Amherst Graduating Senior Survey

Isenberg School of Management

Graduates (Calendar Year 2019): 1083

Survey Respondents: 830

Response Rate: 76.6%

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?	807	77.0%	20.7%	1.9%	0.5%	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.	828	75.5%	21.5%	2.2%	0.8%	3.7
The quality of teaching.	827	68.3%	27.9%	3.4%	0.4%	3.6
Academic advising.	826	52.5%	31.6%	12.5%	3.4%	3.3
Access to classes.	825	60.7%	29.5%	8.0%	1.8%	3.5
Faculty concern for your academic progress.	823	59.9%	33.5%	4.6%	1.9%	3.5
Writing preparation.	828	56.6%	35.4%	7.5%	0.5%	3.5
Connections to the rest of your academics.	828	60.0%	33.7%	5.6%	0.7%	3.5
Career preparation and guidance.	827	66.5%	24.5%	7.0%	1.9%	3.6
Your overall experience.	825	72.6%	23.9%	3.3%	0.2%	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.	824	30.1%	69.9%
Community service or volunteer work.	819	61.5%	38.5%
Practicum, internship, field or coop experience, clinical assignment.	822	77.4%	22.6%
Research with faculty outside of course/program requirements.	818	11.5%	88.5%
Culminating senior experience.	820	60.6%	39.4%

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.	807	69.5%	23.4%	6.2%	0.9%	3.6
Writing clearly and effectively.	809	47.2%	34.9%	15.3%	2.6%	3.3
Speaking clearly and effectively.	807	54.9%	32.8%	10.0%	2.2%	3.4
Thinking critically and analytically.	807	61.6%	30.2%	7.2%	1.0%	3.5
Solving complex problems.	807	57.2%	32.2%	9.3%	1.2%	3.5
Being an engaged member of society.	805	50.6%	30.2%	15.7%	3.6%	3.3
Analyzing numerical and statistical information.	803	58.2%	29.5%	10.6%	1.7%	3.4
Working effectively with others.	806	66.5%	26.6%	6.2%	0.7%	3.6
Ethical decision making.	806	59.3%	27.8%	10.3%	2.6%	3.4
Relating to people different from you.	804	58.8%	28.5%	9.8%	2.9%	3.4
Understanding your own strengths/weaknesses.	806	62.9%	29.4%	6.8%	0.9%	3.5
Learning effectively on your own.	804	69.9%	23.3%	5.3%	1.5%	3.6

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Isenberg School of Management

Graduates (Calendar Year 2019): 1083

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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?	795	58.6%	3.4%	29.7%	1.5%	1.5%	5.3%
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?	424	2.4%	4.0%	13.0%	30.7%	36.3%	13.7%
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?	470	73.2%	6.8%	10.6%	8.5%	0.9%	

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?	746	12.2%	1.7%	13.5%	72.5%		
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?	94	12.8%	78.7%	8.5%	0.0%	0.0%	0.0%

**The 2019 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 6th-9th. A small number of seniors completed the survey online from July 24th-August 22nd.

2019 UMass Amherst Graduating Senior Survey Departmental Results

Accounting

Graduates (Calendar Year 2019): 190

Survey Respondents: 135

Response Rate: 71.1%

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?	132	76.5%	22.7%	0.8%	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.	135	77.8%	20.7%	1.5%	0.0%	3.8
The quality of teaching.	135	70.4%	27.4%	2.2%	0.0%	3.7
Academic advising.	135	63.0%	26.7%	8.1%	2.2%	3.5
Access to classes.	134	73.9%	22.4%	3.0%	0.7%	3.7
Faculty concern for your academic progress.	135	62.2%	34.8%	2.2%	0.7%	3.6
Writing preparation.	135	51.1%	39.3%	8.9%	0.7%	3.4
Connections to the rest of your academics.	135	58.5%	37.8%	3.0%	0.7%	3.5
Career preparation and guidance.	135	80.0%	14.8%	3.7%	1.5%	3.7
Your overall experience.	135	77.0%	21.5%	1.5%	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.	134	19.4%	80.6%
Community service or volunteer work.	134	66.4%	33.6%
Practicum, internship, field or coop experience, clinical assignment.	135	84.4%	15.6%
Research with faculty outside of course/program requirements.	134	8.2%	91.8%
Culminating senior experience.	134	63.4%	36.6%

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.	132	78.0%	19.7%	2.3%	0.0%	3.8
Writing clearly and effectively.	132	40.9%	38.6%	16.7%	3.8%	3.2
Speaking clearly and effectively.	132	47.0%	43.2%	7.6%	2.3%	3.3
Thinking critically and analytically.	132	62.1%	30.3%	7.6%	0.0%	3.5
Solving complex problems.	132	59.8%	34.8%	5.3%	0.0%	3.5
Being an engaged member of society.	132	53.8%	31.1%	12.9%	2.3%	3.4
Analyzing numerical and statistical information.	131	67.2%	29.0%	3.8%	0.0%	3.6
Working effectively with others.	131	64.1%	29.8%	4.6%	1.5%	3.6
Ethical decision making.	132	61.4%	31.1%	5.3%	2.3%	3.5
Relating to people different from you.	131	55.7%	32.1%	9.2%	3.1%	3.4
Understanding your own strengths/weaknesses.	131	61.8%	32.8%	5.3%	0.0%	3.6
Learning effectively on your own.	130	69.2%	26.2%	3.8%	0.8%	3.6

2019 UMass Amherst Graduating Senior Survey Departmental Results

Accounting

Graduates (Calendar Year 2019): 190

Survey Respondents: 135

Response Rate: 71.1%

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	74.4%	2.3%	12.4%	0.8%	0.0%	10.1%
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?	89	0.0%	0.0%	3.4%	15.7%	73.0%	7.9%
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?	95	87.4%	3.2%	8.4%	1.1%	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?	126	42.1%	5.6%	8.7%	43.7%		
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?	58	6.9%	89.7%	3.4%	0.0%	0.0%	0.0%

**The 2019 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 6th-9th. A small number of seniors completed the survey online from July 24th-August 22nd.

2019 UMass Amherst Graduating Senior Survey Departmental Results

Finance

Graduates (Calendar Year 2019): 247

Survey Respondents: 197

Response Rate: 79.8%

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?	190	73.7%	24.2%	1.6%	0.5%	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.	197	70.1%	26.9%	2.5%	0.5%	3.7
The quality of teaching.	197	64.5%	32.5%	3.0%	0.0%	3.6
Academic advising.	196	46.4%	38.8%	12.2%	2.6%	3.3
Access to classes.	197	50.3%	36.0%	12.2%	1.5%	3.4
Faculty concern for your academic progress.	197	55.8%	37.6%	4.6%	2.0%	3.5
Writing preparation.	197	55.3%	36.5%	7.6%	0.5%	3.5
Connections to the rest of your academics.	197	57.4%	33.0%	9.1%	0.5%	3.5
Career preparation and guidance.	197	59.9%	25.9%	10.2%	4.1%	3.4
Your overall experience.	195	64.6%	31.3%	3.6%	0.5%	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.	196	28.1%	71.9%
Community service or volunteer work.	193	58.0%	42.0%
Practicum, internship, field or coop experience, clinical assignment.	194	77.3%	22.7%
Research with faculty outside of course/program requirements.	193	14.0%	86.0%
Culminating senior experience.	195	65.6%	34.4%

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.	190	63.7%	28.9%	6.8%	0.5%	3.6
Writing clearly and effectively.	190	47.9%	34.2%	15.8%	2.1%	3.3
Speaking clearly and effectively.	188	51.1%	33.0%	12.8%	3.2%	3.3
Thinking critically and analytically.	189	59.8%	31.2%	8.5%	0.5%	3.5
Solving complex problems.	189	59.8%	30.7%	9.0%	0.5%	3.5
Being an engaged member of society.	188	49.5%	29.8%	18.1%	2.7%	3.3
Analyzing numerical and statistical information.	186	64.5%	30.6%	3.8%	1.1%	3.6
Working effectively with others.	188	60.1%	33.0%	6.9%	0.0%	3.5
Ethical decision making.	188	54.3%	29.3%	13.3%	3.2%	3.3
Relating to people different from you.	188	54.3%	33.0%	11.2%	1.6%	3.4
Understanding your own strengths/weaknesses.	188	53.7%	37.8%	7.4%	1.1%	3.4
Learning effectively on your own.	188	67.0%	27.1%	4.3%	1.6%	3.6

2019 UMass Amherst Graduating Senior Survey Departmental Results

Finance

Graduates (Calendar Year 2019): 247

Survey Respondents: 197

Response Rate: 79.8%

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?	186	53.8%	3.8%	37.1%	1.1%	1.6%	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?	95	2.1%	2.1%	5.3%	25.3%	34.7%	30.5%
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?	103	67.0%	8.7%	16.5%	7.8%	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?	176	5.7%	1.1%	17.0%	76.1%		
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?	10	30.0%	50.0%	20.0%	0.0%	0.0%	0.0%

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Survey methods and results at: www.umass.edu/oapa/senior_survey. Office of Academic Planning and Assessment, 10/24/2019

2019 UMass Amherst Graduating Senior Survey Departmental Results

Hospitality and Tourism Management

Graduates (Calendar Year 2019): 154

Survey Respondents: 110

Response Rate: 71.4%

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?	108	83.3%	14.8%	1.9%	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.	108	83.3%	14.8%	0.0%	1.9%	3.8
The quality of teaching.	109	69.7%	29.4%	0.9%	0.0%	3.7
Academic advising.	108	47.2%	27.8%	17.6%	7.4%	3.1
Access to classes.	107	72.0%	24.3%	2.8%	0.9%	3.7
Faculty concern for your academic progress.	109	67.9%	28.4%	2.8%	0.9%	3.6
Writing preparation.	108	63.0%	32.4%	4.6%	0.0%	3.6
Connections to the rest of your academics.	109	67.0%	25.7%	5.5%	1.8%	3.6
Career preparation and guidance.	109	73.4%	22.9%	3.7%	0.0%	3.7
Your overall experience.	109	88.1%	9.2%	2.8%	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.	108	43.5%	56.5%
Community service or volunteer work.	108	59.3%	40.7%
Practicum, internship, field or coop experience, clinical assignment.	107	72.9%	27.1%
Research with faculty outside of course/program requirements.	106	13.2%	86.8%
Culminating senior experience.	107	60.7%	39.3%

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.	108	77.8%	20.4%	1.9%	0.0%	3.8
Writing clearly and effectively.	108	60.2%	29.6%	9.3%	0.9%	3.5
Speaking clearly and effectively.	108	64.8%	27.8%	7.4%	0.0%	3.6
Thinking critically and analytically.	107	67.3%	29.0%	2.8%	0.9%	3.6
Solving complex problems.	107	60.7%	30.8%	6.5%	1.9%	3.5
Being an engaged member of society.	107	66.4%	25.2%	7.5%	0.9%	3.6
Analyzing numerical and statistical information.	108	46.3%	38.0%	14.8%	0.9%	3.3
Working effectively with others.	108	76.9%	17.6%	5.6%	0.0%	3.7
Ethical decision making.	108	75.9%	17.6%	3.7%	2.8%	3.7
Relating to people different from you.	108	74.1%	19.4%	4.6%	1.9%	3.7
Understanding your own strengths/weaknesses.	108	73.1%	22.2%	4.6%	0.0%	3.7
Learning effectively on your own.	108	75.9%	17.6%	5.6%	0.9%	3.7

2019 UMass Amherst Graduating Senior Survey Departmental Results

Hospitality and Tourism Management

Graduates (Calendar Year 2019): 154

Survey Respondents: 110

Response Rate: 71.4%

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?	105	54.3%	5.7%	30.5%	1.9%	1.0%	6.7%
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?	50	6.0%	8.0%	44.0%	34.0%	4.0%	4.0%
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?	60	68.3%	3.3%	5.0%	21.7%	1.7%	

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	6.2%	1.0%	8.2%	84.5%		
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	33.3%	66.7%	0.0%	0.0%	0.0%	0.0%

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2019 UMass Amherst Graduating Senior Survey Departmental Results

Management

Graduates (Calendar Year 2019): 84

Survey Respondents: 55

Response Rate: 65.5%

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?	55	67.3%	29.1%	1.8%	1.8%	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.	55	63.6%	30.9%	5.5%	0.0%	3.6
The quality of teaching.	54	55.6%	38.9%	5.6%	0.0%	3.5
Academic advising.	54	57.4%	22.2%	18.5%	1.9%	3.4
Access to classes.	54	57.4%	25.9%	14.8%	1.9%	3.4
Faculty concern for your academic progress.	54	46.3%	46.3%	5.6%	1.9%	3.4
Writing preparation.	55	56.4%	34.5%	9.1%	0.0%	3.5
Connections to the rest of your academics.	55	49.1%	43.6%	7.3%	0.0%	3.4
Career preparation and guidance.	54	57.4%	31.5%	9.3%	1.9%	3.4
Your overall experience.	55	54.5%	41.8%	3.6%	0.0%	3.5

EDUCATIONAL EXPERIENCES

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

	(N)	Yes	No
Study abroad.	55	21.8%	78.2%
Community service or volunteer work.	54	59.3%	40.7%
Practicum, internship, field or coop experience, clinical assignment.	55	60.0%	40.0%
Research with faculty outside of course/program requirements.	54	9.3%	90.7%
Culminating senior experience.	54	64.8%	35.2%

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.	55	52.7%	38.2%	7.3%	1.8%	3.4
Writing clearly and effectively.	55	40.0%	41.8%	16.4%	1.8%	3.2
Speaking clearly and effectively.	55	58.2%	27.3%	9.1%	5.5%	3.4
Thinking critically and analytically.	55	47.3%	45.5%	5.5%	1.8%	3.4
Solving complex problems.	55	41.8%	41.8%	12.7%	3.6%	3.2
Being an engaged member of society.	55	40.0%	30.9%	18.2%	10.9%	3.0
Analyzing numerical and statistical information.	55	36.4%	34.5%	25.5%	3.6%	3.0
Working effectively with others.	55	69.1%	18.2%	10.9%	1.8%	3.5
Ethical decision making.	55	49.1%	32.7%	16.4%	1.8%	3.3
Relating to people different from you.	54	48.1%	33.3%	14.8%	3.7%	3.3
Understanding your own strengths/weaknesses.	55	61.8%	29.1%	7.3%	1.8%	3.5
Learning effectively on your own.	55	58.2%	29.1%	10.9%	1.8%	3.4

2019 UMass Amherst Graduating Senior Survey Departmental Results

Management

Graduates (Calendar Year 2019): 84

Survey Respondents: 55

Response Rate: 65.5%

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?	54	53.7%	3.7%	27.8%	0.0%	3.7%	11.1%
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?	24	8.3%	8.3%	20.8%	37.5%	16.7%	8.3%
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?	28	75.0%	7.1%	0.0%	17.9%	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?	47	2.1%	2.1%	21.3%	74.5%		
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?	1	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%

**The 2019 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 6th-9th. A small number of seniors completed the survey online from July 24th-August 22nd.

Survey methods and results at: www.umass.edu/oapa/senior_survey. Office of Academic Planning and Assessment, 10/24/2019

2019 UMass Amherst Graduating Senior Survey Departmental Results

Marketing

Graduates (Calendar Year 2019): 134

Survey Respondents: 111

Response Rate: 82.8%

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?	105	72.4%	23.8%	1.9%	1.9%	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.	111	61.3%	30.6%	6.3%	1.8%	3.5
The quality of teaching.	110	55.5%	32.7%	10.0%	1.8%	3.4
Academic advising.	111	45.9%	37.8%	10.8%	5.4%	3.2
Access to classes.	111	46.8%	33.3%	14.4%	5.4%	3.2
Faculty concern for your academic progress.	108	44.4%	38.9%	11.1%	5.6%	3.2
Writing preparation.	111	51.4%	39.6%	8.1%	0.9%	3.4
Connections to the rest of your academics.	111	53.2%	39.6%	6.3%	0.9%	3.5
Career preparation and guidance.	111	51.4%	34.2%	10.8%	3.6%	3.3
Your overall experience.	109	57.8%	33.0%	8.3%	0.9%	3.5

EDUCATIONAL EXPERIENCES

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

	(N)	Yes	No
Study abroad.	110	43.6%	56.4%
Community service or volunteer work.	110	64.5%	35.5%
Practicum, internship, field or coop experience, clinical assignment.	111	78.4%	21.6%
Research with faculty outside of course/program requirements.	110	11.8%	88.2%
Culminating senior experience.	109	66.1%	33.9%

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.	107	54.2%	29.0%	13.1%	3.7%	3.3
Writing clearly and effectively.	107	46.7%	31.8%	15.9%	5.6%	3.2
Speaking clearly and effectively.	107	55.1%	27.1%	15.0%	2.8%	3.3
Thinking critically and analytically.	107	55.1%	30.8%	11.2%	2.8%	3.4
Solving complex problems.	107	46.7%	31.8%	19.6%	1.9%	3.2
Being an engaged member of society.	106	44.3%	31.1%	20.8%	3.8%	3.2
Analyzing numerical and statistical information.	106	46.2%	29.2%	18.9%	5.7%	3.2
Working effectively with others.	107	66.4%	23.4%	7.5%	2.8%	3.5
Ethical decision making.	107	56.1%	27.1%	12.1%	4.7%	3.3
Relating to people different from you.	107	53.3%	30.8%	11.2%	4.7%	3.3
Understanding your own strengths/weaknesses.	107	57.9%	29.9%	10.3%	1.9%	3.4
Learning effectively on your own.	106	67.0%	20.8%	8.5%	3.8%	3.5

2019 UMass Amherst Graduating Senior Survey Departmental Results

Marketing

Graduates (Calendar Year 2019): 134

Survey Respondents: 111

Response Rate: 82.8%

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?	105	55.2%	4.8%	35.2%	2.9%	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?	55	1.8%	0.0%	18.2%	49.1%	25.5%	5.5%
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?	57	80.7%	5.3%	8.8%	5.3%	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?	98	2.0%	2.0%	15.3%	80.6%		
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?	4	25.0%	50.0%	25.0%	0.0%	0.0%	0.0%

**The 2019 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 6th-9th. A small number of seniors completed the survey online from July 24th-August 22nd.

Survey methods and results at: www.umass.edu/oapa/senior_survey. Office of Academic Planning and Assessment, 10/24/2019

2019 UMass Amherst Graduating Senior Survey Departmental Results

Operations and Information Management

Graduates (Calendar Year 2019): 154

Survey Respondents: 121

Response Rate: 78.6%

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?	117	82.9%	13.7%	2.6%	0.9%	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.	121	82.6%	15.7%	0.8%	0.8%	3.8
The quality of teaching.	121	78.5%	18.2%	3.3%	0.0%	3.8
Academic advising.	121	58.7%	28.9%	12.4%	0.0%	3.5
Access to classes.	121	61.2%	31.4%	6.6%	0.8%	3.5
Faculty concern for your academic progress.	120	72.5%	22.5%	4.2%	0.8%	3.7
Writing preparation.	121	56.2%	34.7%	8.3%	0.8%	3.5
Connections to the rest of your academics.	120	64.2%	31.7%	4.2%	0.0%	3.6
Career preparation and guidance.	120	69.2%	28.3%	2.5%	0.0%	3.7
Your overall experience.	121	81.8%	16.5%	1.7%	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.	121	36.4%	63.6%
Community service or volunteer work.	121	59.5%	40.5%
Practicum, internship, field or coop experience, clinical assignment.	120	84.2%	15.8%
Research with faculty outside of course/program requirements.	121	9.9%	90.1%
Culminating senior experience.	121	62.0%	38.0%

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.	116	78.4%	12.1%	8.6%	0.9%	3.7
Writing clearly and effectively.	117	41.0%	35.0%	20.5%	3.4%	3.1
Speaking clearly and effectively.	117	55.6%	35.0%	6.8%	2.6%	3.4
Thinking critically and analytically.	117	69.2%	22.2%	6.8%	1.7%	3.6
Solving complex problems.	117	66.7%	26.5%	5.1%	1.7%	3.6
Being an engaged member of society.	117	47.9%	28.2%	17.1%	6.8%	3.2
Analyzing numerical and statistical information.	117	79.5%	17.1%	2.6%	0.9%	3.8
Working effectively with others.	117	71.8%	22.2%	6.0%	0.0%	3.7
Ethical decision making.	117	55.6%	29.9%	12.0%	2.6%	3.4
Relating to people different from you.	116	60.3%	22.4%	13.8%	3.4%	3.4
Understanding your own strengths/weaknesses.	117	70.1%	23.1%	6.0%	0.9%	3.6
Learning effectively on your own.	117	75.2%	19.7%	4.3%	0.9%	3.7

2019 UMass Amherst Graduating Senior Survey Departmental Results

Operations and Information Management

Graduates (Calendar Year 2019): 154

Survey Respondents: 121

Response Rate: 78.6%

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?	117	73.5%	0.9%	19.7%	1.7%	1.7%	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?	77	0.0%	0.0%	3.9%	36.4%	44.2%	15.6%
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?	85	69.4%	11.8%	11.8%	7.1%	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?	105	5.7%	0.0%	16.2%	78.1%		
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	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%

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2019 UMass Amherst Graduating Senior Survey Departmental Results

Sport Management

Graduates (Calendar Year 2019): 120

Survey Respondents: 101

Response Rate: 84.2%

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?	100	79.0%	18.0%	3.0%	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.	101	88.1%	10.9%	0.0%	1.0%	3.9
The quality of teaching.	101	80.2%	18.8%	0.0%	1.0%	3.8
Academic advising.	101	53.5%	29.7%	11.9%	5.0%	3.3
Access to classes.	101	68.3%	26.7%	3.0%	2.0%	3.6
Faculty concern for your academic progress.	100	65.0%	30.0%	3.0%	2.0%	3.6
Writing preparation.	101	66.3%	27.7%	5.9%	0.0%	3.6
Connections to the rest of your academics.	101	68.3%	28.7%	2.0%	1.0%	3.6
Career preparation and guidance.	101	72.3%	17.8%	8.9%	1.0%	3.6
Your overall experience.	101	80.2%	17.8%	2.0%	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.	100	16.0%	84.0%
Community service or volunteer work.	99	64.6%	35.4%
Practicum, internship, field or coop experience, clinical assignment.	100	73.0%	27.0%
Research with faculty outside of course/program requirements.	100	12.0%	88.0%
Culminating senior experience.	100	37.0%	63.0%

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.	99	75.8%	20.2%	4.0%	0.0%	3.7
Writing clearly and effectively.	100	52.0%	36.0%	12.0%	0.0%	3.4
Speaking clearly and effectively.	100	59.0%	31.0%	10.0%	0.0%	3.5
Thinking critically and analytically.	100	64.0%	30.0%	6.0%	0.0%	3.6
Solving complex problems.	100	54.0%	35.0%	10.0%	1.0%	3.4
Being an engaged member of society.	100	47.0%	36.0%	15.0%	2.0%	3.3
Analyzing numerical and statistical information.	100	47.0%	31.0%	20.0%	2.0%	3.2
Working effectively with others.	100	63.0%	33.0%	4.0%	0.0%	3.6
Ethical decision making.	99	61.6%	27.3%	11.1%	0.0%	3.5
Relating to people different from you.	100	65.0%	27.0%	5.0%	3.0%	3.5
Understanding your own strengths/weaknesses.	100	68.0%	24.0%	7.0%	1.0%	3.6
Learning effectively on your own.	100	73.0%	22.0%	4.0%	1.0%	3.7

2019 UMass Amherst Graduating Senior Survey Departmental Results

Sport Management

Graduates (Calendar Year 2019): 120

Survey Respondents: 101

Response Rate: 84.2%

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?	99	40.4%	3.0%	44.4%	2.0%	4.0%	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?	34	5.9%	26.5%	20.6%	32.4%	5.9%	8.8%
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?	42	59.5%	7.1%	16.7%	9.5%	7.1%	

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	13.4%	0.0%	10.3%	76.3%		
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?	13	15.4%	61.5%	23.1%	0.0%	0.0%	0.0%

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