

MAIN DEGREE RESULTS

Bachelor's Degree in Marketing

	ACADEMIC YEAR 2022-2023	ACADEMIC YEAR 2023-2024
Attrition rate	17,4%	8,7%
Efficiency rate	99,1%	97,9%
Graduation rate	not applicable	50%
Performance rate	90,3%	91,4%
Student Satisfaction with the Degree	4,1	3,9
Student Satisfaction with the Professor	4,3	4,5
Professor Satisfaction with the Degree	3,8	4,8
Graduates Satisfaction with the Degree ¹	not applicable	not applicable
PAS Satisfaction with the University	3,9	4,2
Employability rate ^{1*}	not applicable	not applicable

In all the satisfaction surveys the rating scale ranges from 1 to 5.

1. This survey is launched 15-18 months after the completion of studies. At the end of 2024, the survey will be launched for the graduates of the 2022-2023 academic year.

* Employability rate (global) is taken on the active population. Graduates who continue studying another degree are excluded.