

MAIN DEGREE RESULTS

Bachelor's Degree in Marketing

	ACADEMIC YEAR 2022-2023	ACADEMIC YEAR 2023-2024
Attrition rate	17,8 %	8,7 %
Efficiency rate	100 %	98,0 %
Graduation rate	not applicable	50 %
Performance rate	90,1 %	91,4%
Student Satisfaction with the Degree	4,1	3,9
Student Satisfaction with the Professor	4,1	4,3
Professor Satisfaction with the Degree	3,7	4,8
Graduates Satisfaction with the Degree ¹	2,8	not applicable
PAS Satisfaction with the University	3,9	4,2
Employability rate ^{1*}	75,0%	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.

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