

## **MAIN DEGREE RESULTS**

### **Bachelor's Degree in Marketing**

	<b>ACADEMIC YEAR 2023-2024</b>	<b>ACADEMIC YEAR 2024-2025</b>
Attrition rate	3,8 %	15,8 %
Efficiency rate	97,9 %	96,4 %
Graduation rate	50,0 %	71,0 %
Performance rate	91,6 %	90,6 %
Student Satisfaction with the Degree	4,2	3,9
Student Satisfaction with the Professor	4,4	4,1
Professor Satisfaction with the Degree	5,0	4,5
Graduates Satisfaction with the Degree <sup>1</sup>	not applicable	not applicable
PAS Satisfaction with the University	4,2	not applicable*
Employability rate <sup>1*</sup>	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 2025, the survey will be launched for the graduates of the 2023-2024 academic year.

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

\* The survey is carried out biennially, with the next iteration planned for the year 2026.