

# Master in Marketing

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[Registry of Universities, Centers and Titles \(RUCT\)](#)

[Verification resolution](#)

[Acreditation or verification of the program](#)

[Self assessment report](#)

[Monitoring report \(2014-2015\)](#)

[Monitoring report \(2017-2018\)](#)

[Annex](#)

<b>Access and enrollment</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>	<b>2018-2019</b>
Number of new entry places offered	40	50	50	30	30
total no. of students enrolled	36	35	43	32	29
no. of new entry enrollments	36	35	42	32	29
new entry enrollments as % of the total	100%	100%	97,7%	100%	100%
Average credits enrolled per student	60	60	58,7	60	60
<b>Distribution of the students enrolled according to entry qualification</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>	<b>2018-2019</b>
UPF	3	7	7	3	3
Other Catalan Universities	24	9	13	9	7
Other Spanish Universities	1	2	4	1	2
Foreign universities and others	8	17	19	19	17
<b>Mobility</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>	<b>2018-2019</b>
% of own students that embark on mobility programs	0%	0%	0/0	0/0	0/0

<b>Satisfaction</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>	<b>2018-2019</b>
% response	66,7%	71,4%	81,4%	84,4%	96,6%
Intention to repeat studies (EIL)	41,7%	88%	100%	89%	96%
Teaching staff (good + excellent)	66,7%	100%	100%	93%	96%
<b>Academic results</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>	<b>2018-2019</b>
Performance rate	100%	99,7%	99,8%	99,1%	-
Drop-out rate	0%	2,9%	2%	3%	-
Rate of graduation in t	100%	97,1%	97,7%	96,9%	-
Efficiency rate in t	100%	100%	100%	100%	-
Average duration of studies	1	1	1,01	1	-
<b>Labor market integration</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>	<b>2018-2019</b>
Rate of employment (EIL)	100%	100%	100%	80,0%	-
Rate of alignment of the work to the studies (EIL)	100%	100%	100%	100%	-