

**EVALUATION OF
THE DEGREE PROGRAM AND THE
UNIVERSITY EXPERIENCE**

**MASTER OF SCIENCE IN
MARKETING MANAGEMENT
a.y. 2022-2023**

SURVEY PERIOD: JULY 2023 - APRIL 2024

N° QUESTIONNAIRES PROCESSED: 259

N° OF GRADUATE STUDENTS: 271

RESPONSE RATE: 95,6%



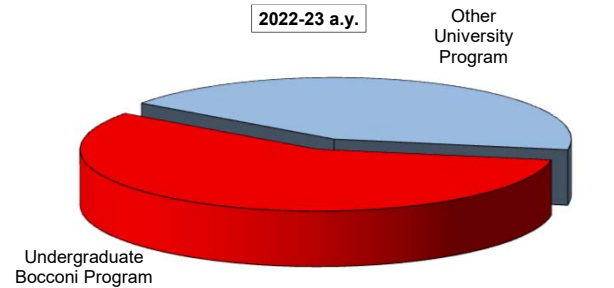
EVALUATION OF UNIVERSITY EXPERIENCE

Marketing Management

General information

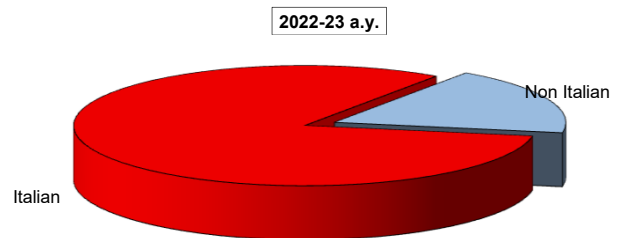
Undergraduate Career

Answers	a.v.	% 2022-23	% 2021-22
Undergraduate Bocconi Program	148	57,1	62,1
Other University Program	111	42,9	37,9
Total	259	100,0	100,0
NA	0		



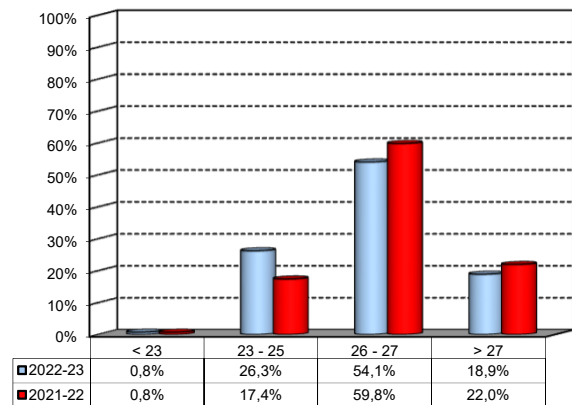
Nationality

Answers	a.v.	% 2022-23	% 2021-22
Italian	212	81,9%	84,5%
Non Italian	47	18,1%	15,5%
Total	259	100%	100%
NA	2		



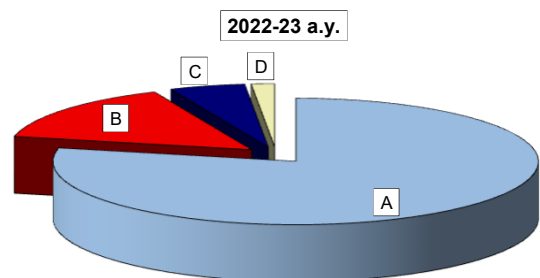
Average mark of the exams passed: (approximate average expressed in 30/30)

Answers	a.v.	%
meno di 23	2	0,8%
23-25	68	26,3%
26-27	140	54,1%
maggiore di 27	49	18,9%
Total	259	100%
NA	0	



How many of the courses included in your curriculum did you attend regularly?

Answers	a.v.	% 2022-23	% 2021-22
A - More than 75%	203	78,4	81,1
B - Between 50 and 75%	39	15,1	13,6
C - Between 25 and 50%	13	5,0	3,4
D - Less than 25%	4	1,5	1,9
Total	259	100,0	100,0
NA	0		

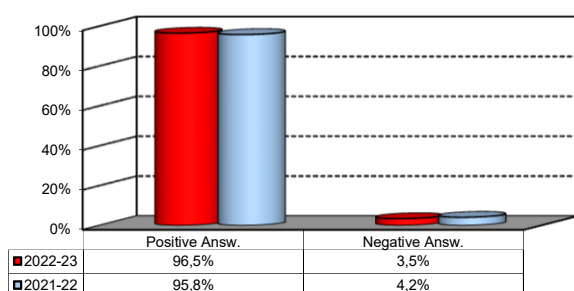


Study Experience

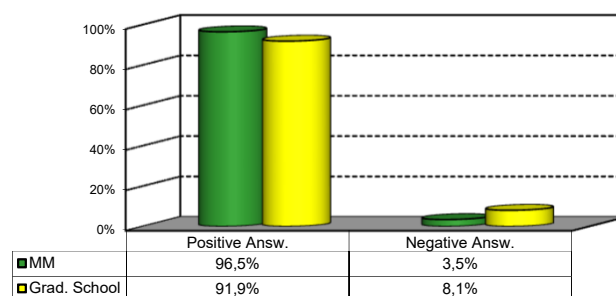
1) On the whole, do you think that the MSc program you attended at Bocconi enabled in-depth study of topics in both a theoretical and a practical sense?

Answers	Italian		Non Italian		Total	
	a.v.	%	a.v.	%	a.v.	%
A - Definitely YES	126	59,4%	25	53,2%	151	58,3%
B - More YES than NO	80	37,7%	19	40,4%	99	38,2%
C - More NO than YES	6	2,8%	3	6,4%	9	3,5%
D - Definitely NO	0	0,0%	0	0,0%	0	0,0%
Total	212	100%	47	100%	259	100%
NA	0		0			

Over time comparison



Comparison with the overall School data



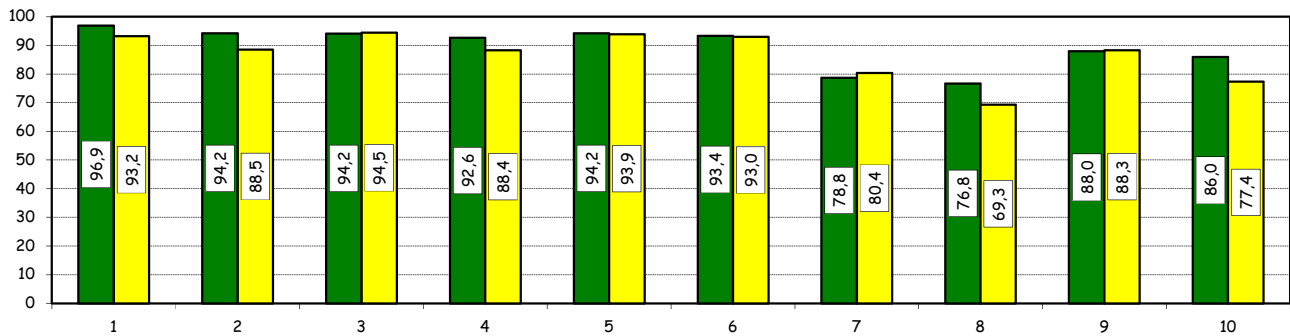
Study Experience

2) Do you think that your course of study at Bocconi has contributed to the development of the following skills?

Soft Skill	Item	Definitely YES		More YES than NO		More NO than YES		Definitely NO		Total		n.a.
		a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
1	Ability to work in team	206	79,5	45	17,4	8	3,1	0	0,0	259	100,0	0
2	Interpersonal skills	151	58,3	93	35,9	15	5,8	0	0,0	259	100,0	0
3	Organizational skills	169	65,5	74	28,7	15	5,8	0	0,0	258	100,0	1
4	Critical thinking skills	126	48,8	113	43,8	18	7,0	1	0,4	258	100,0	1
5	Ability to analyze and select information	135	52,1	109	42,1	14	5,4	1	0,4	259	100,0	0
6	Problem-solving ability	136	52,7	105	40,7	17	6,6	0	0,0	258	100,0	1
7	Written communication skills	75	29,0	129	49,8	54	20,8	1	0,4	259	100,0	0
8	Verbal communication skills	83	32,7	112	44,1	53	20,9	6	2,4	254	100,0	5
9	Ability to cope with stress	140	54,1	88	34,0	23	8,9	8	3,1	259	100,0	0
10	Entrepreneurial spirit	101	39,1	121	46,9	29	11,2	7	2,7	258	100,0	1

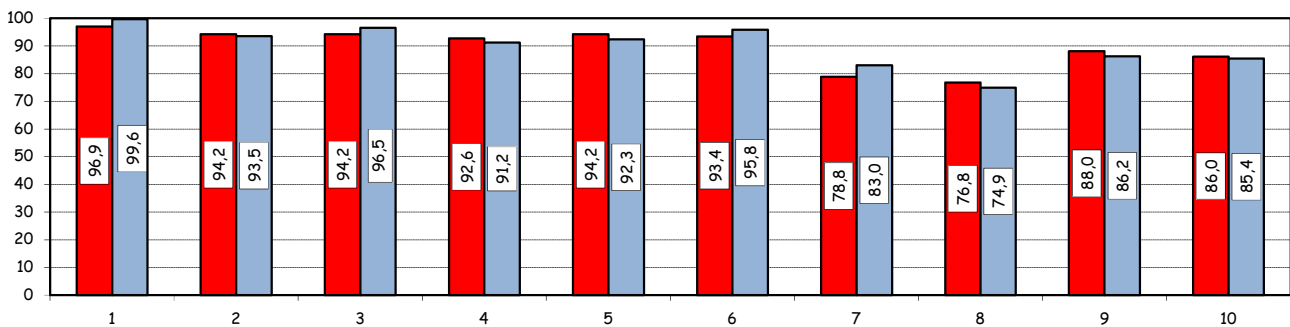
Positive answers (%):
comparison with the overall School data

■ MM ■ Grad. School



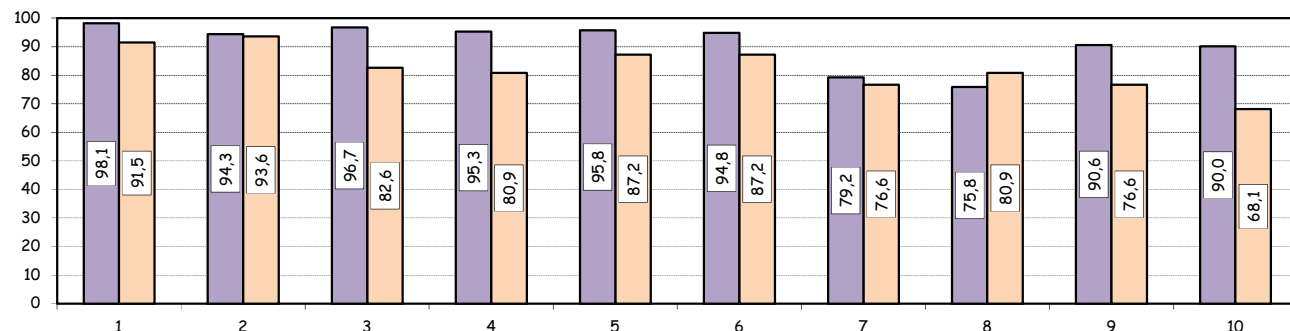
Positive answers (%):
Over time comparison

■ 2022-23 ■ 2021-22



Positive answers (%):
comparison based on nationality of student

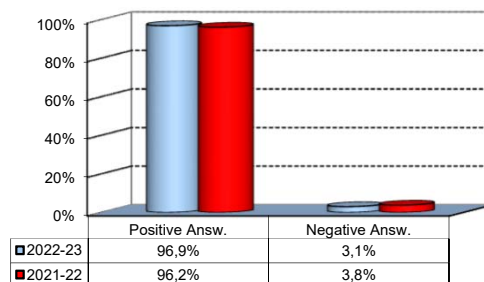
■ Italian ■ Non Italian



Study Experience

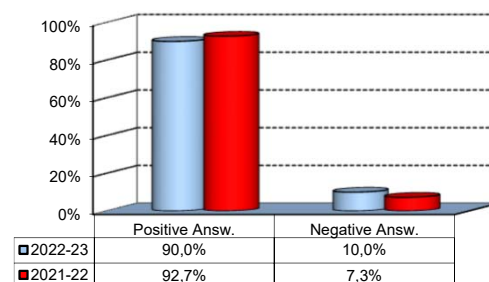
3) Do you think that teaching activities in the MSc program were structured in an active manner (frequent use of teamwork, case studies, assignments, etc.)?

Answers	a.v.	%
A - Definitely YES	179	69,1%
B - More YES than NO	72	27,8%
C - More NO than YES	8	3,1%
D - Definitely NO	0	0,0%
Total	259	100%
NA	0	



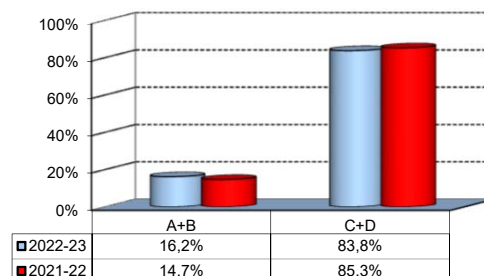
4) Do you think that the courses in your curriculum were adequately coordinated with each other?

Answers	a.v.	%
A - Definitely YES	101	39,0%
B - More YES than NO	132	51,0%
C - More NO than YES	24	9,3%
D - Definitely NO	2	0,8%
Total	259	100%
NA	0	



5) During the MSc program, did you notice any unnecessary overlaps or repetitions of subjects and content with what you studied during your undergraduate program?

Answers	a.v.	%
A-Very often	4	2,7%
B-Often	20	13,5%
C-Hardly ever	90	60,8%
D-Never	34	23,0%
Total	148	100%
NA	111	



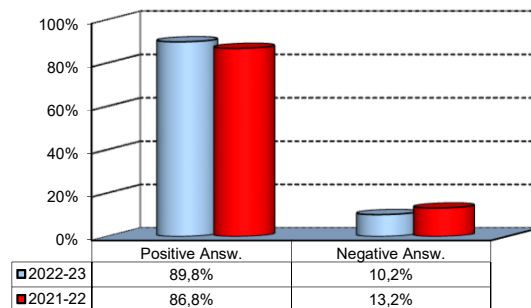
Please select the course or courses in the MSc program in which you encountered overlaps or unnecessary repetitions
(multiple answers admitted)

Course	a.v.	%
INDUSTRY ANALYSIS (Economia dei settori industriali e dell'innovazione) - ECONOMIA - MODULO 1 (MICROECONOMIA)	9	12,5%
DIRITTO PER IL MARKETING - DIRITTO COMMERCIALE	8	11,1%
UNDERSTANDING CONSUMER (CONSUMER BEHAVIOUR AND CCT) - MODULE 2 - MARKETING	4	5,6%
BRAND MANAGEMENT - MARKETING	4	5,6%
Other	47	65,3%
TOTAL	72	100,0%

Study Experience

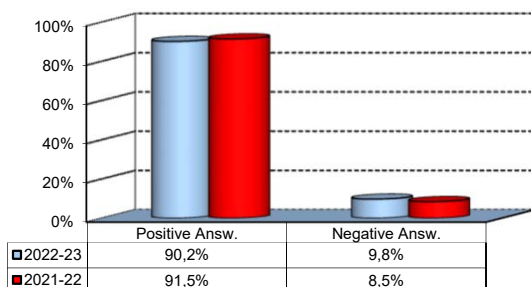
6) Do you think that the overall study load was compatible with the length of the program?

Answers	a.v.	%
A - Definitely YES	84	32,8%
B - More YES than NO	146	57,0%
C - More NO than YES	22	8,6%
D - Definitely NO	4	1,6%
Total	256	100%
NA	3	



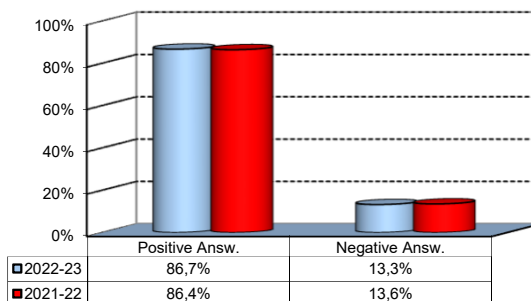
7) Was the coordination of the study program appropriately managed by the Program Director?

Answers	a.v.	%
A - Definitely YES	85	33,3%
B - More YES than NO	145	56,9%
C - More NO than YES	23	9,0%
D - Definitely NO	2	0,8%
Total	255	100%
NA	4	



8) On the whole, were the classroom climate and relationships with your classmates positive and able to enrich your personal experience?

Answers	a.v.	%
A - Definitely YES	126	49,2%
B - More YES than NO	96	37,5%
C - More NO than YES	30	11,7%
D - Definitely NO	4	1,6%
Total	256	100%
NA	3	

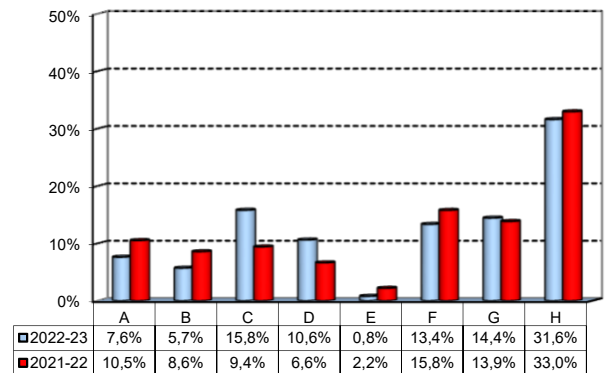


Extracurricular Activities

1) Which of the following extracurricular activities did you attend during your study program?

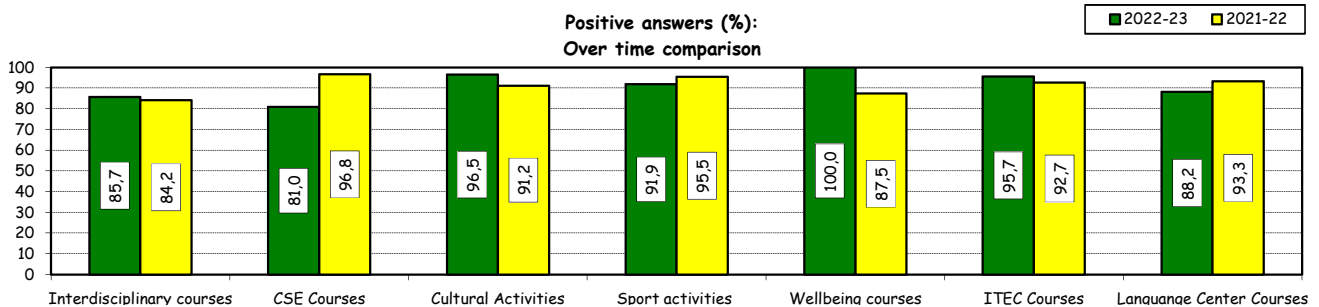
(multiple answers admitted)

Answers	a.v.	%
A - Interdisciplinary courses ("Sapere a tutto campo")	28	7,6%
B - Counseling and Self-Empowerment courses CSE	21	5,7%
C - Cultural Activities (visit museums, concerts, theatre and cinema, various issues)	58	15,8%
D - Sport activities	39	10,6%
E - Wellbeing courses	3	0,8%
F - Courses offered by ITEC	49	13,4%
G - Courses offered by Language Center	53	14,4%
H - None	116	31,6%
Total	367	100%
NA	0	



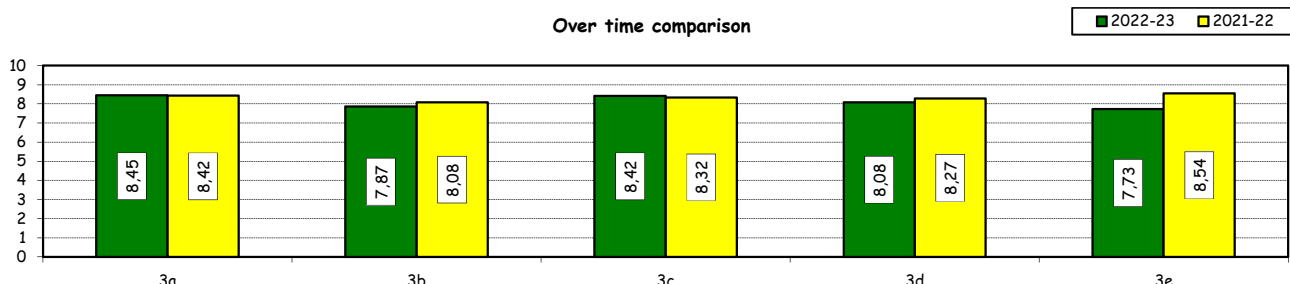
2) Do you think that the activities you took part in contributed to your cultural/educational enrichment?

	Definitely YES		More YES than NO		More NO than YES		Definitely NO		Total		NA
	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
A - Interdisciplinary courses	9	32,1	15	53,6	4	14,3	0	0,0	28	100,0	0
B - CSE courses	9	42,9	8	38,1	2	9,5	2	9,5	21	100,0	0
C - Cultural Activities	32	56,1	23	40,4	2	3,5	0	0,0	57	100,0	1
D - Sport activities	21	56,8	13	35,1	3	8,1	0	0,0	37	100,0	2
E - Wellbeing courses	1	50,0	1	50,0	0	0,0	0	0,0	2	100,0	1
F - ITEC courses	26	56,5	18	39,1	2	4,3	0	0,0	46	100,0	3
G - Language Center courses	27	52,9	18	35,3	6	11,8	0	0,0	51	100,0	2



How would you evaluate:

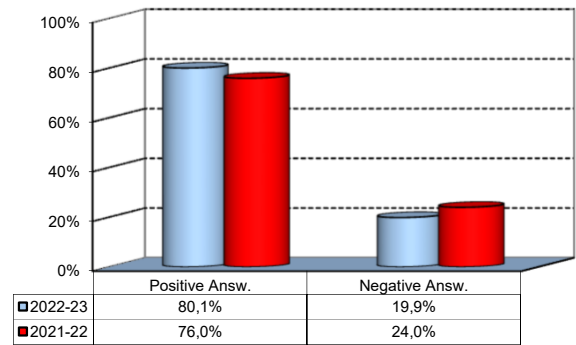
Item	Negative		3-4-5		6-7-8		Positive		Total		NA
	1-2						9-10				
	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	
3a) The range and interest of programmes offered	0	0,0	2	1,4	77	54,2	63	44,4	142	100,0	1
3b) The support you received from the Campus Life Office	0	0,0	12	8,5	77	54,6	52	36,9	141	100,0	2
3c) The support you received from ITEC	0	0,0	0	0,0	25	52,1	23	47,9	48	100,0	1
3d) The support you received from Language Center	1	1,9	2	3,8	26	50,0	23	44,2	52	100,0	1
3e) The support you received from Bocconi Sport Team	1	2,7	5	13,5	15	40,5	16	43,2	37	100,0	2



Degree Thesis

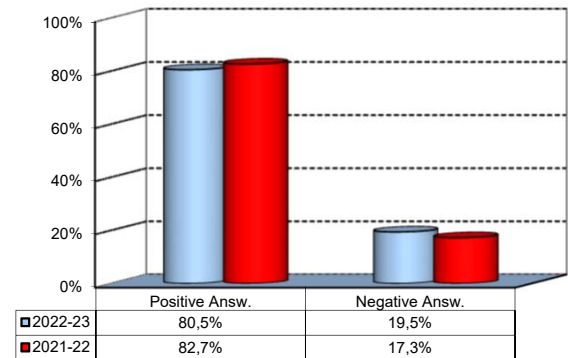
1) Do you think that the supervision and the assistance for preparing for your thesis were appropriate?

Answers	a.v.	%
A - Definitely YES	96	37,5%
B - More YES than NO	109	42,6%
C - More NO than YES	36	14,1%
D - Definitely NO	15	5,9%
Total	256	100%
NA	3	



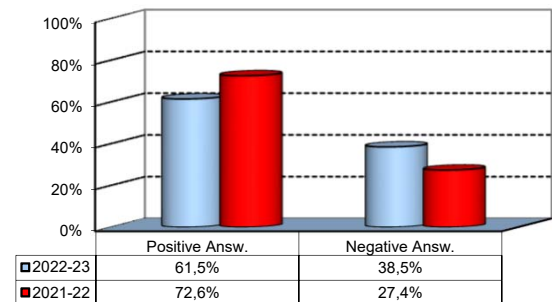
2) Do you think that the facilities provided by the University (library, computer labs) adequately supported preparation for your thesis?

Answers	a.v.	%
A - Definitely YES	81	31,5%
B - More YES than NO	126	49,0%
C - More NO than YES	44	17,1%
D - Definitely NO	6	2,3%
Total	257	100%
NA	2	



3) Do you think that your thesis was a useful experience for completing your education and a way to verify your planning and writing skills?

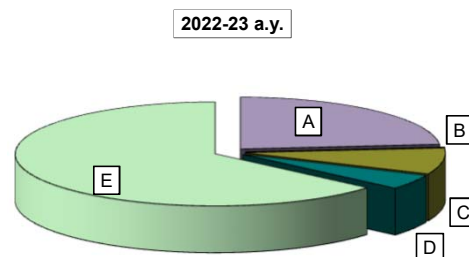
Answers	a.v.	%
A - Definitely YES	65	25,3%
B - More YES than NO	93	36,2%
C - More NO than YES	71	27,6%
D - Definitely NO	28	10,9%
Total	257	100%
NA	2	



Experience Of Studying Abroad

1) Please select the program you participated in:

Answers	% 2022-23		% 2021-22	
	a.v.		a.v.	
A - Exchange	61	23,6	16,5	
B - CEMS-MIM	0	0,0	0,0	
C- Double Degree	21	8,1	11,1	
D - Free-Mover	12	4,6	3,8	
E- None	165	63,7	68,6	
Total	259	100,0	100,0	
NA	0			

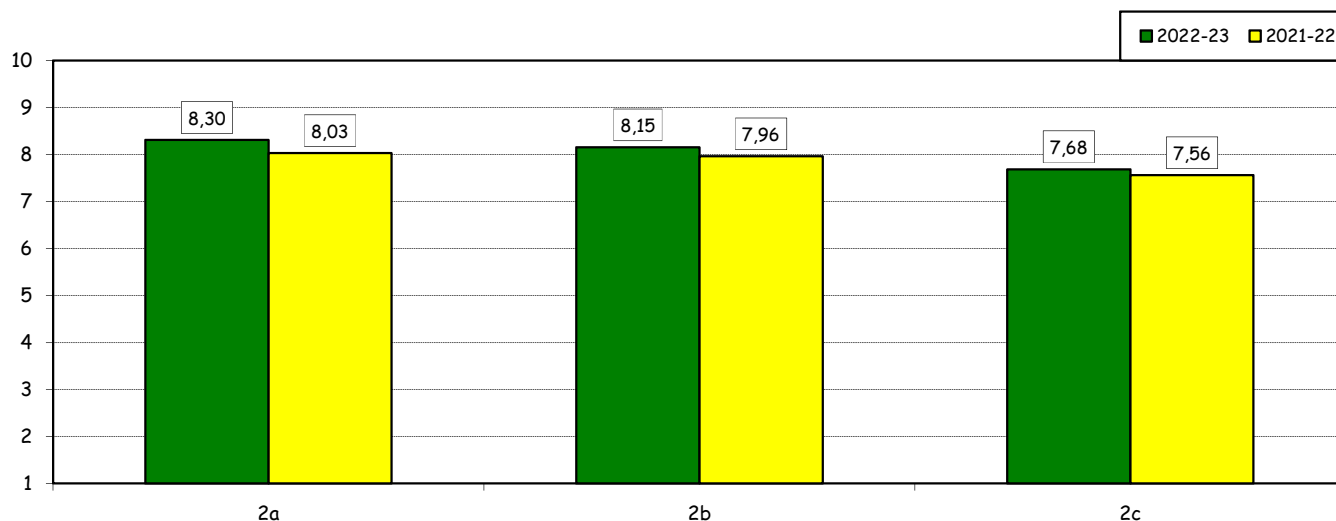


How would you evaluate:

(only A, B, C or E answers to item no.1)

Item	Answers	Negative				Positive				Total		N.A.
		1-2		3-4-5		6-7-8		9-10				a.v.
		a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	
2a) Quality and completeness of information provided through: 'International Week', emails, brochures, International Relations Service web page.		2	2,4	3	3,7	38	46,3	39	47,6	82	100,0	0
2b) The range and interest of programs offered.		0	0,0	6	7,4	37	45,7	38	46,9	81	100,0	1
2c) The support you received from Bocconi International Relations.		5	6,1	3	3,7	44	53,7	30	36,6	82	100,0	0

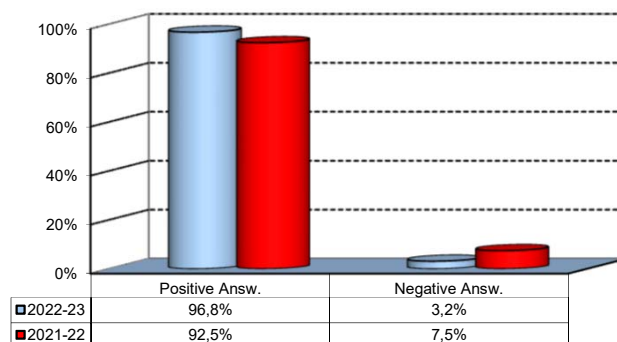
Over time comparison



Experience Of Studying Abroad

3) Would you positively evaluate this experience?

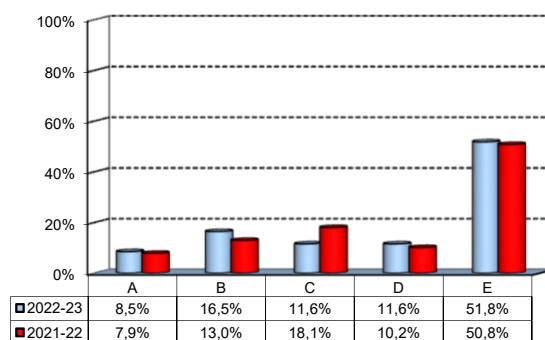
Answers	v.a.	%
A - Definitely YES	74	78,7%
B - More YES than NO	17	18,1%
C - More NO than YES	1	1,1%
D - Definitely NO	2	2,1%
Total	94	100%
NA	0	



(In case of answer "E" to item no.1)

4) Please indicate why you did not attend a period of study abroad (select all relevant reasons):

Answers	a.v.	%
A-Lack of interest in this kind of experience	14	8,5%
B-Absence of the requirements needed for participation in the program selected	27	16,5%
C-Rejection of your application	19	11,6%
D-Lack of time during the period of study	19	11,6%
E-Other (personal, family, organizational reasons, etc.)	85	51,8%
Total	164	100%
NA	1	



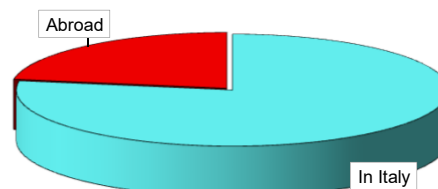
Internship Activities

1) Which activity recognized in your curriculum did you complete during the MSc program?

Answers	% 2022-23		% 2021-22	
	a.v.			
A - Internship/Other job experience	259	100,0	96,2	
B - Alternative Activity^	0	0,0	3,8	
Total	259	100,0	100,0	
NA	0			

3) Where did you complete the internship recognized by the Bachelor program?

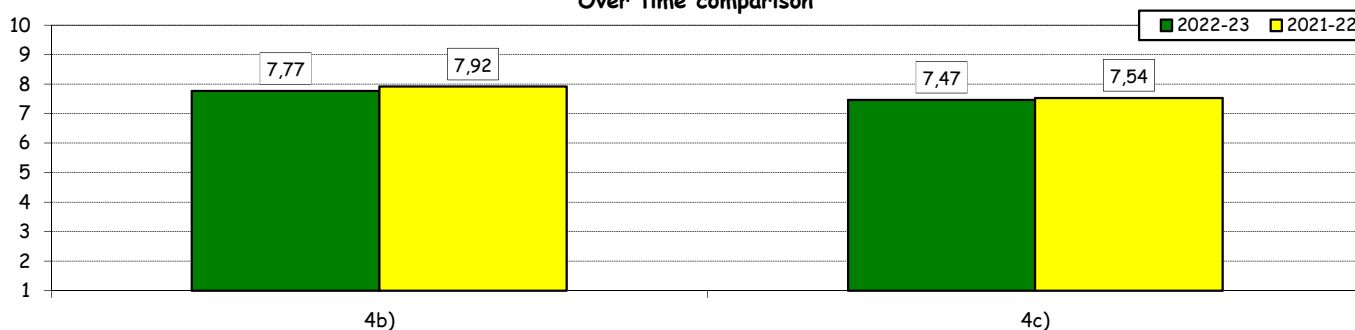
Answers	% 2022-23		% 2021-22	
	a.v.			
In Italy	201	77,6%	77,2%	
Abroad	58	22,4%	22,8%	
Total	259	100%	100%	
NA	0			



How would you evaluate:

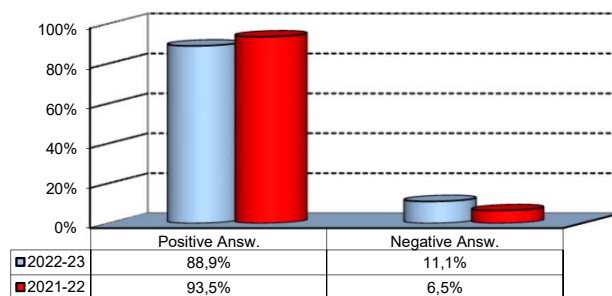
		Negative				Positive						
Item	Answers	1-2		3-4-5		6-7-8		9-10		Total		N.A.
		a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.
4a) The number and variety of opportunities offered.		5	2,3	19	8,8	108	50,0	84	38,9	216	100,0	43
4b) The support you received from the Internship Office.		8	3,7	32	14,9	92	42,8	83	38,6	215	100,0	44

Over time comparison



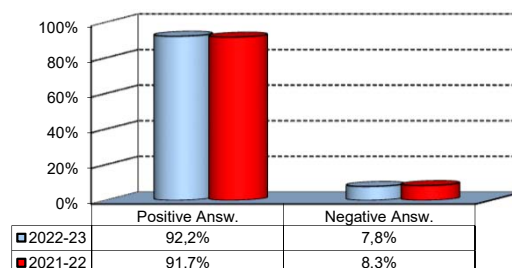
5) Would you positively evaluate this experience?

Answers	a.v.	%
A - Definitely YES	109	50,2%
B - More YES than NO	84	38,7%
C - More NO than YES	20	9,2%
D - Definitely NO	4	1,8%
Total	217	100%
NA	42	



6) Do you think that the qualifications you acquired while attending the MSc program were appropriate to perform this activity?

Answers	a.v.	%
A - Definitely YES	113	52,1%
B - More YES than NO	87	40,1%
C - More NO than YES	16	7,4%
D - Definitely NO	1	0,5%
Total	217	100%
NA	42	



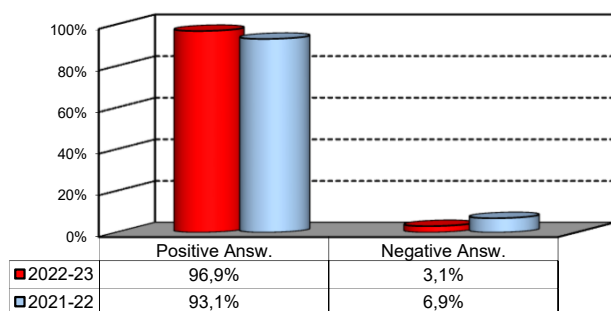
^: During the pandemic, students were given the opportunity to replace the mandatory internship with an alternative activity called Career Start Pack. It consists in an elective exam integrated with mandatory participation in the virtual career orientation path

General satisfaction and short-term plans

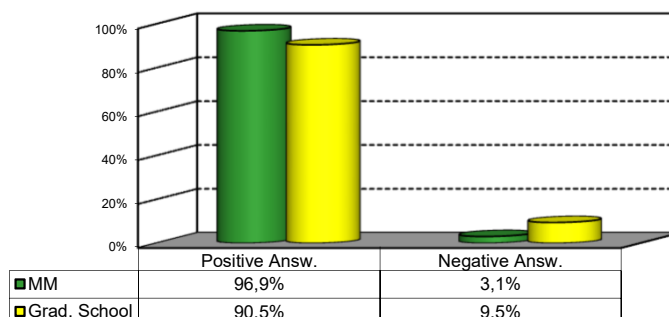
1) Are you satisfied overall with the study program you attended?

Answers	Italian		Non Italian		Total	
	a.v.	%	a.v.	%	a.v.	%
A - Definitely YES	123	58,3%	24	52,2%	147	57,2%
B - More YES than NO	81	38,4%	21	45,7%	102	39,7%
C - More NO than YES	7	3,3%	1	2,2%	8	3,1%
D - Definitely NO	0	0,0%	0	0,0%	0	0,0%
Total	211	100%	46	100%	257	100%
NA	1		1		2	

Over time comparison



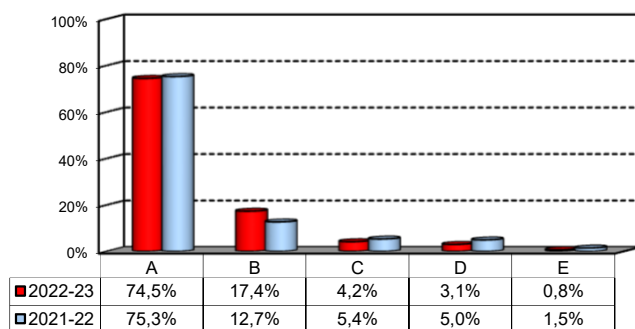
Comparison with the overall School data



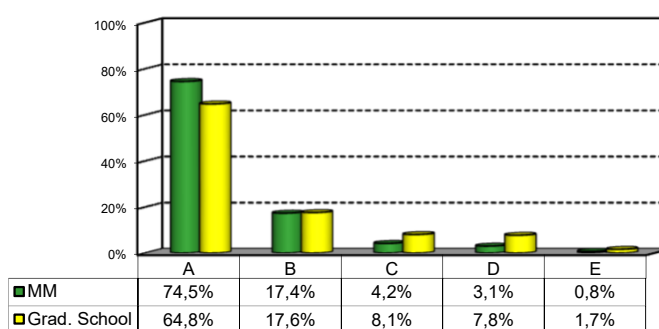
2a) If you could go back in time, would you enroll in the University again?

Answers	Italian		Non Italian		Total	
	v.a.	%	v.a.	%	v.a.	%
A-YES, in the same program at this University	164	77,4%	29	61,7%	193	74,5%
B-YES, in another program at this University	33	15,6%	12	25,5%	45	17,4%
C-YES, in the same program but at another University	8	3,8%	3	6,4%	11	4,2%
D-YES, in another program at another University	6	2,8%	2	4,3%	8	3,1%
E-NO, I would not enrol in university anymore	1	0,5%	1	2,1%	2	0,8%
Total	212	100%	47	100%	259	100%
NA	0		0		0	

Over time comparison



Comparison with the overall School data



General satisfaction and short-term plans

(In case of answer "B" to item no.2a)

2b) Which program would you enroll at this University?

MSc	a.v.	%
ACME	5	11,6%
AFC	2	4,7%
FIN	4	9,3%
CLELI	0	0,0%
ESS	3	7,0%
EMIT	5	11,6%
GIO	2	4,7%
IM	7	16,3%
M	9	20,9%
MM	6	14,0%
CYBER	1	2,3%
Total	43	100%
NA	2	

2c) Why would you make a different choice?

(In case of answer "B", "C", "D" or "E" to item no.2a)

Answers	a.v.	% 2022-23	% 2021-22
A - My interest has changed over time / I discovered that I have different attitudes	37	58,7%	48,2%
B - The MS program did not satisfy my expectations	10	15,9%	16,1%
C I would have preferred to attend the same MS program but taught in English	3	4,8%	8,9%
D - Other reasons	13	20,6%	26,8%
Total	63	100%	100%
NA	3		

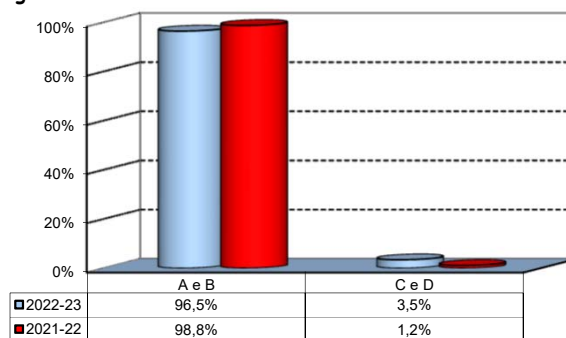
D- Other reasons:

Avrei preferito frequentare lo stesso corso ma in lingua italiana, perche' da colleghi che lo hanno frequentato ho percepito un livello di insegnamento piu' alto
Avrei preferito frequentare un corso di laurea all'estero o in universita' (es. ESCP) che consentono a tutti di svolgere exchange: maggiori opportunita' di esperienze all'estero, piu' pratica e meno teoria e una migliore valutazione da parte degli employer.
avrei preferito un master di durata piu' breve dei due anni che implica un percorso di laurea magistrale, al quinto anno di universita' si arriva decisamente stanchi
Avrei scelto di fare un master all'estero, per questioni di indipendenza, crescita personale e apertura a nuovi orizzonti in ambito lavorativo. Purtroppo, ho provato a fare richiesta di stage all'estero ma sono stati declinati senza neanche il colloquio
Forse farei un master per immettermi prima sul mondo del lavoro e non dover imparare una seconda lingua da zero. Forse prenderei in considerazione un altro ateneo perche' mi sembra che la Bocconi abbia poche relazioni con le aziende di Bologna odell'emilia
ho svolto 1/2 anno all'estero e 1/2 anno in stage. Quindi ho svolto solo 1 su 2 anni di magistrale in bocconi. Il prezzo e la formazione non sono dunque equilibrati. inoltre, lo stage l'ho trovato in autonomia sarebbe stato utile + supporto attivo da c.se
I decided to do a double degree in Canada. While I received tons of support from my university abroad, the support that Bocconi has offered me during my exchange was mediocre at best. We are in the 21st century, I can believe Bocconi hasn't caught up to i
la mia scelta diversa dal corso attuale non rispecchia la mia insoddisfazione del corso frequentato, ma e' una semplice interesse per il mondo della finanza oltre che a quello di marketing (il corso che ho frequentato e ne sono felice dell'esperienza avuta
My interest has changed over time / I discovered that I have different attitudes and I would have preferred to attend the same Bachelor program but taught in English
Non era ancora presente (corso su sustainable transformation)
Penso che la Bocconi apra tantissime porte a Milano ma meno all'estero, rispetto ad altre universita' e quello e' il mio interesse principale
Perche' MM non era la mia prima scelta
Same course, but in english

Infrastructure: Classrooms, Library And Facilities

1) What is your opinion about the classrooms where lessons and other teaching activities have been held?*

Answers	a.v.	%
A - Always or nearly always adequate	193	74,8%
B - Often adequate	56	21,7%
C - Rarely adequate	9	3,5%
D - Never adequate	0	0,0%
E - I did not use them	0	0,0%
Total	258	100%
NA	1	

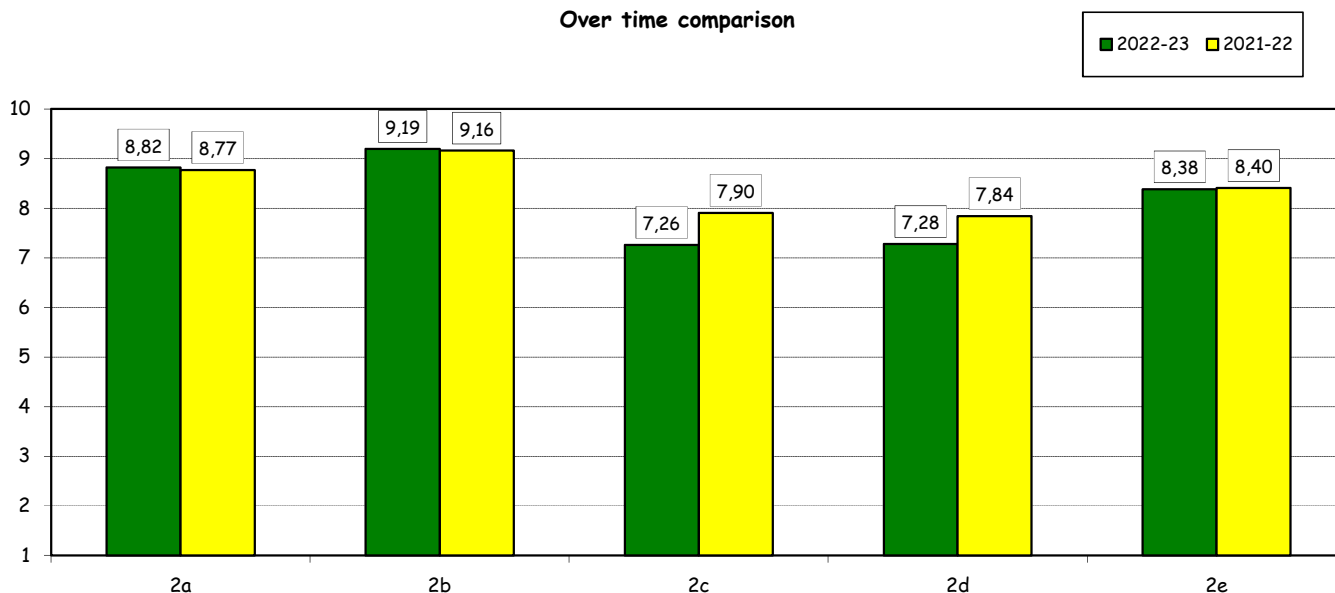


2) How would you evaluate:

(In case of answer "A", "B", "C" or "D" to item no.1)

Answers		Negative				Positive				Total		NA	N.R.
		1-2		3-4-5		6-7-8		9-10					
Item		a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%		
a) The adequacy of the audio and multimedia systems (e.g. instructor's computer, projectors, video players) installed in the classrooms.		1	0,4	3	1,2	85	33,1	168	65,4	257	100,0		2
b) The cleanliness of classrooms and of other common areas on campus (corridors, halls, study rooms).		0	0,0	3	1,2	45	17,5	209	81,3	257	100,0		2
c) The adequacy of the amount of areas/seats reserved to individual study in the University Library.		20	7,8	32	12,5	108	42,4	95	37,3	255	100,0	0	4
d) The adequacy of the amount of areas/seats reserved to individual study in other buildings on campus.		13	5,1	41	16,0	111	43,2	92	35,8	257	100,0	0	2
e) The clarity and adequacy of the signage system on campus.		2	0,8	11	4,3	107	42,1	134	52,8	254	100,0		5

Over time comparison

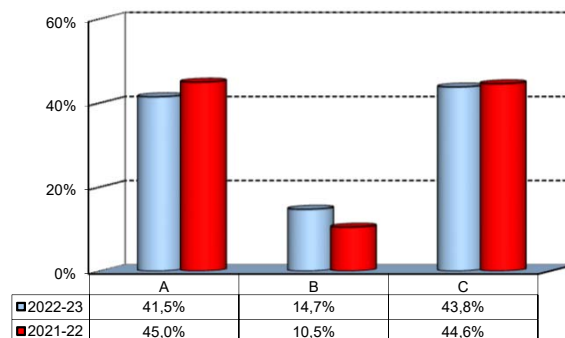


(*): the percentage shown on the graphs is calculated by excluding the responses of those who declare that they have not used the service.

Infrastructure: Classrooms, Library And Facilities

3) What is your overall opinion on the PC Labs and IT facilities provided by the University?

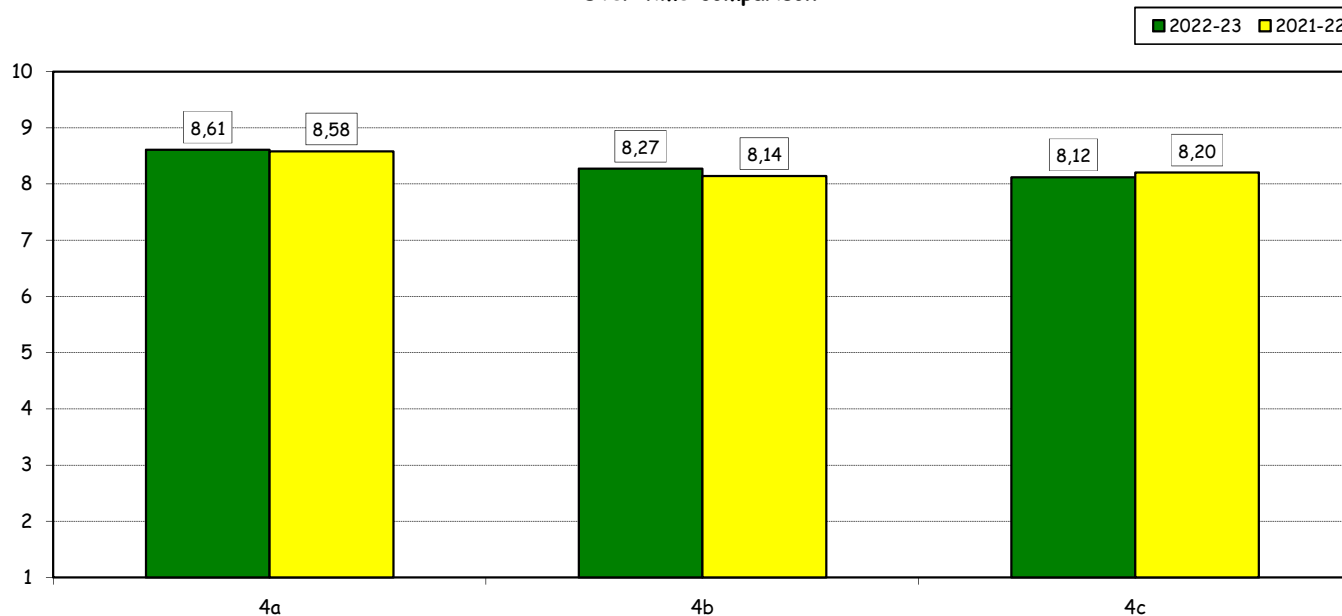
Answers	a.v.	%
A- Adequate in number	107	41,5%
B- Inadequate in number	38	14,7%
C- Never used	113	43,8%
Total	258	100%
NA	1	



4) How do you evaluate:

Answers		Negative				Positive				Total		N.R.
		1-2		3-4-5		6-7-8		9-10				
Item		a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	
a) The availability of technical staff supporting students (Tutors) in PC Labs.*		0	0,0	4	2,8	56	39,2	83	58,0	143	100,0	2
b)The convenience of the PC Labs' opening hours.*		0	0,0	8	5,6	64	45,1	70	49,3	142	100,0	3
c) The level of accessibility and usability of the University's IT services (Internet access points, Punto Blu, Virtual Punto Blu, wireless connection).		3	1,2	12	4,7	123	48,6	115	45,5	253	100,0	5

Over time comparison

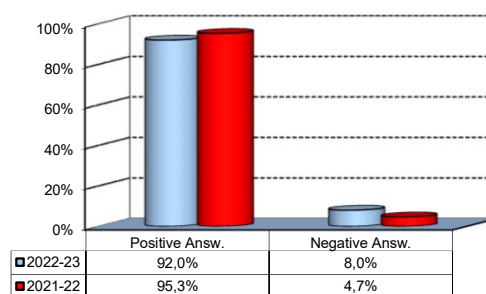


(*): Only in case of answer "A" or "B" to item no.3

Infrastructure: Classrooms, Library And Facilities

5) What is your overall opinion on the Library's services, such as support for individual study?*

Answers	a.v.	%
A - Very Positive	88	34,2%
B - Quite positive	118	45,9%
C - Quite negative	16	6,2%
D - Very Negative	2	0,8%
E - Never used	33	12,8%
Total	257	100%
NA	2	

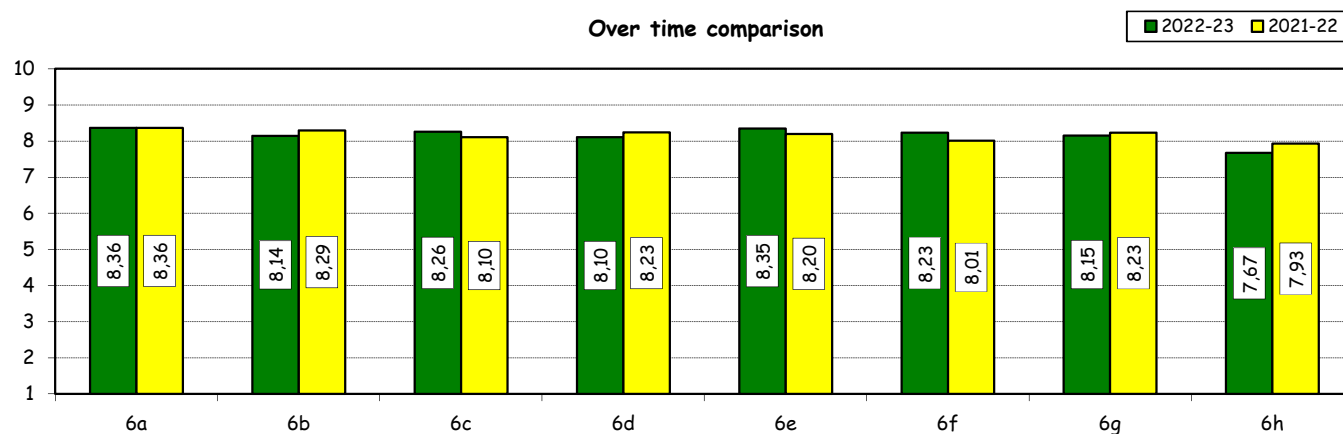


6) How would you evaluate:

(In case of answer "A", "B", "C" or "D" to item no. 5)

Answers		Negative						Positive		Total		N.A.
		1-2		3-4-5		6-7-8		9-10				
		a.v.	%	a.v.	%	a.v.	%	a.v.	%	a.v.	%	
Item												
a) The convenience of the Library's opening hours and access to its main services.		0	0,0	6	5,7	42	40,0	57	54,3	105	100,0	119
b) Range of subjects covered in hardcopy collections (books and journals) compared to your needs of study and research		0	0,0	4	3,8	57	54,3	44	41,9	105	100,0	119
c) The relevance and updating of online collections (e-books, e-journals, databases) compared to your needs of study and research		0	0,0	4	3,8	49	46,7	52	49,5	105	100,0	119
d) The ease of use of search tools available on the Library website		0	0,0	2	1,9	62	57,9	43	40,2	107	100,0	117
e) The assistance provided by the Library staff		0	0,0	3	2,9	52	50,0	49	47,1	104	100,0	120
f) Availability of documents (textbooks, articles, chapters, case studies, etc.) used in individual courses		0	0,0	4	3,8	48	45,7	53	50,5	105	100,0	119
g) The Library website as a source of information on the services offered and as a point of access for resources		1	1,0	4	3,8	52	49,5	48	45,7	105	100,0	119
h) The usefulness of workshops offered by the Library to understand how to use the resources available (catalogues, e-journals, databases, etc.)		2	1,9	9	8,7	58	56,3	34	33,0	103	100,0	121

Over time comparison



(*): the percentage shown on the graphs is calculated by excluding the responses of those who declare that they have not used the service.