

QUESTIONNAIRE: DEPARTMENT OF MARKETING APPRAISAL BY RECENT GRADUATES OF THE PGM PROGRAM AT NMSU

Unless instructed otherwise, please circle the number next to your answer. Remember, there are no right or wrong answers; also, your answers are completely confidential.

Q1#: How strongly do you agree or disagree with each of the following statements? Use the following six-point scale to answer, where:

- | | |
|--------------------------------|------------------------------|
| 1= strongly agree, | 4= somewhat disagree, |
| 2= somewhat agree, | 5= strongly disagree, and |
| 3= neither agree nor disagree, | 6= no opinion or don't care. |

In general, the marketing faculty at NMSU were . . .	Strongly Agree	Some-what Agree	Neither Agree nor Disagree	Some-what Disagree	Strongly Disagree	No Opinion /Don't Care
Knowledgeable about current marketing theory	1	2	3	4	5	6
Knowledgeable about current marketing practice	1	2	3	4	5	6
Able to relate relevant personal experiences	1	2	3	4	5	6
Interesting lecturers	1	2	3	4	5	6
Able to make class relevant to my future	1	2	3	4	5	6
Innovative	1	2	3	4	5	6
Caring	1	2	3	4	5	6
Professional	1	2	3	4	5	6
Helpful	1	2	3	4	5	6
Approachable	1	2	3	4	5	6

Q#2: Did any of your marketing instructors relate their lectures or assignments to the golf industry?

- Yes 1
 No 2

If "Yes," which class(es) and instructor(s)? **(WRITE YOUR ANSWER BELOW.)**

Q#3: Think about your current job. In general, how worthwhile were the following marketing courses in helping you to perform this job? Use the following six-point scale to answer, where:

1= very worthwhile,
 2= somewhat worthwhile,
 3= slightly worthwhile,

4= almost worthless,
 5= worthless, and
 6= did not take the course.

MK TG	Course Title	Very Worth- while	Some- what Worth.	Slightly Worth- while	Almost Worth- less	Worth- less	Didn't Take
303	Principles of Marketing	1	2	3	4	5	6
310	Marketing Research	1	2	3	4	5	6
311	Consumer Dec. Processes	1	2	3	4	5	6
312	Personal Selling	1	2	3	4	5	6
313	Retail Management	1	2	3	4	5	6
314	Advertising Strategy	1	2	3	4	5	6
317	International Marketing	1	2	3	4	5	6
319	Marketing Management	1	2	3	4	5	6
324	Product & Price Management	1	2	3	4	5	6
360	Business Transportation	1	2	3	4	5	6
361	Physical Distribution Mgmt.	1	2	3	4	5	6
450	Distribution Management	1	2	3	4	5	6
451	Food Marketing Systems	1	2	3	4	5	6
453	Sales Management	1	2	3	4	5	6
455	Services Marketing Mgmt.	1	2	3	4	5	6
456	Direct Marketing	1	2	3	4	5	6
459	Promotion Management	1	2	3	4	5	6
460	Business Traffic Management	1	2	3	4	5	6
461	Seminar in Entrepreneurship	1	2	3	4	5	6
489	Strategy and Policy	1	2	3	4	5	6
490	Selected Topics	1	2	3	4	5	6
498	Independent Study	1	2	3	4	5	6

Q#4: Which **required** courses, if any, failed to meet your educational needs? Why? **(WRITE YOUR ANSWER BELOW. LEAVE BLANK IF ALL REQUIRED COURSES MET YOUR EDUCATIONAL NEEDS.)**

(1) _____ Why? _____

(2) _____ Why? _____

(3) _____ Why? _____

Q#5: In general, how well did your marketing courses prepare you to perform the following job-related skills? Use the following six-point scale to answer, where:

1= totally prepared,
2= mostly prepared,
3= somewhat prepared,

4= unprepared,
5= no opinion, and
6= skill unrelated to current job.

Job-related Skill	Totally Prep.	Some-what Prep.	Some-what Unprep.	Totally Unprep.	No Opinion	Unre-lated Skill
Writing skills	1	2	3	4	5	6
Reading skills	1	2	3	4	5	6
Public speaking skills	1	2	3	4	5	6
Listening skills	1	2	3	4	5	6
Decision-making skills	1	2	3	4	5	6
Analytical skills (such as data analysis)	1	2	3	4	5	6
Team-working skills	1	2	3	4	5	6
Leadership skills	1	2	3	4	5	6
Organizational skills (such as time management)	1	2	3	4	5	6
Planning and budgeting skills	1	2	3	4	5	6
Computer word processing skills	1	2	3	4	5	6
Computer spreadsheet skills	1	2	3	4	5	6
Internet skills	1	2	3	4	5	6

Q#6: Who was your best instructor, and why? **(WRITE YOUR ANSWER BELOW.)**

Q#11: In general, how worthwhile were the following PGM workshops in helping you to perform this job? Use the following six-point scale to answer, where:

- | | |
|-------------------------|-----------------------------|
| 1= very worthwhile, | 4= almost worthless, |
| 2= somewhat worthwhile, | 5= worthless, and |
| 3= slightly worthwhile, | 6= did not take the course. |

Course Title	Very Worth-while	Some-what Worth-while	Slightly Worth-while	Almost Worth-less	Worth-less	Didn't Take
Golf Club Repair/Fitting	1	2	3	4	5	6
Rules of Golf	1	2	3	4	5	6
Golf Cart Maintenance	1	2	3	4	5	6
Teaching Workshop	1	2	3	4	5	6

Q#12: The PGM program is considering a two-week course that would be conducted during the semester by a PGA professional. The course will meet daily for roughly two hours. Although the PGM program would coordinate it, students enrolled in the course would pay a \$100 registration fee.

How worthwhile are the following topics for this course? Use the following five-point scale to answer, where:

- | | |
|-------------------------|--------------------------|
| 1= very worthwhile, | 4= almost worthless, and |
| 2= somewhat worthwhile, | 5= worthless. |
| 3= slightly worthwhile, | |

Topics	Very Worth-while	Some-what Worth-while	Slightly Worth-while	Almost Worth-less	Worth-less
Calligraphy	1	2	3	4	5
Cash register operations	1	2	3	4	5
Computer programs	1	2	3	4	5
Handicapping	1	2	3	4	5
History of golf	1	2	3	4	5
Preparing for interviews	1	2	3	4	5
Scheduling	1	2	3	4	5
Sports (golf) psychology	1	2	3	4	5
Tournaments and banquets	1	2	3	4	5

Q#13: Are there any marketing-related activities, programs, or courses that would have better prepared you for your career but were unavailable when you attended New Mexico State?

Yes 1
No 2

If "Yes," which activities, programs, or courses? **(WRITE YOUR ANSWER BELOW.)**

Q#14: How strongly do you agree with the following statement?

PGM students should have a separate program limited to golf-related courses.

Strongly agree 1 Somewhat disagree 4
Somewhat agree 2 Strongly disagree 5
Neither agree nor disagree . . 3

Finally, we would like to ask you a few personal questions. We will use these questions to group your answers with those of similar people. Rest assured that your answers are anonymous and confidential.

Q#15: In what year did you (or will you) receive your undergraduate degree?
(WRITE YOUR ANSWER HERE) _____

Q#16: Did you pursue graduate studies after you received your degree from New Mexico State University?

Yes 1
No 2

If "Yes," did you receive a graduate degree?

Yes 1
No 2

If "Yes," from which school?
(WRITE YOUR ANSWER HERE) . . . _____

Q#17: What was your overall Grade Point Average at New Mexico State University? **(WRITE YOUR ANSWER HERE)** _____

Q#18: From your junior year onward, would you describe yourself more as a full-time student or a part-time student?

Full-time student 1
Part-time student 2

Q#19: On average, how many credits did you carry during a typical semester?

0 to 3	1	13 to 15	5
4 to 6	2	16 to 18	6
7 to 9	3	19 or more	7
10 to 12	4		

Q#20: In an average week, how much out-of-class time did you spend on course work?

Less than 5	1	21 to 25	5
5 to 10	2	26 to 30	6
11 to 15	3	30 or more	7
16 to 20	4		

Q#21: What is your current job title? **(WRITE YOUR ANSWER BELOW.)**

Q#22: What is the name of your current employer? **(WRITE YOUR ANSWER BELOW.)**

Q#23: What is your home zip code? **(WRITE YOUR ANSWER HERE.)** _____

Q#24: In what year were you born? **(WRITE YOUR ANSWER HERE.)** _____

Q#25: What is your race?

Asian	1	White	4
Black	2	Other	5
Hispanic	3	Do not wish to answer	6

Q#26: Which income range best describes your personal, as opposed to household, annual income?

Less than \$15,000	1
Between \$15,000 and \$20,000	2
Between \$21,000 and \$25,000	3
Between \$26,000 and \$30,000	4
Between \$31,000 and \$35,000	5
Between \$36,000 and \$40,000	6
More than \$40,000	7
Do not wish to answer	8

Q#27: What is your gender?

Male	1
Female	2

We, the department of marketing at NMSU, really appreciate the time and effort that you spent in completing this questionnaire. Thank you for your cooperation.