

Service-Learning Student Survey- Marketing 100s

The purpose of the following survey is to obtain your thoughts regarding the service-learning assignment you completed for this course. There are no right or wrong answers. Answer each question based on your own experience. The information will be treated as confidential and has no bearing on the grade you receive for this assignment. **Use the back of this page for any written comments** you wish to make about the assignment. Respond to each statement on the Scantron using the following scale:

A = Strongly Agree B = Agree C = Neutral D = Disagree E = Strongly Disagree

Career related outcomes - *The service-learning assignment:*

1. Made me more aware of possible career opportunities in the non-profit sector.
2. Made me more aware of how volunteering can benefit my career or the business where I work.
3. Will make me more marketable when I graduate.

Academic outcomes (Knowledge and Skills)- *The service-learning assignment:*

4. Helped me to better understand the concepts of marketing.
5. Should be used in more classes at our business school
6. Enhanced my leadership skills.
7. Enhanced my ability to communicate my ideas in a real world context.
8. Helped me to see how marketing can be used in everyday life.
9. Was a better way for me to learn about marketing than completing a traditional research project.

Personal development outcomes - *The service-learning assignment:*

10. Enhanced my understanding of people, in general.
11. Enabled me to learn more about diversity.
12. Helped me to define some of my personal strengths and weaknesses.
13. Helped me to become comfortable working with cultures/social groups other than my own.
14. Helped me to become more aware of my own biases and prejudices.
15. Had a positive effect on my self esteem.

Civic responsibility outcomes

16. The service-learning assignment showed me how I can become more involved in my community.
17. I was already volunteering in my community before taking this course.
18. This assignment helped me become more aware of the needs in my community.
19. I intend to continue performing service at the agency I worked at for this assignment.
20. I feel that the work I did made a contribution to the organization I served.
21. I probably will continue to volunteer some where in the community after this course.

(Continued)

22. On your service-learning assignment, did you work with others in a team to complete the assignment or did you work individually?

- A. Team B. Individual

Please provide us with the following demographic information about yourself:

23. Gender

- A. Male B. Female

24. Age Group

- A. Under 21 D. 31-35
B. 21-25 E. Over 35
C. 26-30

25. Ethnic Group

- A. Caucasian/White D. Hispanic
B. African American E. Other
C. Asian/Asian American

26. Academic major (Note: If your major does not appear, leave blank).

- A. Management (Including Human Resources Management and Entrepreneurship)
B. Marketing (Including Mass Communications/Journalism and Fashion Merchandising)
C. Information Systems
D. Accounting
E. Finance (Including International Business, Real Estate, and Legal Environment)

Use the following space to make suggestions about how this assignment might be improved.