

**ACT Student Opinion Survey Demographics
Marketing Majors**

	2000		2001		2002		2003		2004	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Age										
18 or Under		0.0%	2	11.8%	1	4.8%		0.0%	1	3.8%
19	3	11.5%	1	5.9%	1	4.8%	4	6.8%	5	19.2%
20	4	15.4%	7	41.2%	3	14.3%	5	8.5%	3	11.5%
21	8	30.8%	4	23.5%	9	42.9%	12	20.3%	4	15.4%
22	5	19.2%	2	11.8%	6	28.6%	25	42.4%	4	15.4%
23 to 25	4	15.4%		0.0%	1	4.8%	9	15.3%	7	26.9%
26 to 29	1	3.8%	1	5.9%		0.0%	2	3.4%	1	3.8%
30 to 39	1	3.8%		0.0%		0.0%	2	3.4%	1	3.8%
40 to 61		0.0%		0.0%		0.0%		0.0%		0.0%
62 or Over		0.0%		0.0%		0.0%		0.0%		0.0%
Total	26		17		21		59		26	
Race										
African American or Black	25	92.6%	17	100.0%	20	95.2%	53	89.8%	26	100.0%
Native American		0.0%		0.0%		0.0%		0.0%		0.0%
Caucasian or White	1	3.7%		0.0%		0.0%	1	1.7%		0.0%
Mexican		0.0%		0.0%		0.0%		0.0%		0.0%
Asian		0.0%		0.0%		0.0%		0.0%		0.0%
Hispanic		0.0%		0.0%		0.0%	1	1.7%		0.0%
Other		0.0%		0.0%	1	4.8%	2	3.4%		0.0%
I prefer not to respond.	1	3.7%		0.0%		0.0%	2	3.4%		0.0%
Total	27		17		21		59		26	
Class										
Freshman		0.0%	3	17.6%	2	9.5%	4	6.8%	5	19.2%
Sophomore	5	18.5%	5	29.4%		0.0%	5	8.5%	1	3.8%
Junior	1	3.7%	6	35.3%	5	23.8%	6	10.2%	7	26.9%
Senior	21	77.8%	3	17.6%	14	66.7%	44	74.6%	13	50.0%
Graduate or Professional Student		0.0%		0.0%		0.0%		0.0%		0.0%
Special Student		0.0%		0.0%		0.0%		0.0%		0.0%
Other/Unclassified		0.0%		0.0%		0.0%		0.0%		0.0%
Total	27		17		21		59		26	

**ACT Student Opinion Survey Demographics
Marketing Majors**

	2000		2001		2002		2003		2004	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Purpose										
No Definite Purpose in Mind	1	3.7%	1	5.9%		0.0%		0.0%	1	3.8%
To Take a Few Job-Related Courses		0.0%	1	5.9%		0.0%		0.0%		0.0%
To Take a Few Courses for Self-Improvement		0.0%		0.0%		0.0%	1	1.7%		0.0%
To Take Courses Necessary for Transferring to Another College		0.0%		0.0%		0.0%		0.0%		0.0%
To Obtain or Maintain a Certification		0.0%		0.0%		0.0%	1	1.7%		0.0%
To Complete a Vocational/Technical Program		0.0%		0.0%		0.0%		0.0%		0.0%
To Obtain an Associate Degree		0.0%		0.0%		0.0%	2	3.4%	1	3.8%
To Obtain a Bachelor's Degree	24	88.9%	13	76.5%	21	100.0%	54	91.5%	22	84.6%
To Obtain a Master's Degree	2	7.4%	1	5.9%		0.0%		0.0%	1	3.8%
To Obtain a Doctorate or Professional Degree		0.0%	1	5.9%		0.0%	1	1.7%	1	3.8%
Total	27		17		21		59		26	
Sex										
Male	9	34.6%	9	52.9%	12	57.1%	30	50.8%	13	50.0%
Female	17	65.4%	8	47.1%	9	42.9%	29	49.2%	13	50.0%
Total	26		17		21		59		26	
Marital Status										
Unmarried	25	92.6%	17	100.0%	19	90.5%	55	93.2%	25	96.2%
Married	2	7.4%		0.0%	2	9.5%	4	6.8%	1	3.8%
Separated		0.0%		0.0%		0.0%		0.0%		0.0%
Prefer not to respond.		0.0%		0.0%		0.0%		0.0%		0.0%
Total	27		17		21		59		26	
Hours Employed										
0 or Only Occasional Jobs	11	40.7%	6	35.3%	7	33.3%	26	44.1%	8	30.8%
1 to 10	1	3.7%		0.0%	3	14.3%	1	1.7%	3	11.5%
11 to 20	6	22.2%	5	29.4%	5	23.8%	12	20.3%	7	26.9%
21 to 30	8	29.6%	3	17.6%	3	14.3%	14	23.7%	2	7.7%
31 to 40	1	3.7%	3	17.6%	3	14.3%	6	10.2%	6	23.1%
Over 40		0.0%		0.0%		0.0%		0.0%		0.0%
Total	27		17		21		59		26	

**ACT Student Opinion Survey Demographics
Marketing Majors**

	2000		2001		2002		2003		2004	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Enrollment Status										
Full-time	26	96.3%	17	100.0%	21	100.0%	58	98.3%	26	100.0%
Part-time	1	3.7%		0.0%		0.0%	1	1.7%		0.0%
Total	27		17		21		59		26	
Residence										
In-State	23	85.2%	13	76.5%	14	66.7%	46	78.0%	19	73.1%
Out-of-State	3	11.1%	4	23.5%	7	33.3%	12	20.3%	7	26.9%
International	1	3.7%		0.0%		0.0%	1	1.7%		0.0%
Total	27		17		21		59		26	
Prior School Type										
High School	19	70.4%	15	88.2%	18	85.7%	49	83.1%	25	96.2%
Vocational/Technical School	2	7.4%		0.0%		0.0%	1	1.7%		0.0%
2-Year College	4	14.8%	1	5.9%	1	4.8%	2	3.4%		0.0%
4-Year College or University	2	7.4%	1	5.9%	2	9.5%	4	6.8%	1	3.8%
Graduate/Professional College		0.0%		0.0%		0.0%		0.0%		0.0%
Other		0.0%		0.0%		0.0%	3	5.1%		0.0%
Total	27		17		21		59		26	
Current Residence Type										
College Residence Hall	9	33.3%	4	23.5%	6	28.6%	22	37.3%	12	46.2%
Fraternity or Sorority House		0.0%		0.0%		0.0%		0.0%		0.0%
College Married Student Housing		0.0%		0.0%		0.0%		0.0%		0.0%
Off-Campus Room or Apartment	11	40.7%	7	41.2%	8	38.1%	17	28.8%	7	26.9%
Home of Parents or Relatives	5	18.5%	5	29.4%	6	28.6%	16	27.1%	6	23.1%
Own Home	1	3.7%	1	5.9%	1	4.8%	4	6.8%	1	3.8%
Other	1	3.7%		0.0%		0.0%		0.0%		0.0%
Total	27		17		21		59		26	
Financial Aid										
Yes	20	74.1%	13	76.5%	17	81.0%	50	84.7%	21	80.8%
No	7	25.9%	4	23.5%	4	19.0%	9	15.3%	5	19.2%
Total	27		17		21		59		26	

**ACT Student Opinion Survey
Use of College Services
Marketing Majors**

Use of Service

Year	<i>Not Available</i>		<i>Not Used</i>		<i>Used</i>		Total
	Count	Percent	Count	Percent	Count	Percent	
1. Academic Advising Services							
2000		0.0%	1	4.0%	24	96.0%	25
2001		0.0%	2	11.8%	15	88.2%	17
2002		0.0%		0.0%	16	100.0%	16
2003		0.0%	6	11.3%	47	88.7%	53
2004		0.0%	6	27.3%	16	72.7%	22
9. College-Sponsored tutorial services							
2000		0.0%	19	82.6%	4	17.4%	23
2001		0.0%	14	82.4%	3	17.6%	17
2002		0.0%	12	80.0%	3	20.0%	15
2003	3	5.3%	38	66.7%	16	28.1%	57
2004	1	4.5%	11	50.0%	10	45.5%	22
14. College-sponsored social activities							
2000		0.0%	4	16.7%	20	83.3%	24
2001		0.0%	2	11.8%	15	88.2%	17
2002		0.0%	5	31.3%	11	68.8%	16
2003	1	1.9%	14	25.9%	39	72.2%	54
2004		0.0%	4	18.2%	18	81.8%	22

**ACT Student Opinion Survey
Satisfaction with College Services
Marketing Majors**

Satisfaction with Service

5 = Very Satisfied 4 = Satisfied 3 = Neutral 2 = Dissatisfied 1 = Very Dissatisfied

Year	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Total	Average	SD
1. Academic Advising Services													
2000	7	30.4%	8	34.8%	2	8.7%	5	21.7%	1	4.3%	23	3.7	1.3
2001		0.0%	7	46.7%	5	33.3%	3	20.0%		0.0%	15	3.3	0.8
2002	2	12.5%	8	50.0%	3	18.8%	3	18.8%		0.0%	16	3.6	1.0
2003	5	10.6%	28	59.6%	10	21.3%	3	6.4%	1	2.1%	47	3.7	0.8
2004		0.0%	6	37.5%	5	31.3%	5	31.3%		0.0%	16	3.1	0.9
9. College-Sponsored tutorial services													
2000	2	50.0%	1	25.0%		0.0%		0.0%	1	25.0%	4	3.8	1.9
2001		0.0%	3	100.0%		0.0%		0.0%		0.0%	3	4.0	0.0
2002		0.0%	1	33.3%	2	66.7%		0.0%		0.0%	3	3.3	0.6
2003	1	6.7%	8	53.3%	6	40.0%		0.0%		0.0%	15	3.7	0.6
2004	1	10.0%	3	30.0%	4	40.0%	2	20.0%		0.0%	10	3.3	0.9
14. College-sponsored social activities													
2000	8	42.1%	10	52.6%	1	5.3%		0.0%		0.0%	19	4.4	0.6
2001	2	13.3%	13	86.7%		0.0%		0.0%		0.0%	15	4.1	0.4
2002	1	9.1%	9	81.8%	1	9.1%		0.0%		0.0%	11	4.0	0.4
2003	7	17.9%	21	53.8%	11	28.2%		0.0%		0.0%	39	3.9	0.7
2004	4	22.2%	8	44.4%	6	33.3%		0.0%		0.0%	18	3.9	0.8

**ACT Student Opinion Survey
Satisfaction with College Environment
Marketing Majors**

	5 = Very Satisfied		4 = Satisfied		3 = Neutral		2 = Dissatisfied		1 = Very Dissatisfied		Total	Average	SD
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent			
1. Testing/grading system													
2000	7	25.9%	16	59.3%	2	7.4%	2	7.4%		0.0%	27	4.0	0.8
2001		0.0%	13	76.5%	3	17.6%	1	5.9%		0.0%	17	3.7	0.6
2002	3	14.3%	13	61.9%	4	19.0%	1	4.8%		0.0%	21	3.9	0.7
2003	6	10.2%	39	66.1%	11	18.6%	2	3.4%	1	1.7%	59	3.8	0.7
2004	4	15.4%	16	61.5%	4	15.4%	2	7.7%		0.0%	26	3.8	0.8
2. Course content in your major field													
2000	9	34.6%	14	53.8%	3	11.5%		0.0%		0.0%	26	4.2	0.7
2001	1	5.9%	9	52.9%	5	29.4%	2	11.8%		0.0%	17	3.5	0.8
2002	3	14.3%	11	52.4%	6	28.6%	1	4.8%		0.0%	21	3.8	0.8
2003	9	15.3%	33	55.9%	11	18.6%	4	6.8%	2	3.4%	59	3.7	0.9
2004	4	15.4%	15	57.7%	4	15.4%	3	11.5%		0.0%	26	3.8	0.9
3. Instruction in your major field													
2000	10	37.0%	14	51.9%	2	7.4%	1	3.7%		0.0%	27	4.2	0.8
2001	1	5.9%	8	47.1%	5	29.4%	3	17.6%		0.0%	17	3.4	0.9
2002	3	14.3%	14	66.7%	3	14.3%	1	4.8%		0.0%	21	3.9	0.7
2003	8	13.8%	33	56.9%	13	22.4%	3	5.2%	1	1.7%	58	3.8	0.8
2004	4	15.4%	14	53.8%	3	11.5%	4	15.4%	1	3.8%	26	3.6	1.1
4. Out-of-class availability of your instructors													
2000	9	33.3%	10	37.0%	5	18.5%	3	11.1%		0.0%	27	3.9	1.0
2001		0.0%	9	52.9%	5	29.4%	3	17.6%		0.0%	17	3.4	0.8
2002	4	19.0%	12	57.1%	3	14.3%	2	9.5%		0.0%	21	3.9	0.9
2003	7	11.9%	33	55.9%	16	27.1%	3	5.1%		0.0%	59	3.7	0.7
2004	1	3.8%	12	46.2%	9	34.6%	3	11.5%	1	3.8%	26	3.3	0.9
5. Attitude of the faculty toward students													
2000	4	14.8%	10	37.0%	11	40.7%	1	3.7%	1	3.7%	27	3.6	0.9
2001		0.0%	4	23.5%	9	52.9%	3	17.6%	1	5.9%	17	2.9	0.8
2002	4	20.0%	7	35.0%	4	20.0%	4	20.0%	1	5.0%	20	3.5	1.2
2003	3	5.1%	26	44.1%	22	37.3%	5	8.5%	3	5.1%	59	3.4	0.9
2004	1	3.8%	9	34.6%	7	26.9%	7	26.9%	2	7.7%	26	3.0	1.1

ACT Student Opinion Survey
Satisfaction with College Environment
Marketing Majors

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6. Variety of courses offered at this college

Year	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Total	Average	SD
2000	3	11.5%	15	57.7%	3	11.5%	3	11.5%	2	7.7%	26	3.5	1.1
2001	1	5.9%	7	41.2%	5	29.4%	3	17.6%	1	5.9%	17	3.2	1.0
2002	2	9.5%	5	23.8%	8	38.1%	5	23.8%	1	4.8%	21	3.1	1.0
2003	4	6.8%	26	44.1%	15	25.4%	14	23.7%		0.0%	59	3.3	0.9
2004	1	3.8%	9	34.6%	10	38.5%	5	19.2%	1	3.8%	26	3.2	0.9

7. Class size relative to the type of course

2000	9	34.6%	17	65.4%		0.0%		0.0%		0.0%	26	4.3	0.5
2001	2	11.8%	11	64.7%	3	17.6%	1	5.9%		0.0%	17	3.8	0.7
2002	3	14.3%	16	76.2%	2	9.5%		0.0%		0.0%	21	4.0	0.5
2003	6	10.3%	32	55.2%	15	25.9%	4	6.9%	1	1.7%	58	3.7	0.8
2004	6	23.1%	13	50.0%	5	19.2%	2	7.7%		0.0%	26	3.9	0.9

8. Flexibility to design your own program of study

2000	3	11.5%	14	53.8%	5	19.2%	3	11.5%	1	3.8%	26	3.6	1.0
2001		0.0%	9	56.3%	6	37.5%		0.0%	1	6.3%	16	3.4	0.8
2002	2	10.0%	11	55.0%	3	15.0%	2	10.0%	2	10.0%	20	3.5	1.1
2003	4	7.5%	25	47.2%	17	32.1%	5	9.4%	2	3.8%	53	3.5	0.9
2004	2	8.3%	6	25.0%	12	50.0%	4	16.7%		0.0%	24	3.3	0.8

9. Availability of your advisor

2000	7	25.9%	13	48.1%	4	14.8%	1	3.7%	2	7.4%	27	3.8	1.1
2001		0.0%	5	29.4%	5	29.4%	6	35.3%	1	5.9%	17	2.8	1.0
2002	3	14.3%	10	47.6%	6	28.6%	2	9.5%		0.0%	21	3.7	0.9
2003	7	12.1%	32	55.2%	12	20.7%	6	10.3%	1	1.7%	58	3.7	0.9
2004	2	7.7%	10	38.5%	11	42.3%	3	11.5%		0.0%	26	3.4	0.8

10. Value of the information provided by your advisor

2000	7	25.9%	13	48.1%	3	11.1%	2	7.4%	2	7.4%	27	3.8	1.2
2001		0.0%	8	47.1%	6	35.3%	3	17.6%		0.0%	17	3.3	0.8
2002	3	14.3%	12	57.1%	5	23.8%	1	4.8%		0.0%	21	3.8	0.7
2003	7	12.1%	33	56.9%	14	24.1%	3	5.2%	1	1.7%	58	3.7	0.8
2004	2	7.7%	12	46.2%	8	30.8%	4	15.4%		0.0%	26	3.5	0.9

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Satisfaction with College Environment
Marketing Majors**

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Year	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Total	Average	SD
11. Preparation you are receiving for your future occupation													
2000	5	19.2%	11	42.3%	9	34.6%	1	3.8%		0.0%	26	3.8	0.8
2001		0.0%	8	47.1%	7	41.2%	2	11.8%		0.0%	17	3.4	0.7
2002	3	15.0%	8	40.0%	6	30.0%	2	10.0%	1	5.0%	20	3.5	1.1
2003	10	16.9%	25	42.4%	22	37.3%	2	3.4%		0.0%	59	3.7	0.8
2004	3	11.5%	11	42.3%	7	26.9%	3	11.5%	2	7.7%	26	3.4	1.1
22. Classroom facilities													
2000	2	7.7%	14	53.8%	3	11.5%	6	23.1%	1	3.8%	26	3.4	1.1
2001		0.0%	6	35.3%	6	35.3%	5	29.4%		0.0%	17	3.1	0.8
2002	1	4.8%	7	33.3%	8	38.1%	4	19.0%	1	4.8%	21	3.1	1.0
2003		0.0%	22	37.3%	16	27.1%	17	28.8%	4	6.8%	59	2.9	1.0
2004	1	3.8%	12	46.2%	8	30.8%	3	11.5%	2	7.7%	26	3.3	1.0
23. Laboratory facilities													
2000	2	8.0%	12	48.0%	6	24.0%	3	12.0%	2	8.0%	25	3.4	1.1
2001		0.0%	5	31.3%	7	43.8%	3	18.8%	1	6.3%	16	3.0	0.9
2002		0.0%	8	40.0%	8	40.0%	3	15.0%	1	5.0%	20	3.2	0.9
2003		0.0%	18	33.3%	17	31.5%	13	24.1%	6	11.1%	54	2.9	1.0
2004	1	4.0%	9	36.0%	10	40.0%	3	12.0%	2	8.0%	25	3.2	1.0
31. Availability of the courses you want at times you can take them													
2000	2	7.7%	9	34.6%	6	23.1%	7	26.9%	2	7.7%	26	3.1	1.1
2001		0.0%	3	17.6%	4	23.5%	4	23.5%	6	35.3%	17	2.2	1.1
2002	2	9.5%	6	28.6%	6	28.6%	7	33.3%		0.0%	21	3.1	1.0
2003	1	1.7%	22	37.9%	11	19.0%	15	25.9%	9	15.5%	58	2.8	1.2
2004	1	3.8%	6	23.1%	8	30.8%	8	30.8%	3	11.5%	26	2.8	1.1
35. Attitude of the college nonteaching staff toward students													
2000	4	16.0%	8	32.0%	7	28.0%	2	8.0%	4	16.0%	25	3.2	1.3
2001		0.0%	3	18.8%	8	50.0%	3	18.8%	2	12.5%	16	2.8	0.9
2002		0.0%	7	33.3%	6	28.6%	4	19.0%	4	19.0%	21	2.8	1.1
2003	1	1.8%	16	28.1%	20	35.1%	12	21.1%	8	14.0%	57	2.8	1.1
2004		0.0%	7	26.9%	10	38.5%	7	26.9%	2	7.7%	26	2.8	0.9
42. This college in general													
2000	4	15.4%	16	61.5%	2	7.7%	3	11.5%	1	3.8%	26	3.7	1.0
2001	2	11.8%	10	58.8%	3	17.6%	2	11.8%		0.0%	17	3.7	0.8
2002	1	4.8%	9	42.9%	10	47.6%		0.0%	1	4.8%	21	3.4	0.8
2003	6	10.3%	29	50.0%	20	34.5%	1	1.7%	2	3.4%	58	3.6	0.8
2004	1	3.8%	19	73.1%	5	19.2%	1	3.8%		0.0%	26	3.8	0.6

**ACT Student Opinion Survey
Louisiana Instructor Questions
Marketing Majors**

Year	<i>All of them know me well.</i>		<i>Many of them know me well.</i>		<i>Some know me well and some do not.</i>		<i>Only a few of them know me well.</i>		<i>None of them know me well.</i>		Total
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
2000*											
2001	1	7.7%	6	46.2%	5	38.5%	1	7.7%		0.0%	13
2002	3	15.0%	8	40.0%	9	45.0%		0.0%		0.0%	20
2003	4	12.5%	13	40.6%	10	31.3%	2	6.3%	3	9.4%	32
2004	4	18.2%	3	13.6%	8	36.4%	3	13.6%	4	18.2%	22

7. How well do instructors in your program know you?

Year	<i>Very Good</i>		<i>Good</i>		<i>Average</i>		<i>Poor</i>		<i>Very Poor</i>		Total
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	
2000*											
2001	1	7.7%	7	53.8%	5	38.5%		0.0%		0.0%	13
2002	1	5.0%	6	30.0%	12	60.0%	1	5.0%		0.0%	20
2003	8	25.8%	13	41.9%	10	32.3%		0.0%		0.0%	31
2004	1	4.8%	15	71.4%	4	19.0%	1	4.8%		0.0%	21

*Less than 10 students responded to this question in this year.