Program Overview (3 year average) - BC Diploma, Associate Degree and Certificate Student Outcomes

Marketing Management (Digital Marketing and Brand Strategy Option)_642A_DIPMA

Survey Year

2023 2024 2025

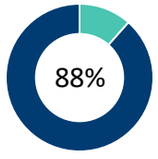
Graduating Year

2022	2023	2024

Eligible Students	**174**
Respondents	**59**
Response Rate	**34%**

Employment Outcomes

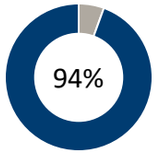
Employment Rate



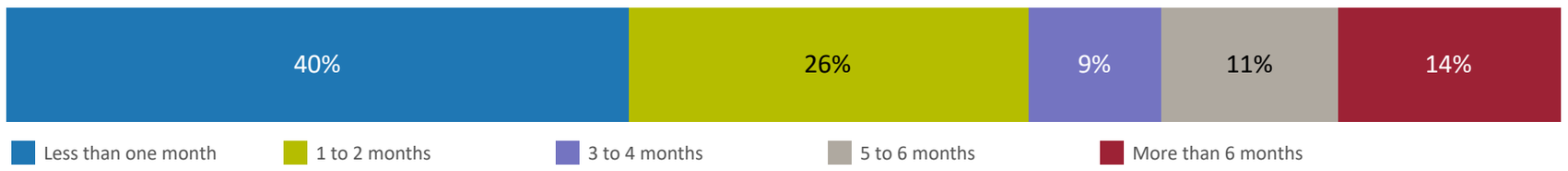
Those who responded were working and in labour force.

How useful was your program in getting your (main) job?

(obtained after studies)
rated very or somewhat useful



How long did it take you to find your program-related job?



Average hourly wage of those in training related job (main job)

$24

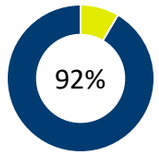
Education Outcomes

85%

of graduates were very satisfed or satisfied with their education

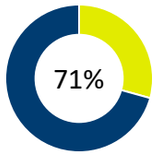
Aspects of Program

Quality of Instruction
rated very good, good, and adequate



Aspects of Courses

Covering topics relevant to field
rated very good or good



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When assessing a program, please consider researching other programs within the Post-Secondary Sector, reaching out to those within that industry and connecting with current students in the selected program.
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A Summary of Survey Results (3 year average) - BC Diploma, Associate Degree and Certificate Student Outcomes

Survey Year
2023 2024 2025

Program:
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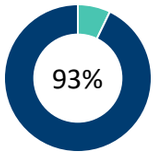
Employment Outcomes

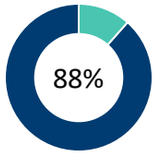
Eligible Students	174
Respondents	59
Response Rate	34%

In Labour Force



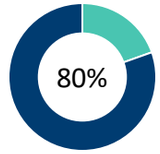
Those who responded were employed as well as looking and available for work at time of survey.

Employment Rate



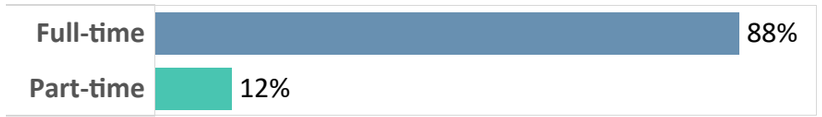
Those who responded were working and in labour force.

Employed in training-related job



Those who responded were currently employed at a job or business at time of survey.

Of those employed (in labour force):



How useful was your program in getting your (main) job?
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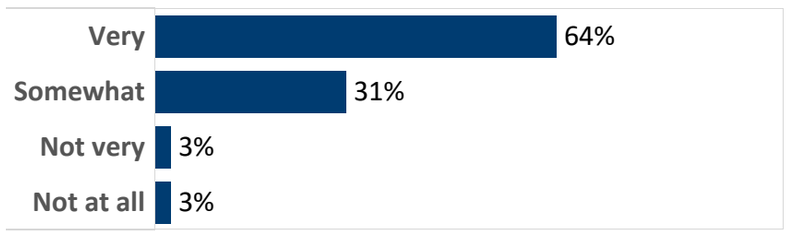

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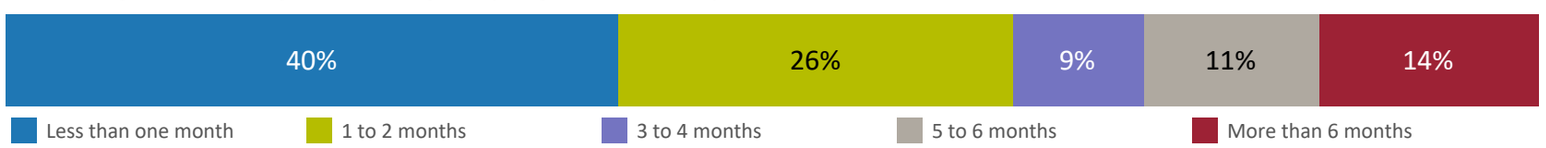

Top 5 Jobs Obtained Related to Program

		% of those employed in program related jobs	Median hourly wage (main job)
11202	Professional occupations in advertising, marketing and public relations	92%	$22
41402	Business development officers and market researchers and analysts	3%	$31
60010	Corporate sales managers	3%	$24
64409	Other customer and information services representatives	3%	$23

Average hourly wage of those in training related job (main job)

$24

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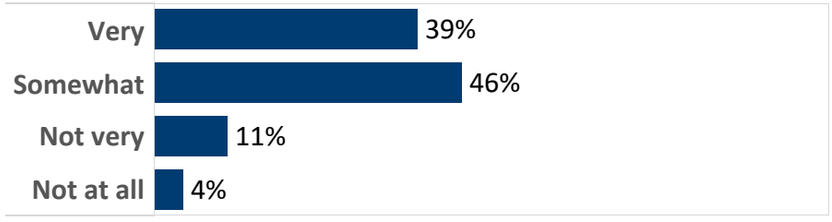
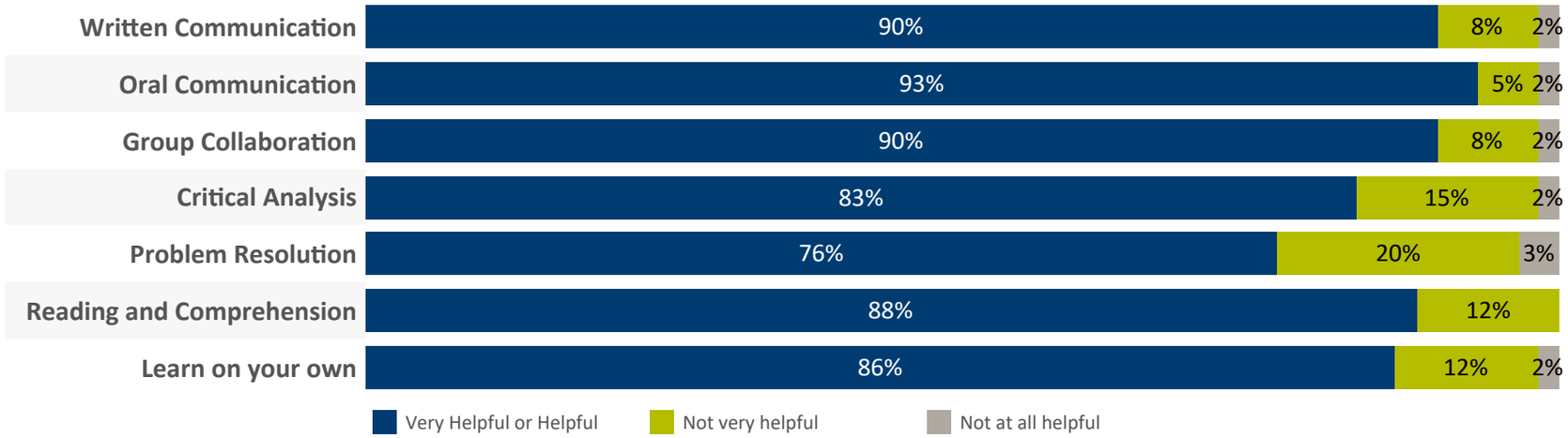
How useful were the knowledge and skills you gained in your program in performing your (main) job?

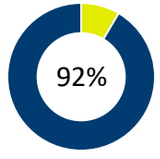


Skill Development How well are students prepared to:



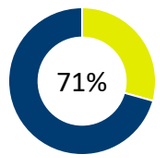
Aspects of Program

Quality of Instruction
rated very good, good, and adequate



Aspects of Courses

Covering topics relevant to field
rated very good or good



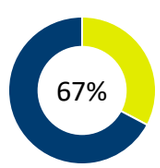
Aspects of Program

How did students rate:

Skill Development and Experience	Very Good or Good	Adequate	Poor or Very Poor
Quality of Instruction	64%	27%	8%
Amount of practical experience	75%	22%	3%
Organization of program	51%	29%	20%

Aspects of Courses

Covering standards used
rated very good or good



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2023 2024 2025

Graduating Year
2022 2023 2024

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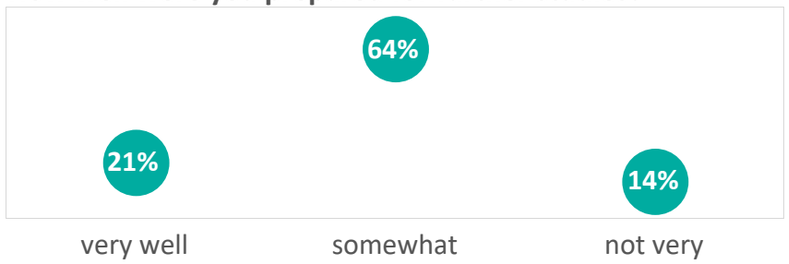
Further Studies

24%
are currently studying
on full-time or part-time bases
after completing program

25%
Have taken further studies
after completing program

How well were you prepared for further studies?



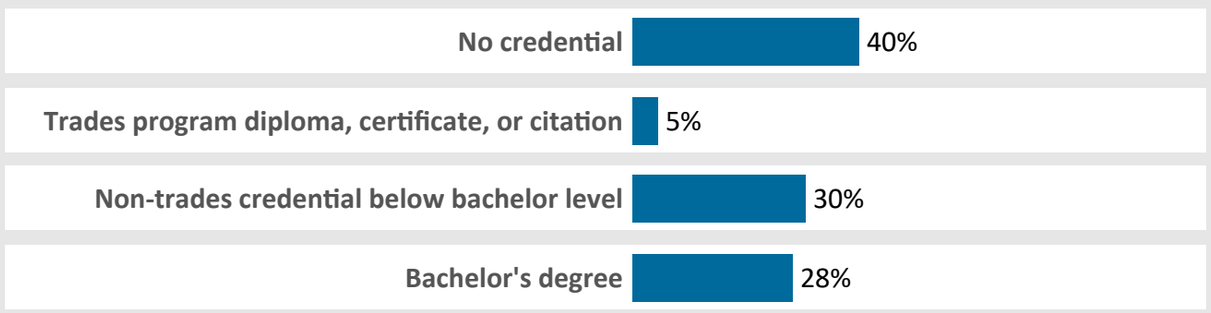
Where are you studying or where did you take further studies?
Top B.C. Public Post-Secondary Institutions

BCIT	93%
University of Victoria	7%

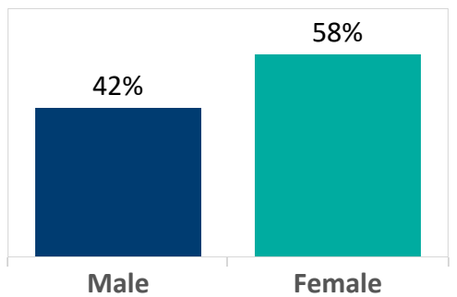
*Please note the methodology for above visual has been revised to improve data representation. Results may differ from those published in previous years.

Program Demographics

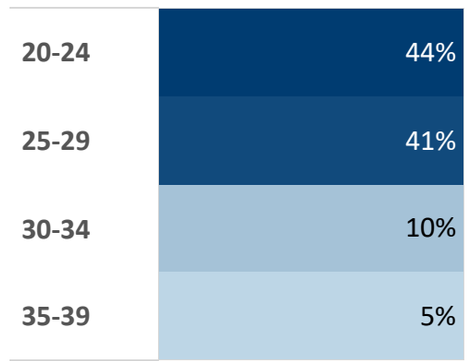
Of those respondents had taken previous post-secondary education:
Note: Credentials are based on those who had taken previous post-secondary education. Respondents could report more than one type of post-secondary credential.



Gender



Age



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Student Outcomes Reporting System (SORS)

This report was run by:
British Columbia Institute of Technology
This report was run on:
11/06/2025
This report shows data from:
Survey name: BC Diploma, Associate Degree, and Certificate Student Outcomes Survey (DACSO)
Survey year(s): 2023, 2024, 2025
Results are from previous **graduating years 2022 - 2024** and are subject to industry and occupational trends

About the DACSO survey:
The DACSO Survey is conducted annually from January to June, with funding from the ministry responsible for post-secondary education and B.C.'s public post-secondary institutions. The eligible cohort for the DACSO Survey consists of former students from public post-secondary institutions who have completed or nearly completed their diploma, associate degree, or certificate programs 9 to 20 months before the survey. The annual questionnaire is built on a set of core questions based on the major themes of the survey: employment outcomes, further education, ratings of programs, and student satisfaction. Please note the DACSO survey does not include trades foundation, trades-related vocational, apprenticeship, short certificate, baccalaureate, or developmental (Adult Basic Education, English as a Second Language, and Adult Special Education) programs.

Data Definitions:
Information provided through BC Student Outcomes
*** Please take caution when interpreting the results with a response count less than 30, as they may not be statistically valid.**
Eligible Students: Count of total graduates in program
Respondents: Former students who responded to the DACSO survey.
Response Rate: Percentage of survey respondents to all graduates surveyed.
Programs less than 8 respondents are excluded from Summary Outcomes individual program reports.
% In Labour Force: Respondents who were in the labour force. The labour force includes people who were employed as well as those who were looking and available for work at the time of the survey.
% Employment Rate:% Those who were working in labour market.
% Employed in training related job: Respondents that were currently employed in an occupation that was either "very" or "somewhat" related to their past training they took in program.
% Of those employed: (in labour force) Percent of respondents who were currently working in labour force full-time (30 hours or more per week), part-time (less than 30 hours per week), or unemployed and looking for work.
% How useful were the knowledge and skills you gained in your program in performing your job: Percent of respondents who felt the knowledge and skills gained from their program were "very", "somewhat", "not very" or "not at all" useful in performing their job.
% How useful was your program in getting your (main) job: Percent of respondents who felt their program was "very", "somewhat", "not very" or "not at all" useful in getting their job.
Average hourly wage of those in training related job (main job): Mean (average) hourly wage of those in training related job (main full-time or part-time job).
% Satisfied with Education: Percent of respondents who felt “very”, “satisfied”, "dissatisfied" or "very dissatisfied" with education received.
% How well students were prepared to: (Questions changed to a 4-point scale in 2015) - Respondents who felt skill development was applicable responded "very helpful" or "helpful", "not very helpful" or "not at all helpful" to the skills listed.
% Are currently studying: Percent of respondents that they were currently studying on a full-time or part-time basis.
% Have taken further studies since leaving program: Percent of respondents have taken any further studies since the last course at their institution.
% How well were you prepared for further studies after completing program: Percent of respondents who felt their further studies were related to their program and felt that they were "very well", "somewhat", "not very" or "not at all" prepared for further study due to the program.