

Diploma, Associate Degree, and Certificate Student Outcomes

Summary of Survey Results: 2021 to 2025



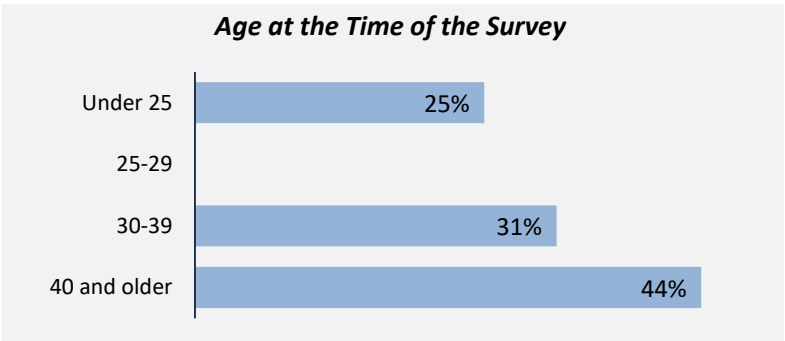
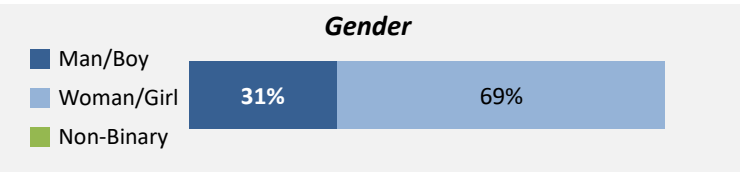
Applied filters:

CPC: VCC: Marketing Technology Diploma;

Cohort	52
Respondents	16
Response Rate	31%

Description of Survey Respondents

Demographics



Indigenous Identity

—

Based on domestic students only.

Median Age

38

Further Education

7%

took further studies after graduating from their program

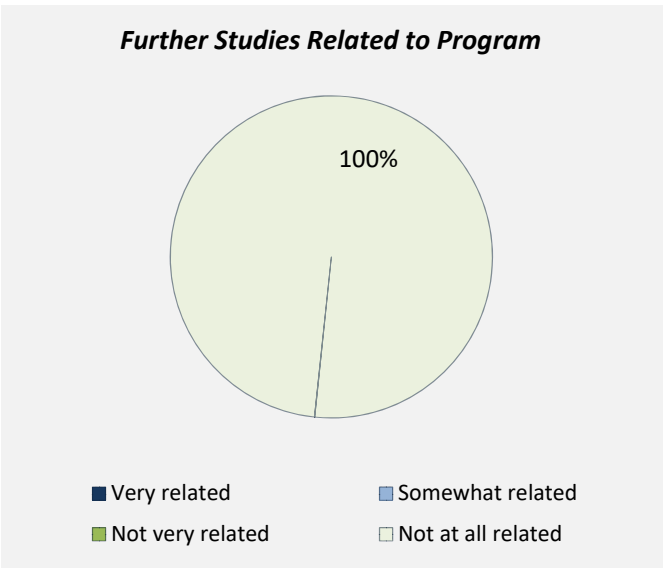
n = 1

100%

of those who had taken further studies said their program prepared them well

6%

of respondents were currently studying



Of those who took further studies at a different institution:

0%

expected transfer credit

n = 0

Of those who expected transfer credit:

—

Received transfer credit

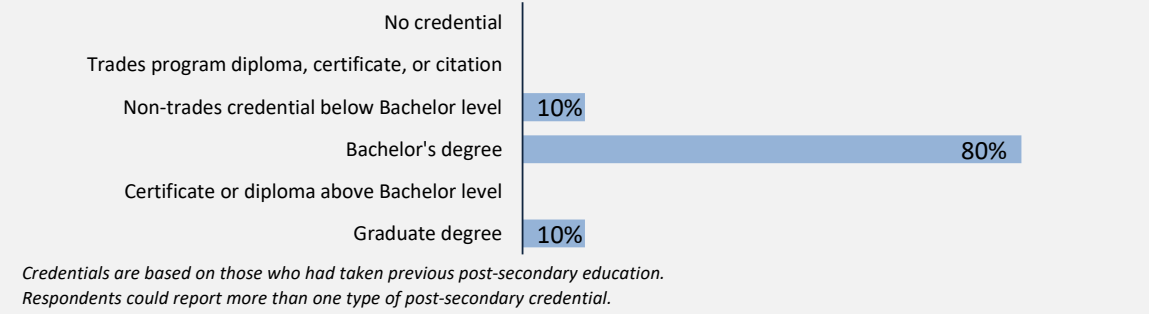
—

were very satisfied or satisfied with their transfer experience

Past Education

63% of respondents had taken previous post-secondary education

n = 10



Respondents were asked if they took ABE or ESL courses during or prior to their studies

Adult Basic Education

0%

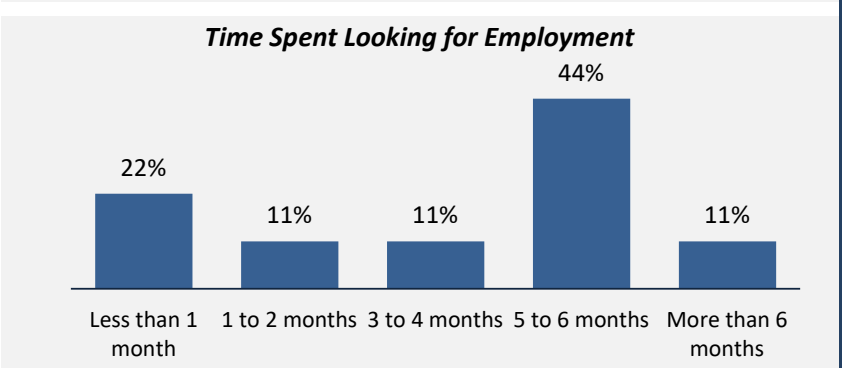
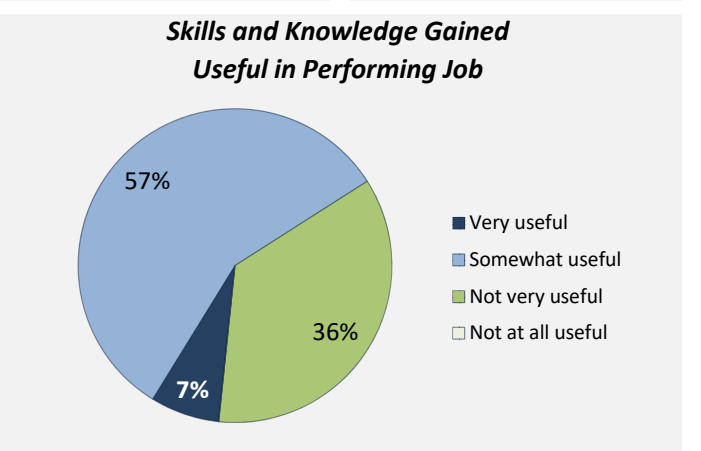
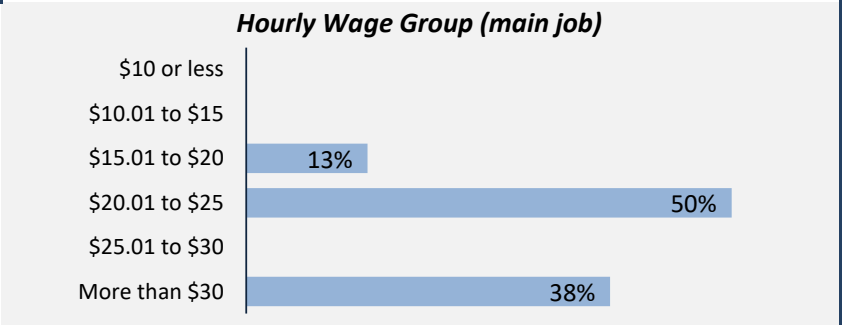
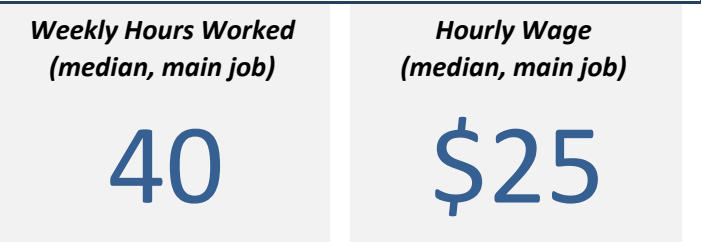
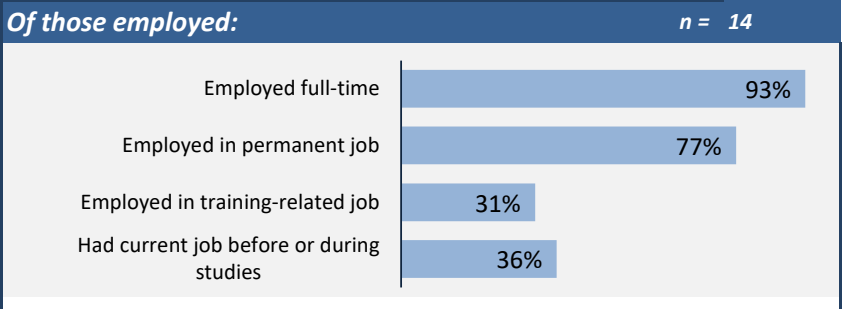
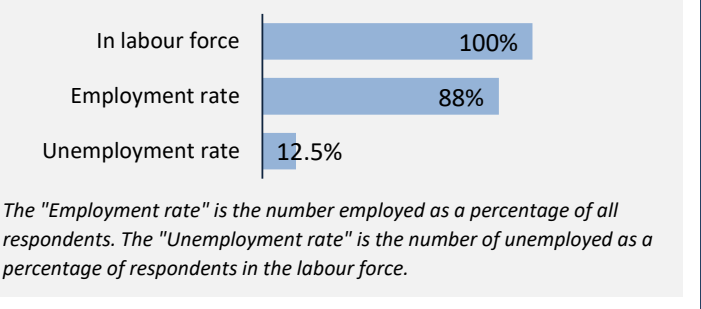
English as a Second Language

19%

Applied filters:
CPC: VCC: Marketing Technology Diploma;

Cohort 52
Respondents 16
Response Rate 31%

Employment Outcomes



Top Occupations (5-digit NOC)		
	# Employed	% of those employed
11202: Professional occupations in advertising, marketing and public relations	2	14%
64100: Retail salespersons and visual merchandisers	2	14%
13110: Administrative assistants	2	14%
13100: Administrative officers	1	7%
64409: Other customer and information services representatives	1	7%
64101: Sales and account representatives - wholesale trade (non-technical)	1	7%
72401: Heavy-duty equipment mechanics	1	7%
10022: Advertising, marketing and public relations managers	1	7%
XXXXX: Unclassified occupations	1	7%
41210: College and other vocational instructors	1	7%
Total of top occupations	13	93%
Total employed	14	

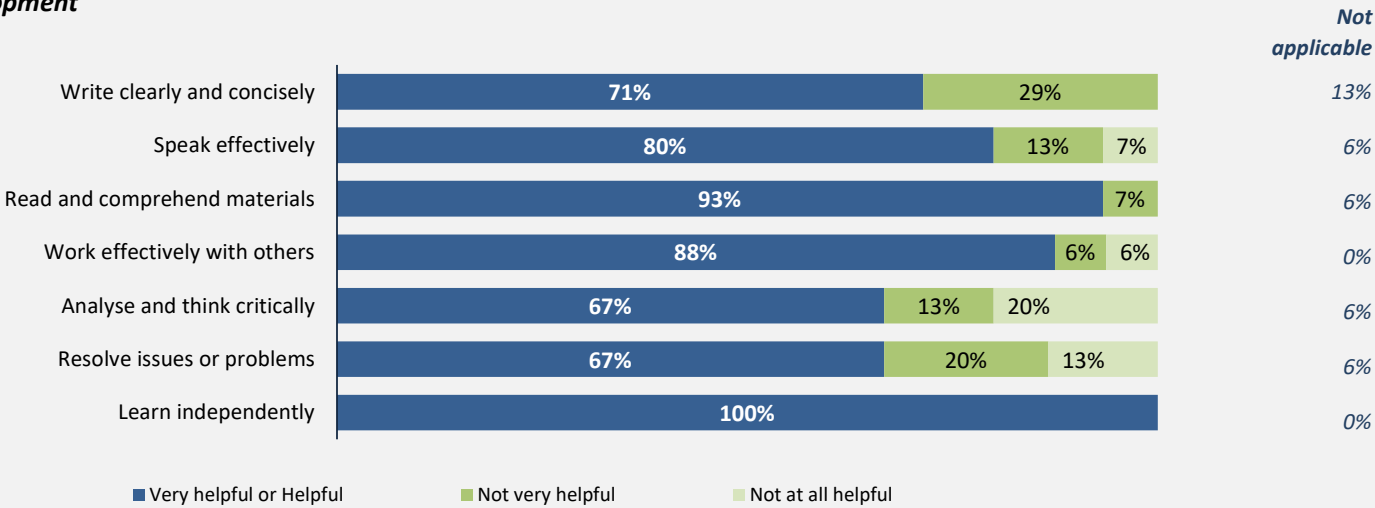
Applied filters:
CPC: VCC: Marketing Technology Diploma;

Cohort	52
Respondents	16
Response Rate	31%

Skill Development and Post-Secondary Experience

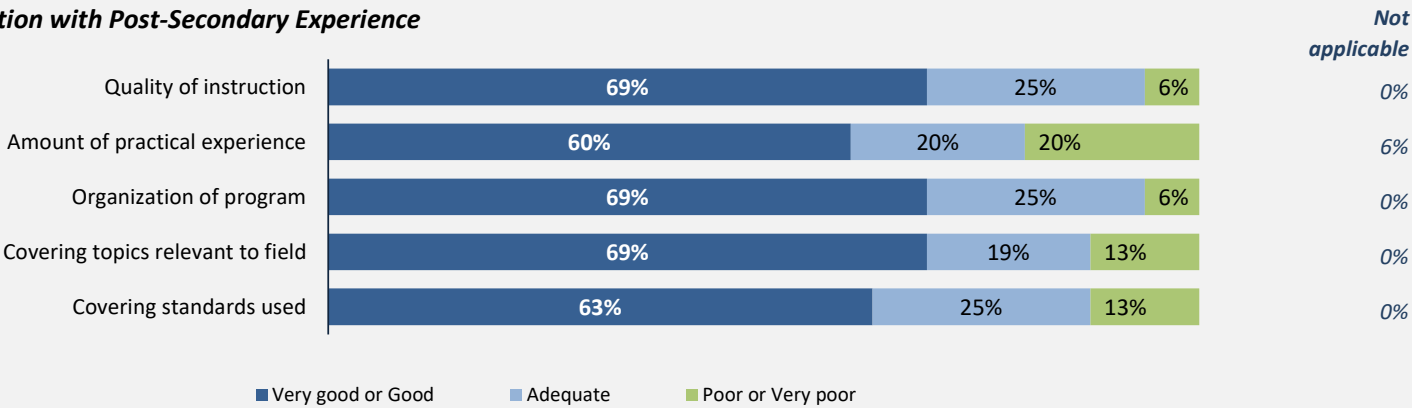
75% said they were very satisfied or satisfied with the education they received.

Skill Development



Percentages are based on those who gave a valid rating, excluding those who said Not applicable.

Satisfaction with Post-Secondary Experience



Percentages are based on those who gave a valid rating, excluding those who said Not applicable.