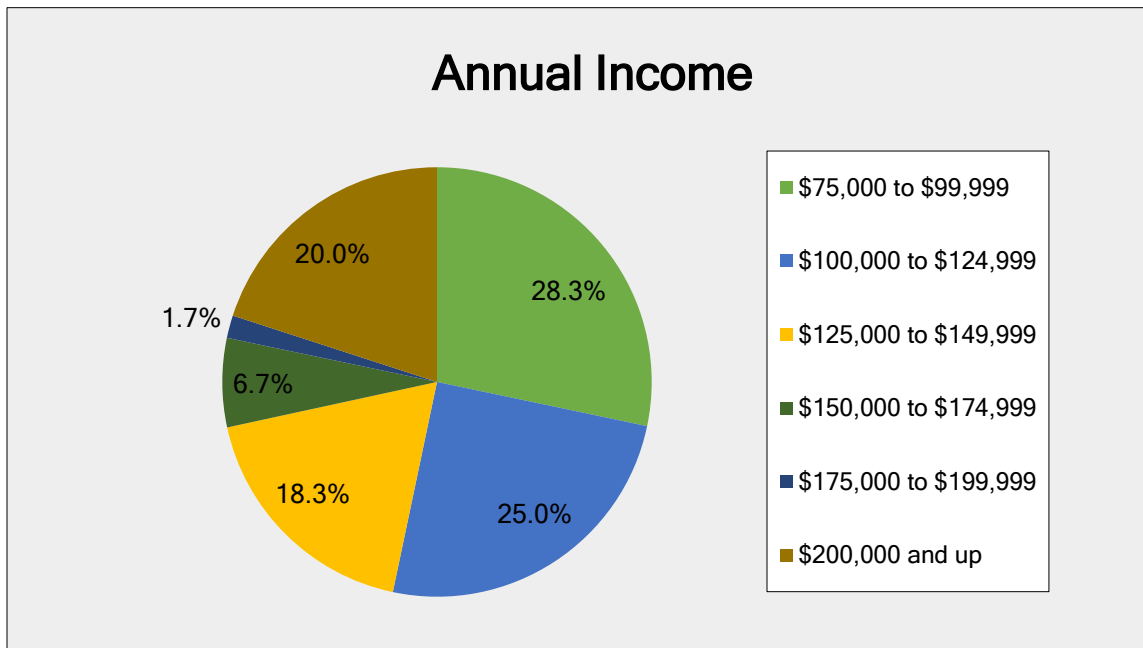


**N=311 / 320 (9 abandoned)**

**Profile:**

Answer Options	Response Percent
<18	0.0%
18 - 29	5.0%
30 - 44	90.0%
45 - 59	5.0%
60+	0.0%

Gender	
Answer Options	Response Percent
Female	47.0%
Male	53.0%



**Do you have hiring authority in your organization?**

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Yes	72.3%	225
No	27.7%	86
	<i>answered question</i>	<b>311</b>
	<i>skipped question</i>	<b>9</b>

**"My bachelor's degree is in Organizational Communication."**

Imagine that a job candidate said the above to you. Now answer the following questions.

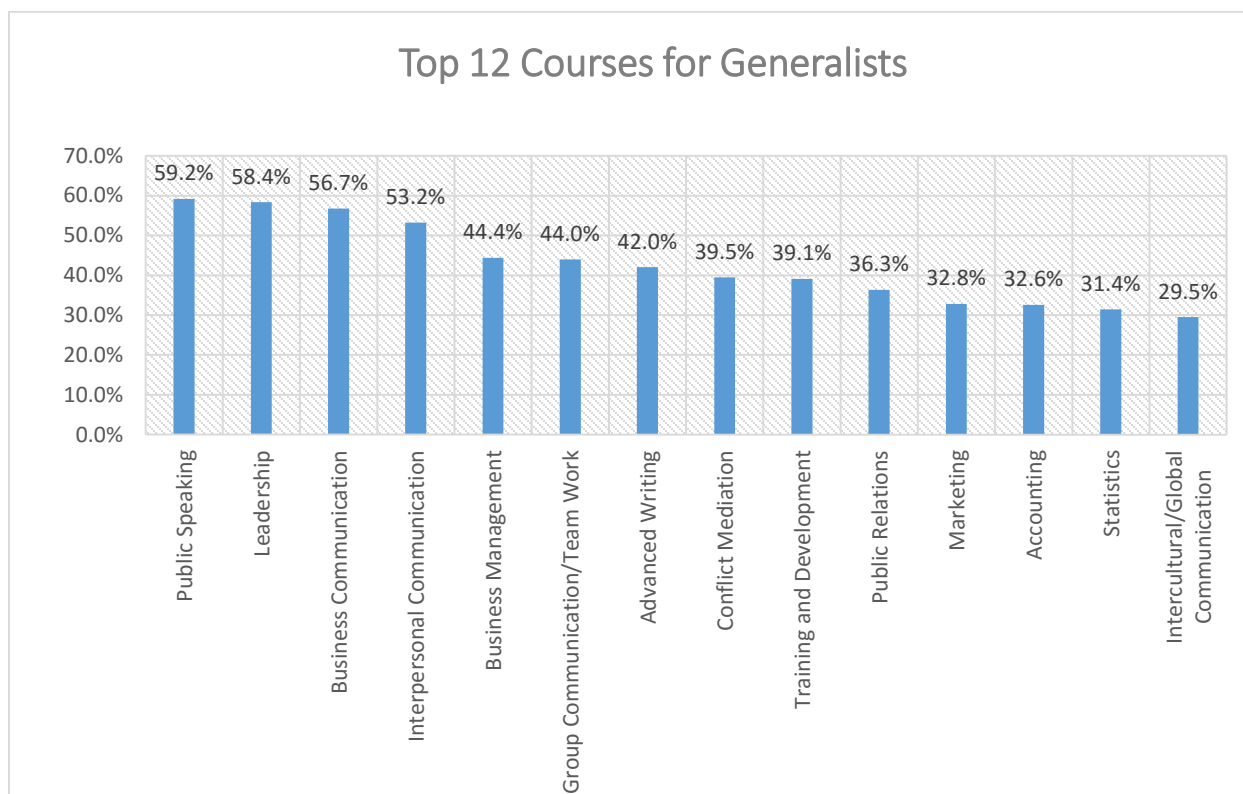
**Survey about professions - v3**

With a degree in Organizational Communication...				
Answer Options	Strongly disagree	Disagree	Agree	Strongly agree
a graduate will be employed within six months of graduation.	9.31%	37.59%	47.93%	5.17%
a graduate would be more employable with a degree in sociology.	12.41%	55.17%	27.24%	5.17%
a graduate would be more employable with a degree in psychology.	11.72%	48.97%	32.41%	7.24%
a graduate would be more employable with a degree in business administration.	5.17%	16.55%	57.24%	21.03%
a graduate would be more employable with a degree in human resources management.	5.52%	24.83%	54.83%	14.83%
a graduate would be more employable with a degree in marketing.	4.48%	23.10%	41.38%	11.38%

**Which academic department/school do you think offers this Organizational Communication degree?**

Answer Options	Response Percent
Business	44.8%
Communication	37.5%
Sociology	5.6%
Psychology	3.5%
None of the above	6.7%
Other (please specify)	2.0%

Which of the following courses would you recommend all students take to increase their employability in generalist positions that require a bachelor's degree? (Example: Sales is generalist whereas engineering is not.) Please select all that apply.



All other options

Social Media Marketing	28.5%	89
Quantitative Research Methods	28.4%	88
Human Resources Management	26.7%	83
Sales	25.4%	79
Advanced Public Speaking	25.3%	79
Persuasion	22.6%	70
Qualitative Research Methods	22.3%	69
Finance/Investing	21.4%	66

Case Studies in Organizational Problems	21.1%	65
Speech Writing	19.3%	60
Social Network Analysis	19.0%	59
Dynamics of Organizational Structures	17.9%	56
Logistics/Supply Chain Management	15.2%	47
Analytical Philosophy	12.5%	39
Video Production	11.7%	36

If you knew a degree in Organizational Communication included the courses you selected earlier, would you be more likely to consider an applicant who has earned this degree?

Answer Options	Response Percent
Yes	66.7%
No	33.3%