



Agència
per a la Qualitat
del Sistema Universitari
de Catalunya

EMPLOYERS

THE OPINION OF EMPLOYERS REGARDING THE EDUCATION RECEIVED BY GRADUATES IN THE FIELD OF COMMUNICATION





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AQU CATALUNYA, 2019

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INTRODUCTION

The primary goal of Agència per a la Qualitat del Sistema Universitari (AQU Catalunya) is to **contribute to the improvement of university study programmes in the Catalan university system**. To achieve this, it is essential to benefit from evidence and data making it possible to assess the functioning of each study programme with the aim of making it easier for decisions to be made by the officials in charge of the universities and study programmes and by politicians responsible for universities.

Evidence-based proposals for improving study programmes

This report sets out evidence regarding the implementation and delivery of study programmes in the field of Communication (Journalism, Audiovisual Communication, and Advertising and Public Relations) gleaned from the results of the **2018 survey on employers in this sector**. The survey strives to gain an acquaintance of the opinion of companies in the Communication sector regarding the education received by the recently graduated individuals they have recruited, particularly with regard to cross-disciplinary and specific skills which bear substantial margin for improvement, among other issues.

In addition to these results, the report incorporates an initial section with **contextual information on the study programmes in Communication**, setting out **basic data on the study programmes** and the main results of the **surveys on the satisfaction of individuals who have recently graduated from these study programmes, as well as the results of the survey on their access to the labour market**.

Figure 1. Databases for improving study programmes

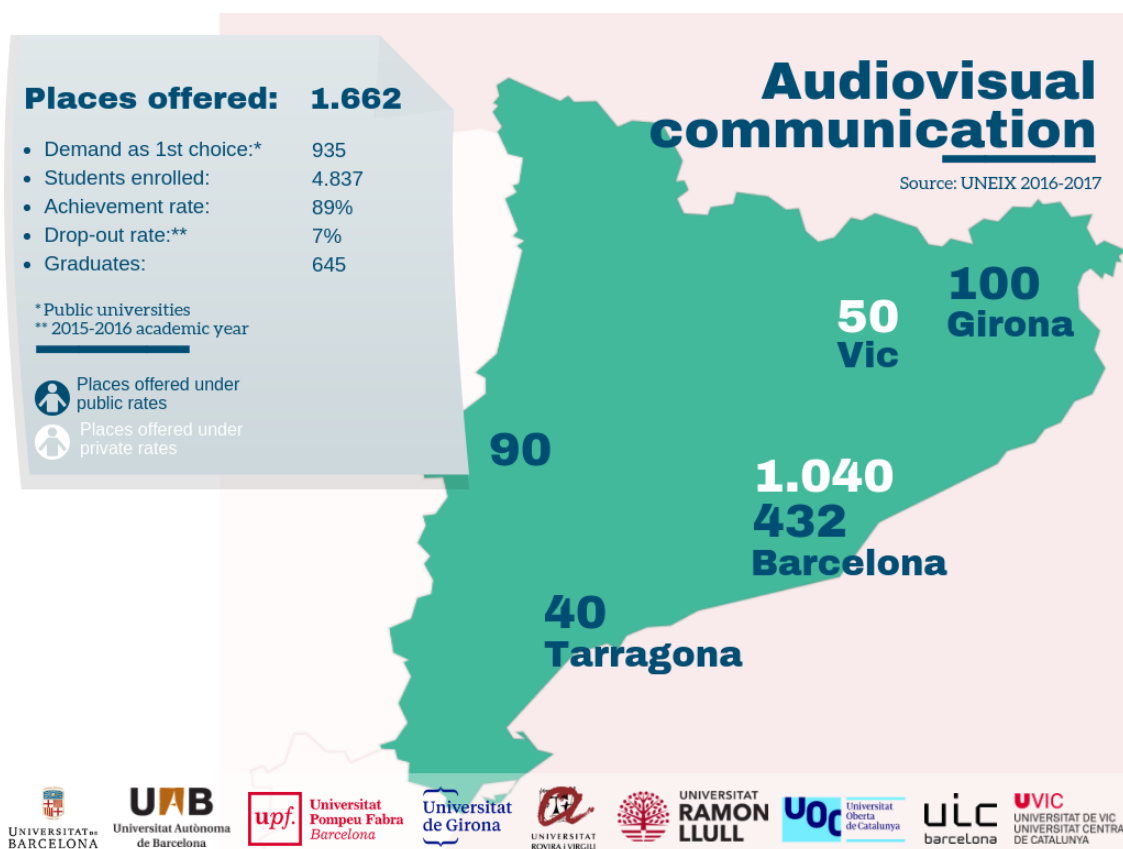


INDICATORS ON THE STUDY PROGRAMMES IN THE FIELD OF COMMUNICATION

■ Basic data on the study programmes

The basic data on the study programmes involves **administrative data** taken from the UNEIX information system.

Figure 2. Indicators on the implementation and delivery of study programmes in Audiovisual Communication. 2016-2017 academic year



The opinion of employers regarding the education received by graduates in the field of Communication

Figure 3. Indicators on the implementation and delivery of study programmes in Journalism. 2016-2017 academic year

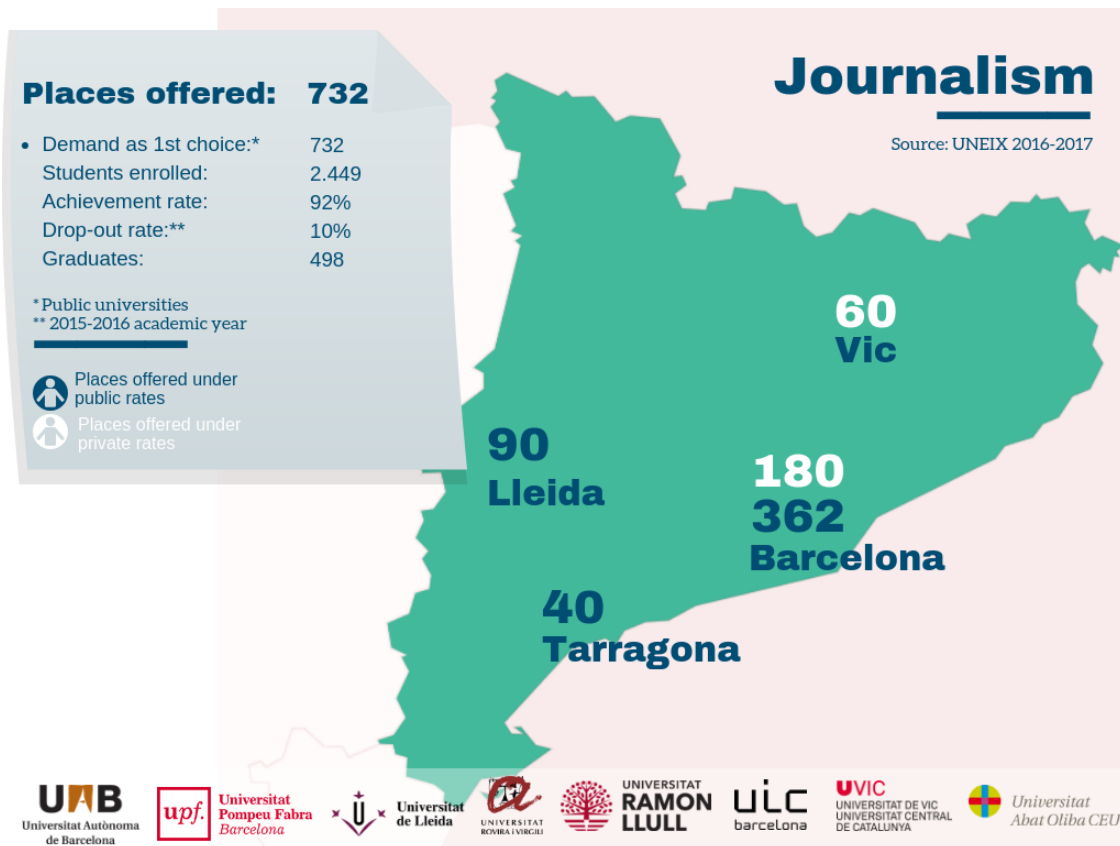
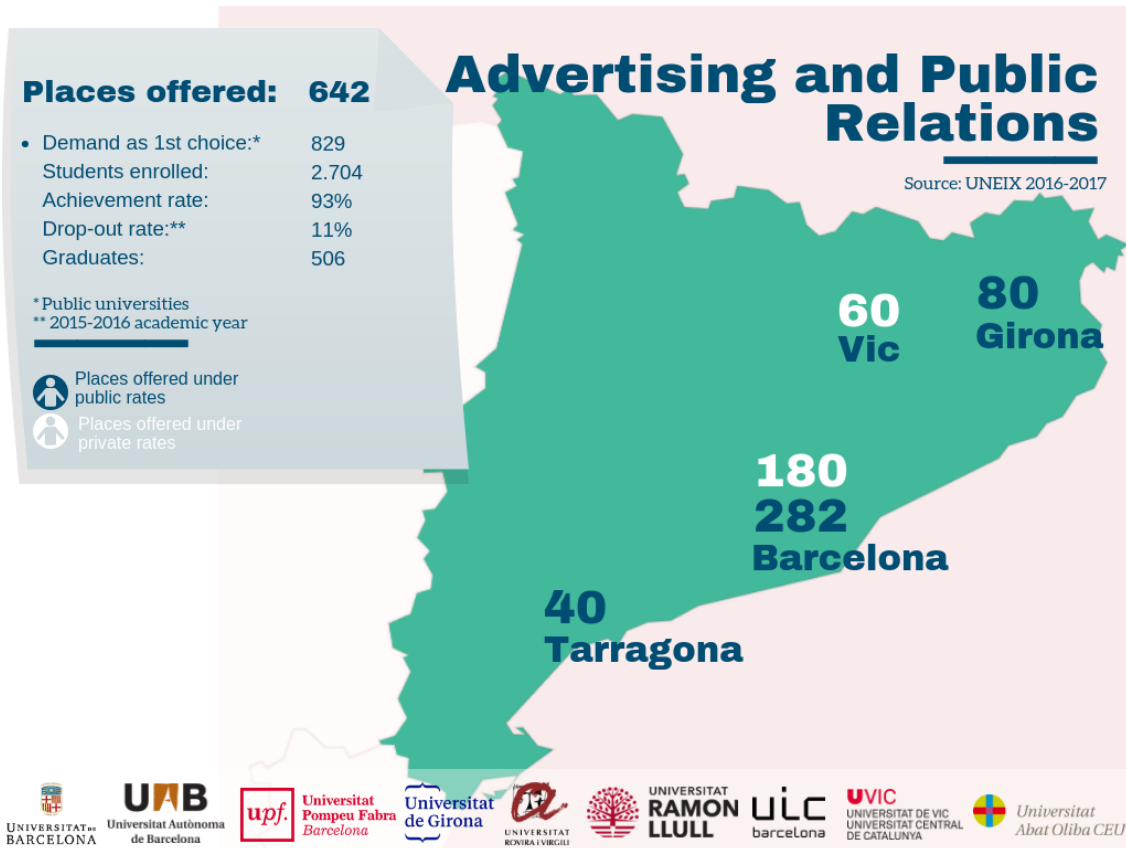
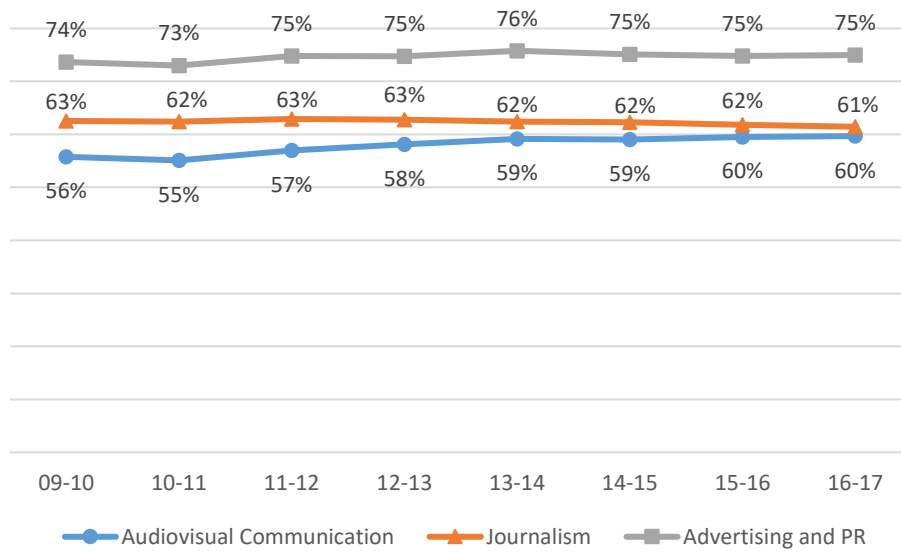


Figure 4. Indicators on the implementation and delivery of study programmes in Advertising and Public Relations. 2016-2017 academic year



The opinion of employers regarding the education received by graduates in the field of Communication

Figure 5. Trend in the percentage of women enrolling on study programmes in the field of Communication (%)



Bachelor's degrees in the field of Communication are female-dominated

3 in every 4 students enrolled on the Bachelor's degree in Advertising and Public Relations are women, while women account for just over half of all students enrolled on the Bachelor's degrees in Audiovisual Communication and Journalism.

■ Satisfaction of graduates with the university education received

The data regarding satisfaction with the education received stems from the **satisfaction survey** drawn up by AQU Catalunya. It sets out information on graduates' satisfaction with various characteristics of the education delivered in the university study programme they followed. It is an online survey conducted yearly on all the individuals who graduated one year earlier. The results shown are the averages for 2015, 2016 and 2017 in the respective sub-fields and for the Catalan university system as a whole.

Figure 6. The extent to which the education delivered has improved in terms of the following factors (from 0 to 10)

| | Audiovisual Communication | Journalism | Advertising and PR | Catalan university system |
|---------------------------------------|------------------------------|------------|-----------------------|---------------------------------|
| Ability for the professional activity | ↓ 6,2 | ↓ 6,7 | ↑ 7,8 | 6,9 |
| Personal skills | ↓ 6,7 | ↓ 6,6 | ↑ 7,9 | 7,0 |
| Communication skills | ↑ 6,8 | ↑ 7,1 | ↑ 8,0 | 6,7 |

Note: the colour and direction of the arrow reflect the outcome from comparing the respective value with the Catalan university system average.







The education received in study programmes in Communication has enhanced students' communication skills

The rating given to the improvement in communication skills is above the average for the study programmes in the Catalan university system.

On the other hand, only graduates of Advertising and Public Relations consider that the education they received has enhanced their personal skills and ability for the professional activity to a substantial extent (ratings of close to 8), while those graduating in Audiovisual Communication and Journalism rate this aspect between 6.2 and 6.6 (values below the Catalan university system average).

The opinion of employers regarding the education received by graduates in the field of Communication

Figure 7. Usefulness of external training placements and Bachelor's degree final-year projects (from 0 to 10)

| | Audiovisual Communication | Journalism | Advertising and PR | Catalan university system total |
|--------------------------------------|---|---|---|---------------------------------|
| External training placements |  5,4 |  7,5 |  7,8 | 6,6 |
| Bachelor's degree final-year project |  6,5 |  6,4 |  7,4 | 6,4 |




Note: the colour and direction of the arrow reflect the outcome from comparing the respective value with the Catalan university system average.

External training placements and Bachelor's degree final-year projects have been somewhat useful when it comes to applying the knowledge acquired during the study programme

External training placements are very highly rated by graduates of Journalism and Advertising and Public Relations, although not among graduates of Audiovisual Communication.

Bachelor's degree final-year projects are similarly very highly rated among graduates of Advertising and Public Relations although for other study programmes in Communication the rating is highly comparable to the Catalan university system average.

Figure 8. Overall satisfaction with the study programme (from 0 to 10)

| | Audiovisual Communication | Journalism | Advertising and PR | Catalan university system total |
|---|---|---|---|---------------------------------|
| I am satisfied with the study programme |  6,1 |  6,1 |  7,7 | 7,0 |

Note: the colour and direction of the arrow reflect the outcome from comparing the respective value with the Catalan university system average.

There are differences in the overall satisfaction of graduates in the field of Communication when it comes to the specific degree programme studied

Graduates of Advertising and Public Relations report the highest level of satisfaction with their study programme (7.7), while graduates of Audiovisual Communication and Journalism show a lower level of satisfaction with their study programme compared to the Catalan university system average (6.1 vs. 7).

■ Access to the labour market for graduates

The survey on access to the labour market is conducted every three years with the aim of finding out what the experience of graduates is when it comes to access to the labour market three years after completing their university programmes. The results shown relate to the most recent survey from 2017 and are broken down according to university and study programme. In addition, the results for the Catalan university system show the average for all degree programmes taught in Catalonia.¹

Figure 9. Trend in the employment rate of graduates (%)

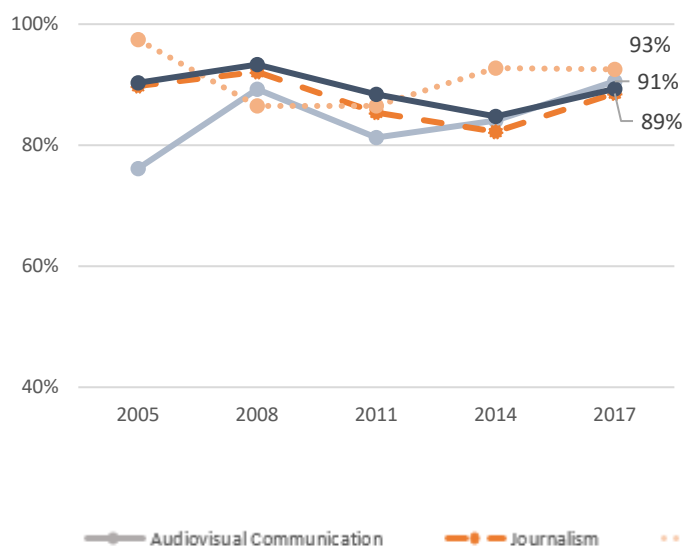
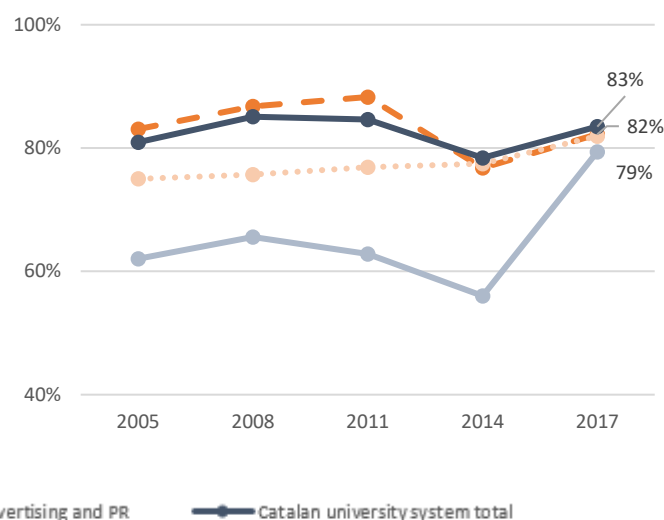


Figure 10. Trend in the percentage of graduates performing university-level functions at work (%)



Excellent rate of employment among graduates of Communication

9 in every 10 are in work three years after qualifying.

8 in every 10 perform functions requiring a university education at work

The proportion for the study programmes in Communication in 2017 is very similar to the overall average for all programmes in the Catalan university system. The upward trend in the percentage of graduates of Audiovisual Communication and Advertising and Public Relations study programmes performing functions requiring a university education is noteworthy.

¹ The results are weighted by a factor that corrects eventual proportional variations in the sample.

The opinion of employers regarding the education received by graduates in the field of Communication

Figure 11. Contract type in 2017 (%)

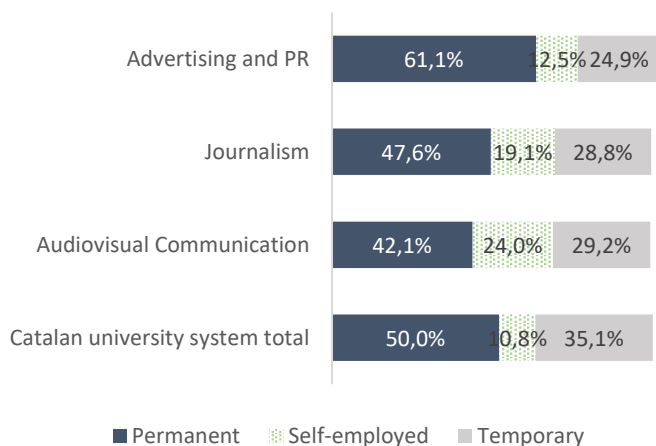
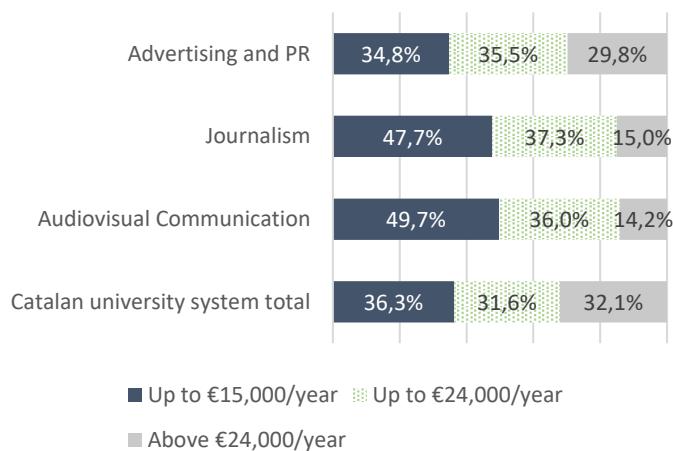


Figure 12. Salaries in 2017 (%)



Job stability and good salaries for graduates of Advertising and Public Relations...

61% have a permanent contract, 11 percentage points (pp) above the Catalan university system average. The proportion earning up to €15,000/year is just below the Catalan system average (35% vs. 36%).

...unlike graduates of Journalism and Audiovisual Communication, who exhibit greater instability and lower salaries

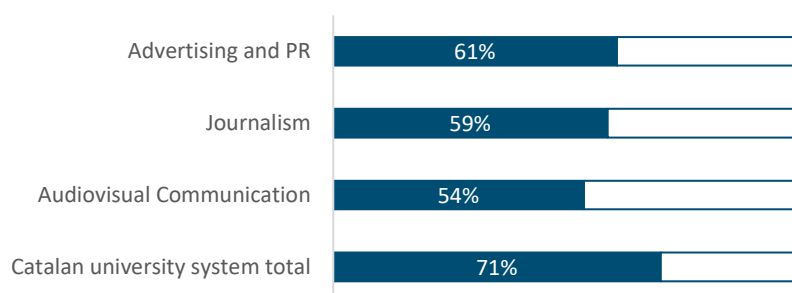
There are a higher proportion of self-employed individuals in this group compared to the Catalan university system average. Moreover, almost half of the graduates in this group in 2017 were earning up to €15,000/year.

Low proportion of individuals who would take the same study programme again

While 71% of graduates in the Catalan university system would take the same programme again, those in the field of Communication are not as convinced, showing lower percentages.

The opinion of employers regarding the education received by graduates in the field of Communication

Figure 13. Percentage of graduates willing to take the same study programme 3 years later (%)



THE OPINION OF COMPANIES REGARDING THE EDUCATION RECEIVED BY GRADUATES IN THE FIELD OF COMMUNICATION

■ Characteristics of the companies that have recruited individuals who recently graduated in the field of Communication

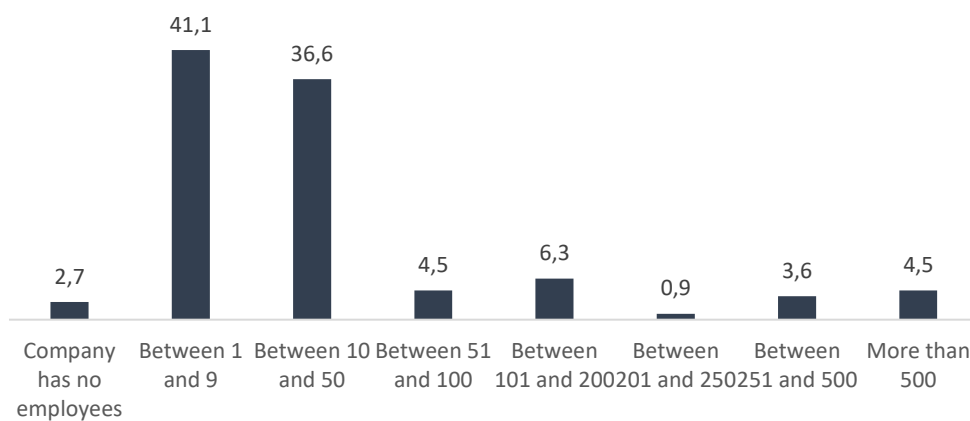
Figure 14. Classification of companies according to the number of workers (%)

The opinion of employers regarding the education received by graduates in the field of Communication

Companies hiring individuals who recently graduated in Communication are highly qualified, private SMEs

41% of companies are small (fewer than 10 employees) and 37% are medium (between 10 and 50 employees).

The majority of workers employed by companies are qualified (with a university education).



The opinion of employers regarding the education received by graduates in the field of Communication

Figure 15. Classification of companies according to the percentage of workers with a university qualification (%)

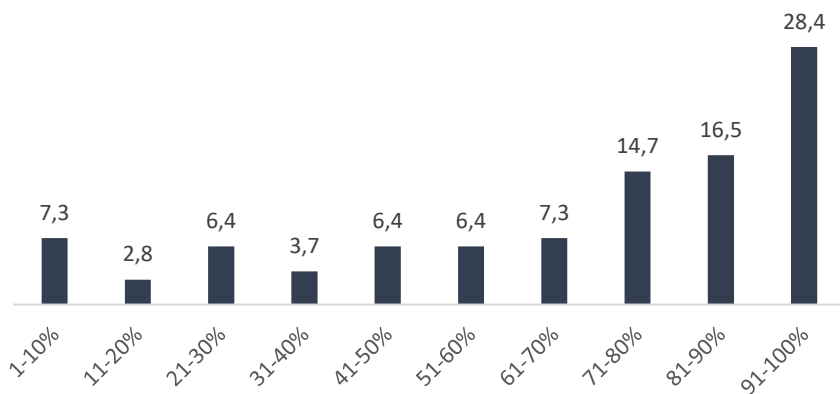
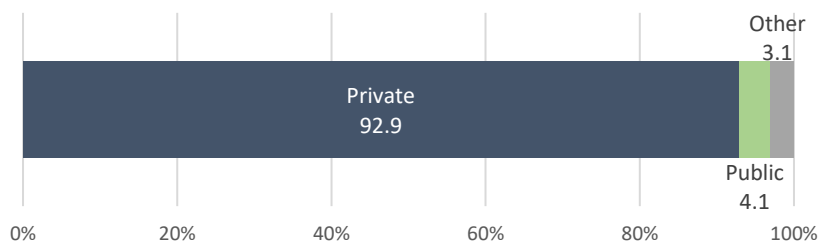


Figure 16. Companies according to ownership (%)



The opinion of employers regarding the education received by graduates in the field of Communication

Figure 17. Companies that have operated in the international sphere (%)

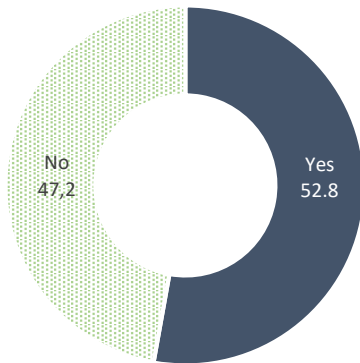
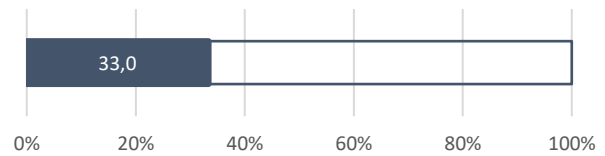


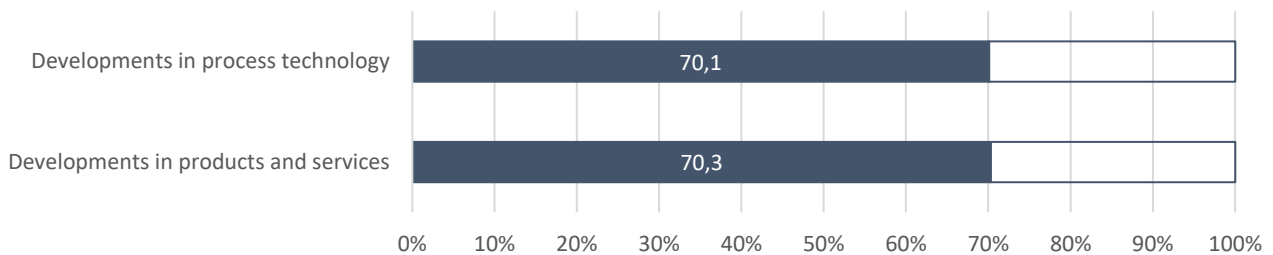
Figure 18. Percentage of sales and services in the international sphere compared to the total



More than half of companies that have recruited individuals who recently graduated in Communication have ventured for internationalisation

Companies engaging in relations in the international sphere state that, on average, the international market accounts for 33% of their total sales and services.

Figure 19. Companies that have introduced developments in process technology and/or in products or services (%)



Note: "Developments in process technology" refer to major changes in process technology: new machinery or software, new forms of management (just-in-time production, quality and/or knowledge management). Also, "developments in products or services" refer to products or services that are completely new on the market or to the company (substantially enhanced products or services).

Almost 3 in every 4 companies surveyed have innovated

70% state that they have incorporated major changes in their process technology, i.e., new equipment or software and/or new forms of management.

Moreover, the same percentage have released new products or services onto the market or incorporated them into the company.

■ Recruitment of individuals who recently graduated in Communication

Table 1. Number of companies that have recruited individuals who recently graduated in the field of Communication according to study programme (% of companies)

| Study programme | <i>n</i> | Percentage |
|---------------------------|----------|------------|
| Audiovisual Communication | 31 | 27.7% |
| Journalism | 42 | 37.5% |
| Advertising and PR | 39 | 34.8% |
| Communication total | 112 | 100.0% |

Table 2. Business activity of the company recruiting the individual according to the type of degree programme followed (%)

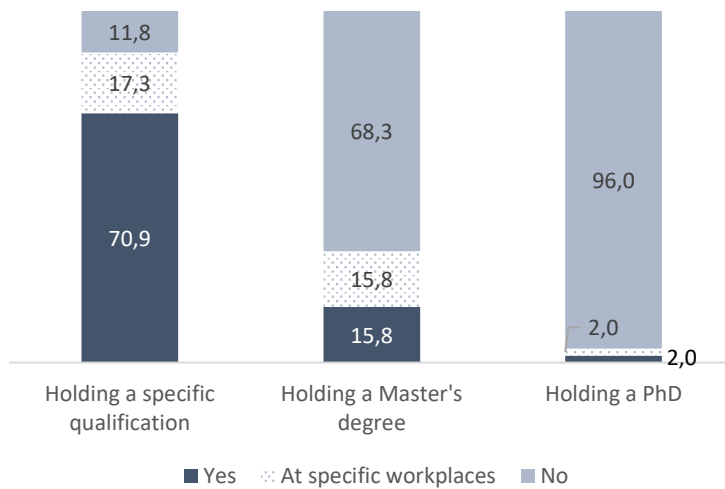
| | Audiovisual Communication | Journalism | Advertising and PR | Com. total |
|---|---------------------------|------------|--------------------|------------|
| A-E Industry | | 2.4% | 12.8% | 5.4% |
| G. Commerce and motor vehicle repairs | 6.5% | 2.4% | 2.6% | 3.6% |
| I. Hospitality | 3.2% | | 2.6% | 1.8% |
| J. Information and communications | 29.0% | 47.6% | 28.2% | 35.7% |
| K. Financial and insurance activities | 3.2% | | | 0.9% |
| M. Professional, scientific and technical activities | 9.7% | 11.9% | 15.4% | 12.5% |
| N. Administrative activities and ancillary services | | 2.4% | 2.6% | 1.8% |
| P. Education | 12.9% | 4.8% | 2.6% | 6.3% |
| R. Artistic, recreational and entertainment activities | 22.6% | 16.7% | 5.1% | 14.3% |
| S, T, U. Others Includes associative activities (trade unions, political or business organisations, etc.), among others. | 12.9% | 11.9% | 28.2% | 17.9% |
| Total | 100% | 100% | 100% | 100% |

Companies that recruit individuals who recently graduated in Communication primarily belong to the information and communications sector

Even so, the following sectors also stand out: artistic, recreational and entertainment activities (including literary creation, shows, etc.) and associative activities (including trade union activities, political organisations, etc.).

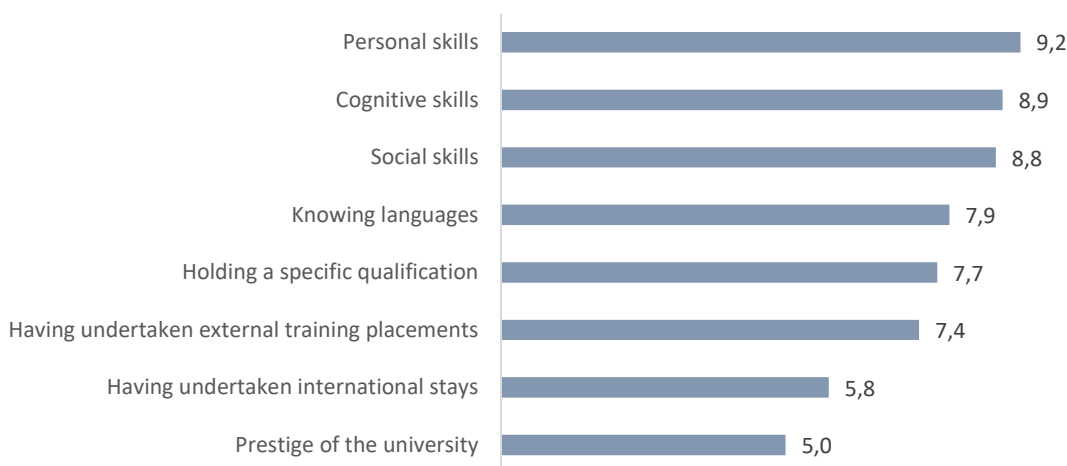
The opinion of employers regarding the education received by graduates in the field of Communication

Figure 20. Relevance of higher education in the recruitment of individuals who recently graduated (%)



Holding a Master's degree is relevant for only 16% of the companies surveyed, while holding a PhD is not relevant

Figure 21. Relevance of certain factors in the recruitment of individuals who recently graduated (from 0 to 10)

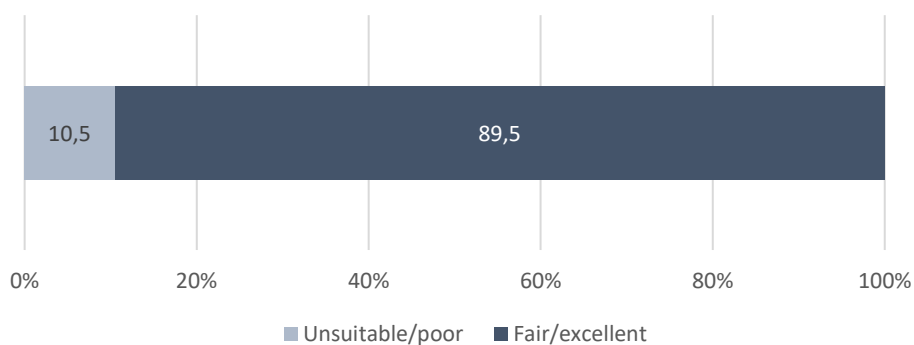


Personal, social and cognitive skills are the most highly valued factors when it comes to recruitment

These skills are rated between 8.8 and 9.2. Knowledge of languages is rated at 7.9, holding a specific qualification at 7.7 and having undertaken a training placement during the study programme at 7.4. Whether or not an individual undertook international stays or went to a prestigious university are not decisive factors in an individual's recruitment.

The opinion of employers regarding the education received by graduates in the field of Communication

Figure 22. Suitability of individuals who recently graduated in Communication to the needs of the workplace (%)

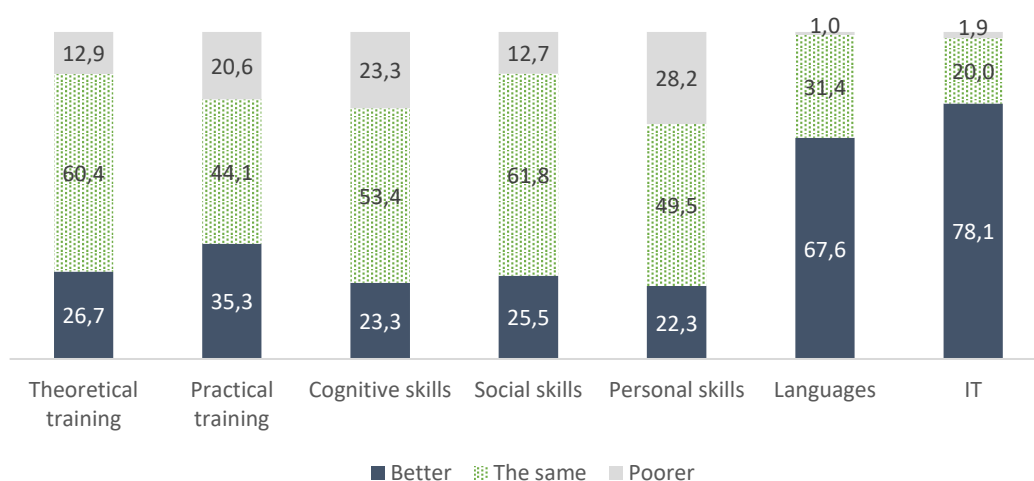


Individuals who graduate in Communication are suited to the workplace

9 in every 10 companies surveyed consider that the individuals graduating in Communication they have recruited in recent years are suited to the needs of the workplace.

The opinion of employers regarding the education received by graduates in the field of Communication

Figure 23. Trend in the current education received compared to that received 5 and 10 years ago (%)



The education received in terms of languages and IT has improved in study programmes in Communication in recent years

78% of companies consider that IT skills have improved while 68% consider this to be true of languages.

Furthermore, more than half of the companies surveyed feel that the education received by graduates of Communication in terms of theoretical and practical training and cognitive skills (problem solving, critical thought, creativity, etc.), social skills (adapting to a working group, emotional intelligence, etc.) and personal skills (responsibility, initiative, autonomy, etc.) has remained constant.

It is also noteworthy that 1 in every 4 companies consider that the personal skills of individuals who have recently graduated in Communication have fallen in recent years.

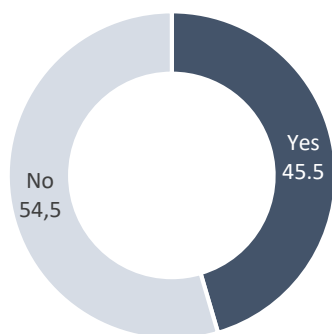
There is a clearer perception of an improvement in certain aspects of the education received among those who follow the Audiovisual Communication study programme.

Table 3. Trend in theoretical, practical and personal skills according to degree programme (%)

| | Theoretical training | | | Practical training | | | Personal skills | | |
|----------------------------------|----------------------|----------|--------|--------------------|----------|--------|-----------------|----------|--------|
| | Better | The same | Poorer | Better | The same | Poorer | Better | The same | Poorer |
| Audiovisual Communication | 30% | 67% | 4% | 41% | 41% | 19% | 24% | 59% | 17% |
| Journalism | 28% | 54% | 18% | 31% | 49% | 21% | 28% | 38% | 33% |
| Advertising and PR | 23% | 63% | 14% | 36% | 42% | 22% | 14% | 54% | 31% |

■ Difficulties in recruitment

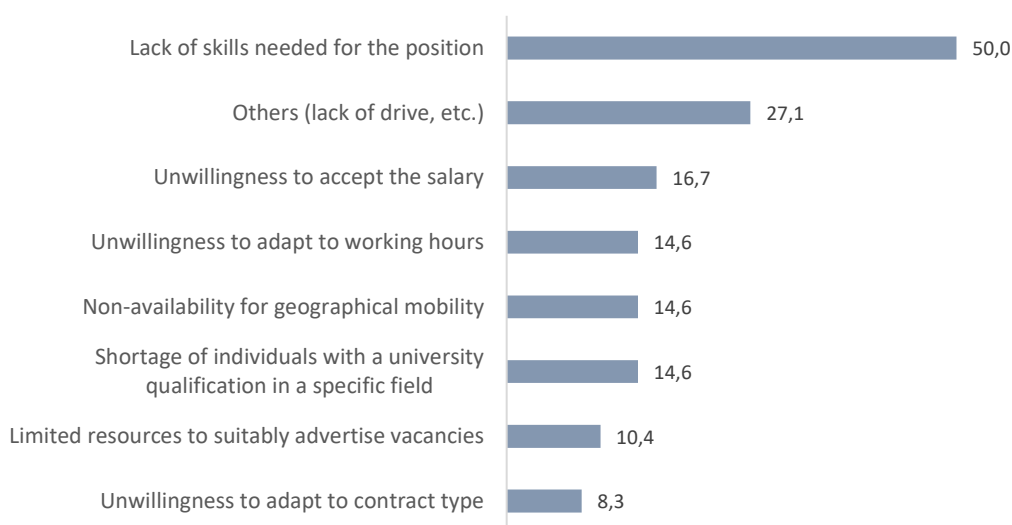
Figure 24. Companies that encountered difficulties in recruiting staff with suitable profiles (%)



Almost half of companies have encountered difficulties in recruitment

This statistic is similar to the value obtained in the employers' study from 2014 for the production sector overall, which showed that 42% of employers encountered difficulties in recruitment.

Figure 25. Reasons for difficulties in recruiting staff with suitable profiles (% of companies)

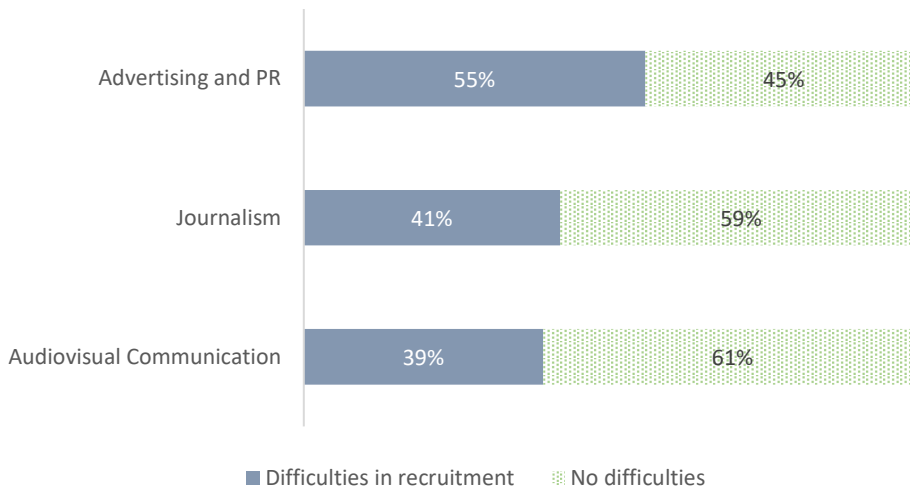


Lack of skills needed for the position

Half of companies that encountered difficulties in recruitment state that the candidates lacked the necessary skills for the position.

The opinion of employers regarding the education received by graduates in the field of Communication

Figure 26. Difficulties in recruiting staff with suitable profiles depending on the degree programme followed by the graduates they have hired (% of companies)



Companies encounter greater difficulty in recruiting staff with suitable profiles from graduates of the Advertising and PR degree programme

More than half of companies (55%) that recruited individuals who recently graduated in Advertising and PR have encountered difficulty in recruiting staff with suitable profiles. The percentage of companies citing difficulty when it comes to graduates of Journalism is 41%, while the figure stands at 39% for companies recruiting graduates from the Audiovisual Communication degree programme. In both cases, the primary reason is lack of necessary skills on the part of the candidates.

■ Skills

Table 4. Cross-disciplinary skills that should be improved in study programmes in Communication (% of companies)

| | % of companies |
|--|----------------|
| Documentation | 6.3 |
| Theoretical training | 6.3 |
| Use of most common IT tools | 7.3 |
| Numerical skills | 9.4 |
| Leadership | 11.5 |
| Oral expression | 15.6 |
| Negotiation skills | 17.7 |
| Team work | 18.8 |
| Languages | 27.1 |
| Capacity for learning and self-learning | 27.1 |
| Written expression | 31.3 |
| Responsibility at work | 36.5 |
| Ability to offer new ideas and solutions | 37.5 |
| Autonomous work | 38.5 |
| Practical training | 56.3 |
| Problem solving and decision-making | 64.6 |

Problem solving and decision-making, as well as practical training, are skills that need to be improved in study programmes in Communication

65% of companies consider improvements to be necessary in problem solving and decision-making, while 56% state that this is true of practical training.

It should be pointed out, however, that improvements tend to be reported as necessary with regard to these cross-disciplinary skills in most study programmes in Catalonia.

1 in every 3 companies state there are shortcomings in written expression, the ability to offer new ideas and solutions, autonomous work and responsibility at work.

On the other hand, the teaching methodology is suitable for most skills, such as documentation, theoretical training and IT, among other examples.

The opinion of employers regarding the education received by graduates in the field of Communication

Table 5. Specific skills that should be improved in study programmes in the field of Communication (% of companies)

| | % |
|--|------|
| <p>Almost half of the companies surveyed report a need to improve in the ability to present reasoned ideas and arguments and the ability to create, plan, design and implement communication projects</p> <p>This is followed by the ability to effectively communicate in consideration of the political, economic and social context, which stands out (40%) owing to its need for improvement.</p> | |
| Knowledge of research techniques that are relevant in the field of Communication at professional and academic level | 19.4 |
| Knowledge of the professional code of ethics | 20.4 |
| Ability to design, plan and manage communication companies | 22.3 |
| Ability to create structures, content and styles in the field of journalistic communication | 23.3 |
| Ability to read and analyse texts, data, statistics and documents specialising in any pertinent subject | 33.0 |
| Ability to design, plan and implement campaigns in the field of persuasive communication | 33.0 |

*The opinion of employers regarding the education received by graduates in the field of
Communication*

| | |
|---|------|
| Ability to effectively communicate in consideration of the political, economic and social context | 39.8 |
| Skill and ability to create, plan, design and implement communication projects (ranging from technical and content-related aspects to formal and aesthetical ones) | 44.7 |
| Skill and ability to present reasoned ideas and arguments (rhetorical ability and command of argumentation techniques) | 45.6 |

The opinion of employers regarding the education received by graduates in the field of Communication

Table 6. Skills with greater scope for improvement according to degree programme (% of companies)

| | Audiovisual Communication | Journalism | Advertising and PR |
|--|---------------------------|------------|--------------------|
| Practical training | 54% | 63% | 50% |
| Problem solving and decision-making | 62% | 63% | 69% |
| Ability to offer new ideas and solutions | | | 41% |
| Autonomous work | | | 47% |
| Responsibility at work | | | 50% |

Skills shortcomings are more evident among individuals who graduated in Advertising and PR

The shortcoming also stands out in the ability to offer new ideas and solutions, autonomous work and responsibility.

When it comes to specific skills, Journalism has greater shortcomings in the ability to effectively communicate in consideration of the context, while for graduates of Advertising and PR, the shortcomings are seen in terms of ability to design, plan and implement campaigns in the field of persuasive communication.

Note: skills reported by 40% of companies or more

Table 7. Specific skills with greater scope for improvement according to degree programme (% of companies)

| | Audiovisual Communication | Journalism | Advertising and PR |
|--|---------------------------|------------|--------------------|
| Skill and ability to create, plan, design and implement communication projects (ranging from technical and content-related aspects to formal and aesthetical ones) | | 55% | 44% |
| Skill and ability to present reasoned ideas and arguments (rhetorical ability and command of argumentation techniques) | 48% | 43% | 47% |
| Ability to design, plan and implement campaigns in the field of persuasive communication | | | 42% |
| Ability to effectively communicate in consideration of the political, economic and social context | | 45% | |

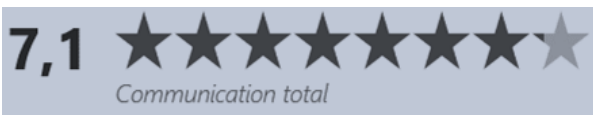
The opinion of employers regarding the education received by graduates in the field of Communication

Note: skills reported by 40% of companies or more

Figure 27. Satisfaction of employers with the skills of individuals who recently graduated in the field of Communication (from 0 to 10)

Satisfaction with the skills of individuals who recently graduated in the field of Communication

Despite there being scope for improvement in the education received, companies are generally satisfied with the skills of graduates. Their overall degree of satisfaction stands at 7.1, and there is very little distinction to be made between study programmes. This value is in keeping with the overall satisfaction of employers observed in the 2014 survey.



■ Cooperation from the business community with universities

Figure 28. Extent to which companies cooperate with universities according to the type of activity (%)

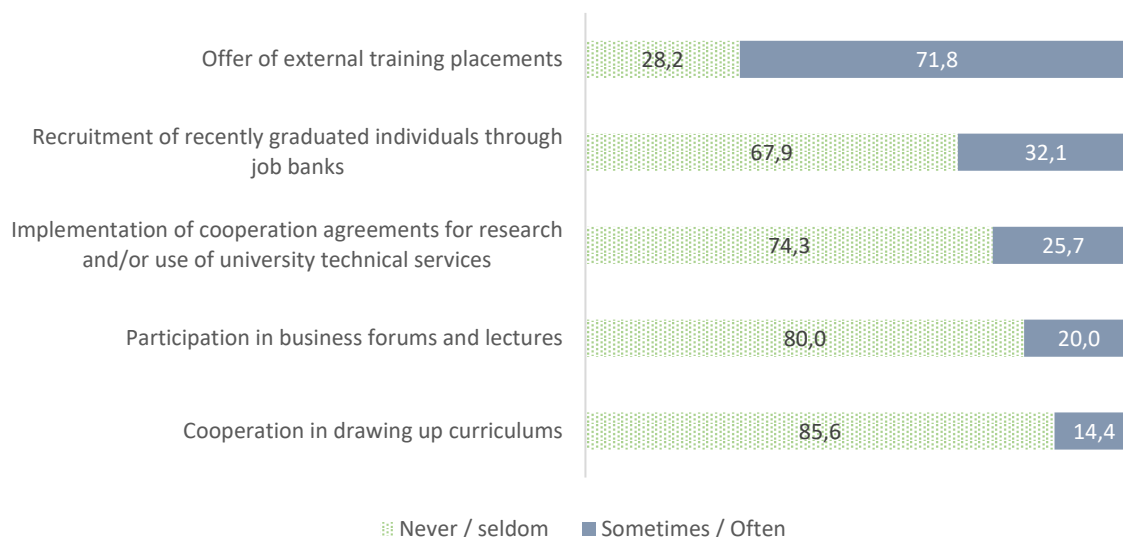


Figure 29. Areas for improvement in job banks or training placements organised by universities (% of companies)

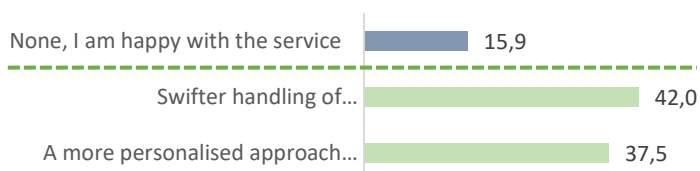


Figure 30. Satisfaction with job bank services or training placement services (on a scale of 0 to 10)



The main area in which companies cooperate with universities relates to the offer of training placements

The activity in which companies and universities are most closely engaged relates to training placements during programmes: 3 in every 4 have cooperated with universities on this activity. Moreover, only 32% have recruited individuals through the university job bank service.

High degree of satisfaction with the job bank and training placement service

The level of satisfaction among those who used these services stands at 7.1; even so, they do believe there is scope for speeding up administrative procedures and for gaining a better acquaintance of companies' needs.

In-company training of recently graduated individuals

Figure 31. Companies funding training for individuals who recently graduated (%)

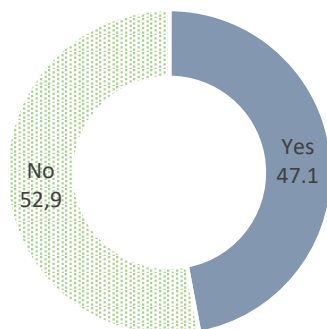


Table 8. Type of training funded by companies (%)

| | % |
|-------------------------------|------|
| On-the-job training | 63.8 |
| Training during working hours | 70.2 |
| Off-the-job training | 27.7 |

Figure 32. Reasons for funding training (%)



Almost half of companies fund training for the individuals they have recruited and who have recently graduated

64% of this training is on-the-job. For most companies, the goal of this training is to improve individuals' specific knowledge of the sector, along with their basic and theoretical skills relating to the Communication sector.

Forecast

Figure 33. Trend in qualified employment in the sector (%)

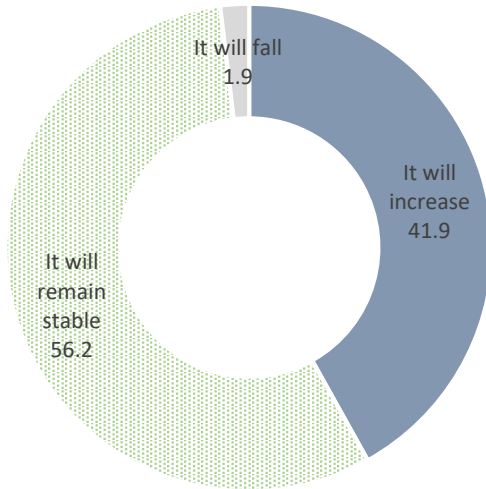


Figure 34. Skills that will gain importance in the field of Communication*



Figure 35. Most important area of employment in the field of Communication*



Table 9. Reasons for the increase in employment (%)

| Reasons | % |
|---|------|
| Company expansion | 86.4 |
| Organisational or technological changes | 20.5 |
| Staff rotation | 11.4 |
| Others | 4.5 |

Note: multiple response

Excellent prospects for companies in the field of Communication

42% believe employment will increase largely owing to the expansion of the company (increased business).

The most sought-after skill relates to ICTs (digital communication, digital journalism, social networks, digitisation, etc.).

The most important areas of employment are linked to ICTs, while the prevalence of employment relating to administration tasks and traditional journalism is in decline.

Figure 36. Least important area of employment in the field of Communication*



* These are open questions. Responses with the same meaning have been grouped into categories. Categories referred to more than 3 times are shown.

CONCLUSIONS

- Satisfaction among individuals who have graduated in the field of Communication varies depending on the study programme. Those who followed Advertising and PR show greater satisfaction than the average for the Catalan university system in all variables reviewed (improved ability, usefulness of external training placements and the Bachelor's degree final-year project, and overall satisfaction), while the level of satisfaction among graduates of Journalism and Audiovisual Communication is generally lower.
- Access to the labour market among these graduates varies according to the degree programme: a greater percentage of self-employed individuals and lower salaries than other sectors apply to graduates of Journalism and Audiovisual Communication. On the other hand, better employment stability and higher salaries are seen amongst individuals who followed Advertising and PR. Even so, the percentage of graduates who would take the same study programme again is low for all sub-fields.

Companies that recruit graduates of Communication have the following characteristics:

- By and large, they employ fewer than 50 workers and in general their staff have obtained a university education.
- Around half of the companies operate in the international sphere and 3 in every 4 have incorporated innovations (both in terms of technology and with regard to their products and services).
- They belong to various sectors: information and communication; artistic, recreational and entertainment activities (including shows and literary creation, etc.) and associative activities (including trade union activities).
- When it comes to recruiting, they value the possession of a specific qualification (albeit not especially a Master's degree or PhD). Moreover, they also regard the personal, social and cognitive skills of candidates to be of importance.
- Almost half of those surveyed have encountered difficulties in recruiting staff with suitable profiles, primarily on account of the fact that candidates lacked the necessary skills for the position.

With regard to university education:

- The improvement in education received by graduates of Communication in recent years in terms of computer skills and languages stands out (as is the case with most study programmes).
- In terms of cross-disciplinary skills, practical training and problem solving coupled with decision-making show the greatest need for improvement (as is the case with other study programmes).
- In relation to specific skills in the field of Communication, 4 in every 10 companies state that there are shortcomings in education when it comes to the ability to effectively communicate, the ability to design, plan and implement communication projects and the ability to present reasoned ideas and arguments.
- Despite these areas for improvement, employers are satisfied with the skills of the recently graduated individuals they have recruited (at 7.1 out of 10).
- 72% of companies have cooperated with universities by offering students the possibility of undertaking external training placements. Moreover, 1 in every 4 companies have hired graduates through job banks. Their degree of satisfaction with these services stands at 7.1 out of 10.
- Almost half of companies forecast an increase in qualified employment owing to their expansion.
- Skills that will become more important in the field of Communication are related to ICTs (digital communication, digital journalism, social networks, etc.).
- In terms of the trend in jobs, those related to ICTs and marketing will increase in number while those relating to administration and traditional journalism will decrease in number.

*The opinion of employers regarding the education received by graduates in the field of
Communication*

DATA SHEET

Survey for employers

| | |
|--------------------|--|
| Population | Organisations that may have potentially recruited individuals who recently graduated from universities in Catalonia in the past 3 years ² |
| Survey period | Online survey: from 26/02/2018 to 16/03/2018 Telephone survey: from 27/06/2018 to 5/07/2018 |
| Survey type | Online and over the telephone |
| Average time taken | Telephone survey: 14'59'' |

| | Population | Sample | Response rate | Sample error |
|---|------------|--------|---------------|--------------|
| Organisations potentially from the Communication sector | 2,799 | 112 | 4% | 9% |
| All organisations | 30,018 | | | |

Survey on satisfaction (2017)

| Degree programme (graduates from 2015-2016-2017) | Population | Sample | Response rate | Sample error |
|--|------------|--------|---------------|--------------|
| Audiovisual Communication | 1906 | 453 | 24% | 4% |
| Journalism | 1151 | 172 | 15% | 7% |
| Advertising and Public Relations | 1199 | 333 | 28% | 5% |

Survey on access to the labour market (2017)

| Degree programme (graduates from 2013) | Population | Sample | Response rate | Sample error |
|--|------------|--------|---------------|--------------|
| Audiovisual Communication | 456 | 237 | 52% | 5% |
| Journalism | 566 | 296 | 52% | 4% |
| Advertising and Public Relations | 628 | 280 | 45% | 4% |

² Most contacts with organisations stem from Catalan universities' job banks.

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