Software Students Research

1. Purpose

The report is described with the purpose of answering the main question "Does the material resonate with the target audience?" and "What media and social media platforms will be most effective for reaching our target audience?". It helps the team find and identify the current problems within Fontys. It also helps us understand our target audience's needs.

2. Methods

In this research we have mainly used field research. More specifically conducting surveys and interviews of the target audience.

3. Results

The results from the survey and the interviews cover key points about students' knowledge on each profile. The main conclusions from both of them are the following:
- Students find out about Fontys mostly through school fairs and companies that help you apply here.
- Out of the 5 profiles, students are most familiar with software and media. And somewhat familiar with technology and business. They know least about infrastructure.
- Students from 2nd semester were not that satisfied with their introduction phase from 1st semester. It didn't have balance in the material. Mostly software was covered. The introduction phase was mixed and unorganized.
- Students who repeat 1st semester say that the current introduction phase is more organized. Each profile is separated from one another and each day is dedicated to a certain profile. But they report that infrastructure and technology is still not covered equally.
- The profile market is more helpful in clarifying what each profile offers.
- Students want more clarification about the job opportunities and the material that will be covered in the next semesters. Some want to see graduation projects.
- People think social media, specifically Tiktok and Instagram is needed to promote each profile. They also suggest teachers to cover the future material that they will learn.

4. Conclusion

After the research our team can use this information to understand the audience's wants and needs. It helps us identify the problems with the current media and materials that Fontys provides and it would help us to decide what is our marketing strategy.