

Student Evaluation of Instruction Fall 2017 Full
Session
201708

The University of West Georgia
UWG

Course: MKTG3808 E01 - Business Research

Department: Marketing/

Responsible
Faculty: Sunil Hazari

Responses / Expected: 19 / 30 (63.33%)

		MKTG3808 - E01									--- Survey Comparisons ---		
QUANTITATIVE SECTION		Responses					Course				All		
		SA	A	N	D	SD	N	Mean	Med.	Std Dev	N	Mean	Pct Rnk
Q1	I correctly utilized all required course texts and materials.	10	9	0	0	0	19	4.5	5	.50	3.5K	4.6	37
Q2	I check my online course at least two times per week.	14	5	0	0	0	19	4.7	5	.44	3.5K	4.7	36
Q3	I have consistent access to the technology required for this course.	13	6	0	0	0	19	4.7	5	.46	3.5K	4.8	24
Q4	I was well-prepared for class	12	7	0	0	0	19	4.6	5	.48	3.5K	4.6	51
Q5	I avidly participated in all class activities	10	7	1	0	0	18	4.5	5	.60	3.5K	4.6	28
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	10	8	1	0	0	19	4.5	5	.60	3.4K	4.5	34
Q7	This course challenged my intellect.	12	7	0	0	0	19	4.6	5	.48	3.5K	4.5	53
Q8	Class discussions and/or activities helped me to understand the subject matter.	11	6	1	0	0	18	4.6	5	.60	3.5K	4.4	57
Q9	Course assignments helped me to understand the subject matter.	11	8	0	0	0	19	4.6	5	.49	3.5K	4.5	54
Q10	Course content was presented effectively.	10	8	1	0	0	19	4.5	5	.60	3.5K	4.4	43
Q11	Required course texts and/or materials helped me to understand the subject matter.	11	8	0	0	0	19	4.6	5	.49	3.5K	4.4	55

Q12	Test content was representative of assigned material.	13	6	0	0	0	19	4.7	5	.46	3.2K	4.5	62
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	12	6	1	0	0	19	4.6	5	.59	3.5K	4.5	50
Q14	The instructor demonstrates knowledge of his/her discipline.	11	8	0	0	0	19	4.6	5	.49	3.5K	4.6	41
Q15	The instructor clearly explains course expectations.	11	8	0	0	0	19	4.6	5	.49	3.5K	4.4	46
Q16	The instructor clearly explains how students will be evaluated.	11	8	0	0	0	19	4.6	5	.49	3.5K	4.5	43
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	11	8	0	0	0	19	4.6	5	.49	3.5K	4.5	47
Q18	The instructor presents material in an organized manner.	10	9	0	0	0	19	4.5	5	.50	3.5K	4.4	44
Q19	The instructor communicates effectively.	10	9	0	0	0	19	4.5	5	.50	3.5K	4.4	45
Q20	The instructor demonstrates respect for students.	11	8	0	0	0	19	4.6	5	.49	3.5K	4.6	33
Q21	The instructor is receptive and responsive to the sharing of ideas during online discussions.	11	8	0	0	0	19	4.6	5	.49	3.4K	4.6	37
Q22	The instructor offers and is available for individual assistance.	10	9	0	0	0	19	4.5	5	.50	3.4K	4.5	40

Responses: [SA] Strongly Agree=5 [A] Agree=4 [N] Neutral=3 [D] Disagree=2 [SD] Strongly Disagree=1
Pct Rnk: Percentile Rank (100 is best, calculated vs. precise Mean)

Q23 - What are the most important things you learned in this course?

Response Rate: 63.16% (12 of 19)

- 1 Time management & accountability
- 2 The importance of doing research on your target audience
- 3 Qualtrics survey skills
- 4 Marketing Strategies
- 5 I leaned how to create a survey for a company and/or organization and also how to analyze the responses.
- 6 I really learned how to apply the business research tactics.
- 7 I learned how ot create a survey and understand the data collected.
- 8 I learned how to format in APA format.

- 9 I have learned different marketing strategies and what aspects are most important to look at when observing a product or service.
- 10 Dr. Hazari taught us a great understanding on how business research works in a company. This has given me a strong understanding of how it works in a company.
- 11 Almost everything
- 12 -

Q24 - How will you use the knowledge you gained in future classes and/or in your chosen profession?

Response Rate: 47.37% (9 of 19)

- 1 With my Business Management degree in the future.
- 2 To better analyze my target market
- 3 This will help me relate to my coworkers in different aspects in the company.
- 4 Marketing Research will be a huge part of my chosen profession as I aspire to work in a marketing firm. The basics learned in the course will lay the ground for the rest of my career
- 5 I will take my knowledge about surveys and use them in my upcoming career,
- 6 For future classes
- 7 Before creating or distributing a product i will now get feedback to feel how consumers feel about it.
- 8 Because we learned how to operate excel more effectively, I'll be able to navigate through information more efficiently.
- 9 -

Q25 - Explain any positive changes you would like to see made to this course.

Response Rate: 47.37% (9 of 19)

- 1 none
- 2 The due date for main post should be reminded as often as the response post for discussions
- 3 None
- 4 None. This class was a great class.
- 5 N/A
- 6 N/A
- It would be helpful for all assignments to be available at the beginning of the semester.
- 7 I prefer printing off all my required work at the start of the course and working through it
- 8 Consistent due dates
- 9 Assignments being due at the same time. I.e, the main post/response post both due on a saturday.

Q26 - Comment specifically on the value of texts, class materials, assignments, and class activities.

Response Rate: 47.37% (9 of 19)

- 1 book was really helpful at times
- 2 Very important
- 3 They were extremely useful as all these resources and activities pertained to the test.
- 4 The textbook is very helpful on relating the material to the class and helps explain it further.
- 5 The text were very useful in terms of explaining assignments etc.
- 6 The text book was very helpful when studying/ completing the homework.
- 7 Text was helpful to required assignments
- 8 All course material helped successfully complete all assignments, discussions, and tests,
- 9 A+

Q27 - Comment on the evaluation methods utilized—fairness, difficulty, ease, etc.

Response Rate: 57.89% (11 of 19)

- 1 fair
- 2 ease
- 3 This class is difficult if you do not read the material or read any of the material that is given. If you use all of the material to the most effective manner you will pass the class.
- 4 The course was fair and challenged my intellect.
- 5 Fair
- 6 Fair
- 7 Fair evaluation
- 8 Fair evaluation
- 9 Evaluation methods utilized were of appropriate fairness and relative to the course content.
- 10 Ease.
- 11 Difficult

Q28 - Comment on the instructor's overall effectiveness as a teacher in his/her discipline.

Response Rate: 63.16% (12 of 19)

- 1 Very knowledgeable and presents the information well.
- 2 Very effective and understanding

- 3 The instructor is very effective in his discipline and I would recommend him to any other student.
- 4 I loved how involved he was with the discussions. Sometimes it feels like other teachers don't even read posts but he took the time and answered all of us to help us understand the course material. Thanks professor !
- 5 He was great!
- 6 He was an excellent instructor as he laid out all the instructions and expectations clearly. He also was very open to students asking for help
- 7 Great
- 8 Great teacher that has easy to follow instructions
- 9 Great professor. Has clear instructions and is willing to help if needed.
- 10 Dr. Hazari is a great professor, he went through all of the discussions and helped us understand the material even more by commenting on different discussion posts.
- 11 A+
- 12 10/10