

Course: MKTG3808 E02 - Business Research	Department: Marketing/
Responsible Faculty: Sunil Hazari	Responses / Expected: 16 / 18 (88.89%)

QUANTITATIVE SECTION		MKTG3808 - E02								--- Survey Comparisons ---			
		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	5	1	0	0	16	4.6	5	.61	610	4.6	35
Q2	I check my online course at least two times per week.	14	1	1	0	0	16	4.8	5	.53	615	4.9	26
Q3	I have consistent access to the technology required for this course.	13	3	0	0	0	16	4.8	5	.39	612	4.8	39
Q4	I was well-prepared for class	11	4	1	0	0	16	4.6	5	.60	613	4.6	38
Q5	I avidly participated in all class activities	11	5	0	0	0	16	4.7	5	.46	602	4.7	40
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	6	9	1	0	0	16	4.3	4	.58	569	4.4	30
Q7	This course challenged my intellect.	10	6	0	0	0	16	4.6	5	.48	613	4.5	51
Q8	Class discussions and/or activities helped me to understand the subject matter.	9	6	1	0	0	16	4.5	5	.61	593	4.3	50
Q9	Course assignments helped me to understand the subject matter.	8	6	2	0	0	16	4.4	4.5	.70	612	4.4	38
Q10	Course content was presented effectively.	9	5	1	0	1	16	4.3	5	1.04	612	4.4	34
Q11	Required course texts and/or materials helped me to understand the subject matter.	8	7	1	0	0	16	4.4	4.5	.61	607	4.4	44
Q12	Test content was representative of assigned material.	6	9	1	0	0	16	4.3	4	.58	598	4.4	37
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	7	7	2	0	0	16	4.3	4	.68	609	4.5	25
Q14	The instructor demonstrates knowledge of his/her discipline.	9	5	2	0	0	16	4.4	5	.70	605	4.5	32
Q15	The instructor clearly explains course expectations.	9	5	0	1	1	16	4.3	5	1.15	612	4.5	29
Q16	The instructor clearly explains how students will be evaluated.	10	4	0	1	1	16	4.3	5	1.16	610	4.6	25
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	10	6	0	0	0	16	4.6	5	.48	610	4.6	44
Q18	The instructor presents material in an organized manner.	7	8	0	0	1	16	4.3	4	.97	607	4.5	23
Q19	The instructor communicates effectively.	8	6	1	0	1	16	4.3	4.5	1.03	612	4.5	26
Q20	The instructor demonstrates respect for students.	12	4	0	0	0	16	4.8	5	.43	601	4.6	46
Q21	The instructor is receptive and responsive to the sharing of ideas during online discussions.	10	6	0	0	0	16	4.6	5	.48	579	4.6	46
Q22	The instructor offers and is available for individual assistance.	7	7	1	0	0	15	4.4	4	.61	589	4.5	32

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: 100.00% (16 of 16)

1	how to properly do good research
2	how to make good surveys and a lot of features within doing so. and how to do good research
3	how to conduct marketing research
4	business marketing research methods of survey methods
5	The most important thing is the 20-12 rules for writing discussions, it does make it easier to read.
6	The best method for creating a survey and how to use cross tabulation to help make effective management decisions.
7	I learned a ton of information on how to create surveys that will be useful in my future marketing endeavors.
8	I learned the basics of market research which I am likely to use in the future. I learned how to use Qualtrics and do crosstabs which will be useful skill.
9	I learned how to effectively conduct market research. The importance of sample selection and sample evaluation in crucial for collecting primary data.
10	I learned marketing research and the most effective ways of obtaining the information
11	I learned about sampling plan, population, and how to make and read cross tabs.
12	How to make a survey on qualtrics, citing sources
13	How to create an effective survey to get results close to that of the population
14	How much business research relates to the world.
15	How market research is used and presented effectively in the business world. Also the role of market research in order to better a business.
16	How conduct, distribute, and analyze data in surveys.

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

Response Rate: 87.50% (14 of 16)

1	use it in my professional career as in common research methods to be aware of
2	to create valid research in business
3	to create research reports
4	better understand my competitive market is

5	as a marketing major, i have gained knowledge that would allow me to do real research on products and gathering information
6	When conducting market research about any business I may be doing .
7	The knowledge from this course will be useful in my future business career. I plan on being a business owner. I am currently working on a service that requires extensive market research.
8	Not sure. But I will have it if I need it.
9	I will use all knowledge in my profession.
10	I will use the knowledge to create effective surveys
11	I will use the knowledge effectively because i intend on owning my own business, where the material learned in this course will be very beneficial.
12	I will use what I learned in this class and apply it when I am providing primary or secondary research or a sample of a population.
13	I will be able to use the communication skills, writing, etc.
14	As an human resources manager I will be doing surveys from time to time. This class taught me how to create surveys and how to analyze the data.

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

Response Rate: 81.25% (13 of 16)

1	nothing
2	none, great course!!
3	n/a
4	maybe some video lectures of the chapter
5	This course gave a lot of work in a short amount of time and left me with very little time to complete each assignment. I would like to see more time given to complete assignments. Also, I would like Mr. Hazari to release the syllabus at least a week before class starts. That way students have more time to order the book.
6	The professor doesn't always explain what he is expecting of us on assignments which caused me to receive low grades on some occasions. It would be nice for him to specify what pages of the text we need to know for the exam. This class moves very fast and people who work shouldn't have to pointlessly read just for the sake of it. The professor needs to post rubrics for all discussions and assignments. i feel like we were graded to the professors discretion and there was no uniformity to it.
7	Professor needs to be more organized. The online course was all over the place. Little instruction.
8	Not to provide so much work during summer course. Because of the fast pace, its harder for students to understand material in course, even with book purchased.
9	N/A
10	Less discussions
11	I thought everything was extremely positive already.
12	I think this class is great! It's efficient and effective. The assignments are spaced perfectly to keep the student engaged but not overwhelmed.
13	I loved the way he conducted his course, only thing that could change especially for the summer classes is maybe get an online text

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

Response Rate: 81.25% (13 of 16)

1	very important
2	they were fine. I felt like a lot of it was busy work.
3	the textbook is very helpful, and the discussion posts help to enforce that material
4	textbook was very helpful
5	text book was my life saver
6	na
7	discussion, essays, and qualtrics survey helpful
8	all material and texts were very effective
9	The book helped understand the content. The book was very resourceful.
10	Textbook is very needed and the assignments help in the learning of the material.
11	MR2 is easy to read and a good source. I enjoyed the class discussions and assignments.
12	I found the text to be very useful and it explains the concepts well.
13	Assignments, class activities were challenging, but significant.

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

Response Rate: 81.25% (13 of 16)

1	very fair professor and wanted every student to excel. always gave feedback to show how students did well or needed to improve. by far the most motivating professor I have had here at my time at UWG.
2	the evaluation methods used were very fair
3	none
4	fair grading and a normal/ manageable amount of work
5	easy grading and provides great feedback on assignments
6	Very fair
7	Very fair and feedback helped to do better on future assignments.
8	The tests were easy. However, it would have been nice to have a rubric posted for all discussions and assignments. This would help with all the confusion I had with trying to understand what the professor was talking about half the time when describing details to do the assignments.
9	The assignments were not complicated. Evaluation was fair. My only complaint is the test module doesn't warn you when you are running out of time. On test two, I went over the time limit and didn't realise it right away.

10	I believe the teacher was fair. he gave precise timelines and information and also allowed late work, with a deduction .
11	Grading was clearly explain. Grading was very fair, you get what you earn.
12	Evaluation methods fair and based on material learned.
13	Didn't completely agree with grading methods. Would work hard and recieve a grade I didnt expect.

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

Response Rate: 93.75% (15 of 16)

1	very helpful and engaging professor
2	thank you for always taking the time to give us feedback and giving us the motivation to excel in the class. I have never experienced a professor that was so involved with his students in regards to making them a better student to achieve the most out of your class.
3	none
4	he is very educated and helpful
5	Tough but great teacher. Wants to challenge intellect and wants students to actually learn.
6	This instructor was the best I have had thus far.
7	The teacher was very fair and effective on presenting the material
8	Sortve effective. I feel like I learned most everything already in previous courses.
9	Overall, Dr. Hazari was very helpful in this course. His teaching methods are different than my other 3 online classes, but he's was the mist effective. Even though we didn't meet face to face I was still able to learn a lot in this course,.
10	I truly enjoyed Dr. Hazari's constant communication with us during the semester. Online classes often give the feeling of being isolated from the other students and professor, but Dr. Hazari's messages and updates warded off those feelings. He clearly explained each area in which could be improved upon or needed deeper study. I felt very supported throughout this semester.
11	I believe Mr. Hazari is a great instructor. Very knowledgeable and helpful.
12	Great knowledge of the discipline and presented well
13	Great class, great instructor.
14	Great ! if i was not graduating I would take him again

Course: MKTG4818 E01 - Business Web Design	Department: Marketing/
Responsible Faculty: Sunil Hazari	Responses / Expected: 7 / 8 (87.50%)

QUANTITATIVE SECTION	MKTG4818 - E01							--- Survey Comparisons ---					
	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.	3	3	1	0	0	7	4.3	4	.70	610	4.6	17
Q2	I check my online course at least two times per week.	2	5	0	0	0	7	4.3	4	.45	615	4.9	2
Q3	I have consistent access to the technology required for this course.	3	4	0	0	0	7	4.4	4	.49	612	4.8	6
Q4	I was well-prepared for class	2	4	1	0	0	7	4.1	4	.64	613	4.6	11
Q5	I avidly participated in all class activities	3	4	0	0	0	7	4.4	4	.49	602	4.7	17
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	2	4	1	0	0	7	4.1	4	.64	569	4.4	23
Q7	This course challenged my intellect.	3	4	0	0	0	7	4.4	4	.49	613	4.5	32
Q8	Class discussions and/or activities helped me to understand the subject matter.	4	3	0	0	0	7	4.6	5	.49	593	4.3	55
Q9	Course assignments helped me to understand the subject matter.	4	3	0	0	0	7	4.6	5	.49	612	4.4	52
Q10	Course content was presented effectively.	4	3	0	0	0	7	4.6	5	.49	612	4.4	52
Q11	Required course texts and/or materials helped me to understand the subject matter.	4	3	0	0	0	7	4.6	5	.49	607	4.4	56
Q12	Test content was representative of assigned material.	4	3	0	0	0	7	4.6	5	.49	598	4.4	52
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	3	4	0	0	0	7	4.4	4	.49	609	4.5	33
Q14	The instructor demonstrates knowledge of his/her discipline.	3	4	0	0	0	7	4.4	4	.49	605	4.5	30
Q15	The instructor clearly explains course expectations.	4	3	0	0	0	7	4.6	5	.49	612	4.5	46
Q16	The instructor clearly explains how students will be evaluated.	4	3	0	0	0	7	4.6	5	.49	610	4.6	43
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	4	3	0	0	0	7	4.6	5	.49	610	4.6	41
Q18	The instructor presents material in an organized manner.	4	3	0	0	0	7	4.6	5	.49	607	4.5	42
Q19	The instructor communicates effectively.	5	2	0	0	0	7	4.7	5	.45	612	4.5	56
Q20	The instructor demonstrates respect for students.	5	2	0	0	0	7	4.7	5	.45	601	4.6	43
Q21	The instructor is receptive and responsive to the sharing of ideas during online discussions.	4	3	0	0	0	7	4.6	5	.49	579	4.6	42
Q22	The instructor offers and is available for individual assistance.	4	3	0	0	0	7	4.6	5	.49	589	4.5	44

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: 100.00% (7 of 7)

1	The importance's of web design.
2	I learned basic HTML skills and how to create websites on three different platforms which will be very useful for my future endeavors.
3	I learned how to create, maintain, promote and publish a website. I learned what it takes to create a successful website, and also design tips.
4	I have learned the basics of building a website and learning the foundations of composing a great website from finding its purpose to testing its usability.
5	I enhanced my knowledge on different techniques to use when designing a website.
6	How to properly design a website
7	How to create websties.

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

Response Rate: 100.00% (7 of 7)

1	To design websites
2	I will use this information in any marketing or advertising position.
3	I will use this for designing a website or blog to increase my companys viewers.
4	I will be using this knowledge to keep in mind when I'm building my own websites.
5	I can use my online resume to apply for a job
6	For my career, I know have the right tools to create a great website.
7	Being able to build websites and know basic html language will very much so benefit me in the future as a business women, and for blogging as a hobby.

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

Response Rate: 100.00% (7 of 7)

1	The course is as cut and dry as it could be. All expectations are clearly laid out so we knew what was expected from us the moment we got the email with the syllabus.
2	On the days that the projects are due I would suggest to not have a discussion due that day as well.
3	Nothing this course was very helpful
4	Nothing the course if fine

5	Not as many discussions, along with the project discussions.
6	None, I really enjoyed the class and the assignments.
7	Everything about the class was great and I appreciated the pace for the course being the way it was in the summer.

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

Response Rate:	100.00% (7 of 7)
1	The text was very helpful
2	The text book was cheap to buy used which I loved. It also is full of valuable info that I will certainly refer too in the future.
3	The book was DEFINITELY helpful in the course! All the assignments were simple and the projects were easy to understand.
4	The book and the website that the instructor recommended as tutorials were very helpful.he
5	The assigned book was my go to. It helped me with every website I created and every discussion post.
6	Everything was explained in great detail.
7	Assignments are not to hard

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

Response Rate:	100.00% (7 of 7)
1	fair
2	Very fair. Since this was such a short course, I found it very helpful that Dr. Hazari allowed us to turn in assignments late after the due date with a 25% penalty. Although I only needed to turn in one assignment late, It is often very easy to lose track of these very condensed courses along with working and personal matters.
3	I thought the class had its challenges, but were easy to get through.
4	He graded fairly, he told us what was expected for each assignment.
5	Grading was very fair
6	Fair
7	Everything was fair.

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

Response Rate:	85.71% (6 of 7)
1	The teacher was a very positive teacher.
2	The instructor clearly knows the information of the course
3	The instructor is great and knows his materials well. I appreciate him commenting on all of the main posts we've done in class for the feedback.
4	Professor Hazari taught me a lot about web design. Each assignment helped me to understand the material better. I feel confident designing websites.
5	Good teacher
6	Although I never got to meet Dr. Hazari in person, I feel that he is very knowledgeable in the web design field. His comments on our discussion posts were very insightful and helpful.