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| **Course:** MKTG3808 E02 - Business Research | **Department:** Marketing/ |
| **Responsible Faculty:** Sunil Hazari | **Responses / Expected:** 24 / 35 (68.57%) |

| 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. | 15 | 7 | 0 | 2 | 0 | 24 | **4.5** | 5 | .87 | **3.9K** | **4.6** | 25 |
| **Q2** | I check my online course at least two times per week. | 19 | 4 | 0 | 1 | 0 | 24 | **4.7** | 5 | .68 | **3.9K** | **4.7** | 37 |
| **Q3** | I have consistent access to the technology required for this course. | 18 | 5 | 1 | 0 | 0 | 24 | **4.7** | 5 | .54 | **3.9K** | **4.8** | 28 |
| **Q4** | I was well-prepared for class | 13 | 10 | 1 | 0 | 0 | 24 | **4.5** | 5 | .58 | **3.8K** | **4.6** | 34 |
| **Q5** | I avidly participated in all class activities | 14 | 8 | 1 | 1 | 0 | 24 | **4.5** | 5 | .76 | **3.8K** | **4.6** | 21 |
| **Q6** | If/When I struggled with course material, I sought help from the professor or from resources provided to me. | 15 | 5 | 3 | 0 | 0 | 23 | **4.5** | 5 | .71 | **3.7K** | **4.5** | 42 |
| **Q7** | This course challenged my intellect. | 13 | 10 | 1 | 0 | 0 | 24 | **4.5** | 5 | .58 | **3.8K** | **4.5** | 38 |
| **Q8** | Class discussions and/or activities helped me to understand the subject matter. | 15 | 9 | 0 | 0 | 0 | 24 | **4.6** | 5 | .48 | **3.8K** | **4.4** | 62 |
| **Q9** | Course assignments helped me to understand the subject matter. | 16 | 8 | 0 | 0 | 0 | 24 | **4.7** | 5 | .47 | **3.8K** | **4.5** | 60 |
| **Q10** | Course content was presented effectively. | 17 | 6 | 1 | 0 | 0 | 24 | **4.7** | 5 | .55 | **3.8K** | **4.4** | 62 |
| **Q11** | Required course texts and/or materials helped me to understand the subject matter. | 16 | 7 | 1 | 0 | 0 | 24 | **4.6** | 5 | .56 | **3.8K** | **4.5** | 58 |
| **Q12** | Test content was representative of assigned material. | 15 | 9 | 0 | 0 | 0 | 24 | **4.6** | 5 | .48 | **3.4K** | **4.5** | 52 |
| **Q13** | Tests and/or assignments required problem solving, critical thinking, and/or creative thought. | 14 | 9 | 0 | 0 | 0 | 23 | **4.6** | 5 | .49 | **3.8K** | **4.6** | 46 |
| **Q14** | The instructor demonstrates knowledge of his/her discipline. | 18 | 6 | 0 | 0 | 0 | 24 | **4.8** | 5 | .43 | **3.8K** | **4.6** | 52 |
| **Q15** | The instructor clearly explains course expectations. | 15 | 9 | 0 | 0 | 0 | 24 | **4.6** | 5 | .48 | **3.8K** | **4.5** | 46 |
| **Q16** | The instructor clearly explains how students will be evaluated. | 16 | 7 | 0 | 0 | 0 | 23 | **4.7** | 5 | .46 | **3.8K** | **4.6** | 52 |
| **Q17** | The instructor evaluates and returns tests and assignments in a reasonable period of time. | 18 | 6 | 0 | 0 | 0 | 24 | **4.8** | 5 | .43 | **3.8K** | **4.5** | 61 |
| **Q18** | The instructor presents material in an organized manner. | 16 | 8 | 0 | 0 | 0 | 24 | **4.7** | 5 | .47 | **3.8K** | **4.5** | 51 |
| **Q19** | The instructor communicates effectively. | 15 | 7 | 2 | 0 | 0 | 24 | **4.5** | 5 | .64 | **3.8K** | **4.5** | 41 |
| **Q20** | The instructor demonstrates respect for students. | 18 | 6 | 0 | 0 | 0 | 24 | **4.8** | 5 | .43 | **3.8K** | **4.7** | 48 |
| **Q21** | The instructor is receptive and responsive to the sharing of ideas during online discussions. | 17 | 7 | 0 | 0 | 0 | 24 | **4.7** | 5 | .45 | **3.7K** | **4.6** | 51 |
| **Q22** | The instructor offers and is available for individual assistance. | 17 | 6 | 1 | 0 | 0 | 24 | **4.7** | 5 | .55 | **3.8K** | **4.6** | 46 |

**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:** 91.67% (**22** of **24**) |

| | |
|---|---|
| 1 | how to many an accurate survey |
| 2 | how to make surveys and use qualtrics |
| 3 | This course taught me the importance of marketing research and how vital it can be to the success of a new product or business. |
| 4 | This class made me more disciplined due to the various due dates for different assignments; I had to manage my personal, work, and school life. |
| 5 | The most important things I learned in this course was how to create surveys, and Crosstabulations. |
| 6 | The most important thing that I learned in this course is how important surveys are to a company. Companies take survey questions very seriously because they want to know more about their customers and what they want in a product. This helps them come up with different products and services to serve to their customers. |
| 7 | The most important thing that i learned in this course is more depth about surveys and the importance of feedback. This class made me realize that laziness is not a factor and the class was a bit challenging from the start. |
| 8 | The 4 P's. Marketing strategies and terminology. Concepts to apply in a business situation. |
| 9 | That I will actually use business statistics if I decide to pursue marketing research |
| 10 | Qualtrics and how to do successful surveys. Analyzing and interpreting data. |
| 11 | Qualitrics |
| 12 | I think learning about how to form surveys was the most important part for me because I will be able to use this information in my job. |
| 13 | I learned that all businesses need to complete marketing research, no matter how big or small, to increase their chances of a successful marketing campaign. |
| 14 | I learned marketing is more than ads and it all begins with research! There are many ways to do research, and analyze results. |
| 15 | I learned how to write and discuss more effectively with the many discussion post we had in class |
| 16 | I learned about several things such as, Qualtrics analytics, how to complete a survey effectively, how and where to conduct research, et cetra. |
| 17 | How to use create surveys. |
| 18 | How to effectively do market research |
| 19 | How in the business field data is collected. |
| 20 | Critical problem solving for the sustainability of Business and operations |
| 21 | Collect data from sources. |
| 22 | Check assignments before Thursday if possible. |

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

**Response Rate:** 87.50% (**21** of **24**)

| 1 | researching different items for my shop |
|---|---|
| 2 | know how to use different types of questions in a survey |
| 3 | Very well |
| 4 | This will help me develop efficient skills for the business word and teach me how to be successful in research. |
| 5 | The knowledge gained in this class can always be used in future classes as well as my profession to help solve problems, and help come to reasonable conclusions. |
| 6 | The knowledge gained will be used to better conduct research. |
| 7 | Research is critical in running a business effectively. I will definitely use the skills I have learned in this class. |
| 8 | Looking forward to using qualtrics |
| 9 | It helped me understand the p value and importance of research. |
| 10 | I will use this knowledge to increase the marketing success of my company. |
| 11 | I will use the knowledge to maintain information from my companies customers to know their wants and needs. If the customer wants a certain type of style, feel, look or service, then I'll use the survey to come up with ideas and prototypes to fit the customers wants. |
| 12 | I will use the knowledge especially when it comes to decision making. |
| 13 | I will use the marketing tactics I learned in class and from the textbook in my career |
| 14 | I will use it if I have a job in marketing maybe determining an outcome of a situation and how it is categorized or techniques to go by when making a decision or working through something. |
| 15 | I will definitely use this data in my management career. Understanding data and charting it. |
| 16 | I will construct better surveys and use the knowledge of different marketing techniques and research methods to perform marketing research. |
| 17 | I will be more thorough when I gather information, aware of the ways it can be distorted. |
| 18 | I plan to own a law firm in the future, therefore this information will be very valuable in marketing my firm and getting feedback from customers. |
| 19 | I now know that I will need to hire someone else to do this for my company. |
| 20 | I currently work with a nonprofit and I believe that I can use marketing skills to help improve awareness of the program and the volunteer experience. |
| 21 | As a business owner and leader. |

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

**Response Rate:** 87.50% (**21** of **24**)

| 1 | more direction on how do the qualtrics assignments |
|---|---|
| 2 | The only change I would suggest in plugging in the course due dates in the interactive calendar of courseden. I realize that not doing so is to teach students responsibility and to keep up with their coursework; however, this can be difficult when balance a heavy course load - even for students who are organized. |
| 3 | Since I had to attend work a lot, I would say extending the due dates to Sunday instead of Saturday. |
| 4 | Overall I wouldn't suggest any changes to this course. |
| 5 | One positive change I want to see in this course is possibly having class at least once a week. I think the more interaction you have with your professor, the better you will understand what he or she is teaching. |
| 6 | Nothing |
| 7 | Nothing really. |
| 8 | None |
| 9 | None. I think it was a good course. |
| 10 | None. I enjoyed this online session. |
| 11 | None this professor always does a great job. |
| 12 | NA |
| 13 | N/A |
| 14 | N/A |
| 15 | I would not change anything about this course, as I felt it was well designed. |
| 16 | I would change the way that he communicates with his students. I would prefer that he use more of westga email rather than courseden because it is fairly easier to send an email through email than use courseden especially on a mobile device. I would advise this professor to be understanding of his students and explain the assignment a little better so individuals know exactly what they need to out down and how to answer it. |
| 17 | I think that there could be some better explanation on some of the assignments. There was confusion between multiple people on several assignments on the discussion boards. |
| 18 | I like how this class was presented |
| 19 | I don't see the need. However, Thursday night due dates are tough for those of us that work. Also, so are Saturday night due dates. Last night I had an assignment due that I missed due to working 15.5 hours yesterday. |
| 20 | Have updated pictures/"how tos" that match the latest version on the link provided :) |
| 21 | Everything was great. I would make no changes |

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

**Response Rate:** 83.33% (**20** of **24**)

| 1 | the discussions were a bit challenging especially the fact we had to be within a certain word count and the strict expectations of his paragraphs |
|---|---|
| 2 | n/a |
| 3 | We always utilize our materials and he doesn't make us get the most expensive books. |

| 4 | This class had the right balance of work. It was not too much or too less. |
|---|---|
| 5 | The value of texts, class materials, assignments, and class activities were all helpful tools in helping me to learn the class material, which in turn allowed me to display what I learned through the discussion assignments/projects and tests. |
| 6 | The textbook was great! It provided information while not being overloading or boring. The graphics and stats blurbs helped break up the text to make reading easier. |
| 7 | The textbook and course materials are very valuable in the success of students in this class. The discussion assignments can take a significant amount of time, but they assist in the learning process of the course. |
| 8 | The text was useful and the professor provided us with very clear instructions on assignments and was very willing to help when asked. |
| 9 | The text provided clearly represented the curriculum, as well as the materials and class activities. |
| 10 | The text material and classroom material was equally balanced. |
| 11 | The text book was extremely helpful when using to complete the discussions. |
| 12 | The discussion posts are monotonous and I feel other assignments such as MHconnect could have translated better to some of the course material. |
| 13 | The assignments were very helpful but yet so simple to do. It really gave me a good look on how companies actually retrieve date from customers. The text book was helpful for studying and was very interesting to read and it also gave a inside look to what companies do when finding research. |
| 14 | It was a great class |
| 15 | I think this class was properly structured and well though out. |
| 16 | I found the assignments to be highly valuable. |
| 17 | I don't think the book was essential for the class |
| 18 | Fair. |
| 19 | Even though it is an online course, he is sure to make you sure your textbook. Lots of good teaching on how to understand and use the information from the textbook. Fairly easy but informational assignments. |
| 20 | . |

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

**Response Rate:** 79.17% (**19** of **24**)

| 1 | everything was graded in a timely manner |
|---|---|
| 2 | difficult |
| 3 | You earn the grade you receive, this is a fair class. |
| 4 | This class is challenging, it is a fair class for those that do fair work. |
| 5 | The instructor is very fair in his evaluation of students because some of this material can be confusing when you first begin studying it. |
| 6 | The evaluation methods utilized were very fair. |
| 7 | The evaluation methods used was fair. If you read the book than it was easy to keep up with. |
| 8 | The evaluation method was fair in this class. |
| 9 | The class itself wasn't really difficult, it was just a matter of taking the time out of your day and actually doing and completing the assignment. The class and the professor were very fair and it's really all on the student to take responsibility when it comes to this online course. |
| 10 | The class was fairly easy if you stay on top of your work and do all the discussion posts. |
| 11 | I believe I put in a great deal of effort and the grading the had been fair! Certainly not easy. |
| 12 | Great professor, graded fair. |
| 13 | Fairness |
| 14 | Fairly easy if you stay on top of things. |
| 15 | Fair. |
| 16 | Everything was fair, timely, and of an appropriate level of difficulty. |
| 17 | Difficult, but well worth the time to take the class |
| 18 | All fair. I actually feel like some of the evaluation methods were quite easy. |
| 19 | . |

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

**Response Rate:** 83.33% (**20** of **24**)

| 1 | Very effective and knowledgeable in this discipline. Great professor |
|---|---|
| 2 | This is the second time I have taken a class with this professor, he is one of the only online professors that actually consistently interacts with his students. |
| 3 | The teacher was great. I would definitely take another class with him. |
| 4 | The professor is a great teacher, but not very considerate of the lives of college students. He gives off a more non nonchalant vibe and does not seem to care much about the individual. Very demanding and i think its good when trying to prepare students of the real world. |
| 5 | The instructor's overall effectiveness as a teacher in his discipline were fair. |
| 6 | The instructor did a very good job grading assignments in a timely manner. Also responding to emails. |
| 7 | The instructor was OK. |
| 8 | Professor Hazari's overall effectiveness as a teacher was very resourceful and he did everything a professor should do. He made it perfectly clear that in order to pass his class, you just have to do the work and he was right. Everything was scheduled, he gave his students plenty of time to complete assignments and prepare for tests, and he always gave feed back and was very active in our discussion boards. |
| 9 | Loved to learn from this professor |
| 10 | I would of rather taken this class in person than online the way it is ran. |

| | |
|---|---|
| 11 | I really liked Hazari as an instructor and would gladly take him again. His expectations were clear from the start in his syllabus, in each lesson for the week, and in the announcements. I valued his feedback after every discussion and assignment, it helped me to adjust any misconception I was having or where I went wrong. His responses to my emails were quick and informative when I had questions. I could tell early on in the semester that Hazari cares about his students and wants them to learn. Great Professor! Thanks, for sharing your knowledge and helping me to grow! |
| 12 | I enjoyed Prof. Hazari. He was very involved in our online communication and answered all questions. He is clearly very knowledgeable about the course. |
| 13 | I enjoyed the class very much |
| 14 | I believe strongly that the instructor is doing an excellent job. |
| 15 | He was very effective. Even though online. He is very dedicated to responding and giving feedback even though it may take time. He lets us know he really grades and reads our assignments. |
| 16 | He is very effect and very knowledgeable in his discipline. I like that when I ask a question I get a response back that is more than just a single line. |
| 17 | Great! Very prompt and detailed teacher. |
| 18 | Found the professor very effective with his feedback to every students assignment. Demonstrated a true concern for my peers and I. |
| 19 | 3 |
| 20 | . |