

Student Evaluation of Instruction Fall 2019
Full Term
201908

The University of West Georgia
UWG

Course: MKTG3803 E01 - Principles of Marketing

Department: Marketing/

Responsible Faculty: Sunil Hazari

Responses / Expected: 24 / 30 (80%)

QUANTITATIVE SECTION	MKTG3803 - 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.										4.8K	4.6	48
Q2	I check my online course at least two times per week.										4.8K	4.7	19
Q3	I have consistent access to the technology required for this course.										4.8K	4.8	18
Q4	I was well-prepared for class										4.8K	4.6	59
Q5	I avidly participated in all class activities										4.8K	4.6	11
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.										4.6K	4.5	14
Q7	This course challenged my intellect.										4.8K	4.5	31
Q8	Class discussions and/or activities helped me to understand the subject matter.										4.7K	4.4	46
Q9	Course assignments helped me to understand the subject matter.										4.8K	4.5	40
Q10	Course content was presented effectively.										4.8K	4.4	53
Q11	Required course texts and/or materials helped me to understand the subject matter.										4.8K	4.5	47
Q12	Test content was representative of assigned material.										4.3K	4.5	48
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.										4.8K	4.6	44
Q14	The instructor demonstrates knowledge of his/her discipline.										4.8K	4.6	41
Q15	The instructor clearly explains course expectations.										4.8K	4.5	44
Q16	The instructor clearly explains how students will be evaluated.										4.8K	4.6	34
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.										4.8K	4.5	53

Q18	The instructor presents material in an organized manner.	18	5	0	0	1	24	4.6	5	.86	4.8K	4.5	46
Q19	The instructor communicates effectively.	17	5	1	0	1	24	4.5	5	.91	4.8K	4.5	41
Q20	The instructor demonstrates respect for students.	17	5	1	0	1	24	4.5	5	.91	4.8K	4.7	28
Q21	The instructor is receptive and responsive to the sharing of ideas during online discussions.	19	4	0	0	1	24	4.7	5	.85	4.6K	4.6	47
Q22	The instructor offers and is available for individual assistance.	17	6	0	0	1	24	4.6	5	.86	4.7K	4.6	39

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: 87.50% (21 of 24)

- 1 The most important thing i have learned in this course is how marketing works and how it affects the business in a good way and it can increase their clientele.
- 2 The basic skills or marketing for my future career.
- 3 Principles of marketing.
- 4 Nothing, Just busy work on top of busy work
- 5 Marketing planning and strategies, impact of social media on marketing, marketing mix, and segmentation
- 6 Marketing Plan
- 7 Marketing principles
- 8 I learned about different way to market and certain stragties that could help me market my company.
- 9 I learned a little more about how people think, when they a purchasing. I also learned how marketers, market a product and the way they think.
- 10 I learned much more in depth about the basic principles of marketing.
- 11 I have learned the basics of marketing and the processes such as the marketing plan.
- 12 I have come to understand marketing more thoroughly as a whole.
- 13 How to market different types of products along with learning how much is put into marketing products.
- 14 How there is so much involved in putting a product on the market.
- 15 How much goes into the marketing aspect of a business.
- 16 Effective marketing patterns and how to construct a marketing plan.
- 17 Disciplined reading - I am already an avid reader, but this class really had me going beyond the words on the page and digging deep within to find a deeper meaning and comprehension; I learned how to evaluate and incorporate new ideas and express them in a different context.
- 18 Communication and marketing
- 19 Basics of marketing

20 Advertising

21 About marketing

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

Response Rate: 83.33% (20 of 24)

My desire and reason for returning to school to complete my Management degree is a personal goal I set for myself after all the kids left home; and, secondly to start a nonprofit organization assisting young adults within the juvenile justice system to not

1 become repeat offenders. My target audience will be first offenders who may have not been a willing participant but was caught up in the crowd because of lack of parental and/or familial care. The knowledge obtained in this class will definitely be a plus in the organizational and promotional component of my new business startup.

2 Marketing

3 In a work space

4 I'm not sure

5 I'm going into sales so this course will definitely be beneficial to me in the near future.

6 I'll be majoring in Accounting, but I will probably be working for a corporation. It will be helpful in understanding the overall business environment.

7 I won't frequently use marketing in my profession, but the skills will allow me to make better purchase decisions at the grocery store through understanding pricing concepts.

8 I will utilize the knowledge with marketing my business.

9 I will use this knowledge in the future by reminding myself what is good and bad marketing and what will help make my business better and stand out among my competitors.

10 I will use this in my future job and have already used it in my other classes I am taking currently such as management.

11 I will use this skill to help with my own marketing campaign for my business in the future.

12 I will use marketing in my personal business career and entrepreneurial endeavors.

13 I will use the skills and information I learned here when I begin an accounting position at Southwire

14 I will not give my students busy work and grade so harshly on it.

15 I will be able to understand many different perspectives of business marketing more effectively because of this course.

16 I have a small business of my own and I will use the strategies taught in this course to implement in my business

17 I am majoring in marketing and intend to get a job in business marketing so I will be using this knowledge for the rest of my life.

18 I am doing a marketing intern this summer and I will use what I learned from this class to apply it to my intern.

19 Given that I wish to pursue a career in real estate development, learning and implementing effective marketing patterns will be extremely beneficial in that career field.

20 Creating effective marketing strategies

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

Response Rate: 87.50% (21 of 24)

1 more lenience on the discussion posts

This is the first time I have taken a 100% online course. It was different and challenging at times, but Professor Hazari is an

2 excellent instructor. Little does he know he is the reason I was steadfast in not dropping out of school as I had two (2) siblings to go be with the Lord within five (5) months of each other. His encouragement and working with me to complete my assignments were truly amazing and I will always be grateful to him for that.

3 Nothing!

4 None , I enjoyed this course

5 NA

6 N/a

7 N/A

8 N/A

9 More better times for office hours.

10 Less coursework. The assignments are helpful, but there are so many of them it was overwhelming at times. Especially for students like me who are taking 5 other classes, working, and pregnant.

11 Less "projects" More discussion post to see how students see the material

12 Instead of having both a main and response discussion post, I think only a main post is necessary.

13 I'd like to see no homework due the week of Thanksgiving break to give more time to work on the final project.

14 I would enjoy seeing the professor implement more assignments than weekly discussion posts.

15 I think it would have been a bit better if we had a bit more time to turn in the main posts, but I found the course to be pretty good as a whole.

16 I think content of your post should matter more than highlighting stuff and putting page numbers. That's doing too much. We already know which chapter we ready for the discussion and the knowledge of what you read should be most important.

17 I don't think anything should be changed.

18 I believe that quizzes would be better than projects.

19 An alternative to the final project. I like to make power points and I feel like that would be better than writing a paper. More examples could be used and creativity.

20 Allow the tests to be taken on any day of the week

21 A heart when grading, more respect for when life happens and students have to be behind on an assignment

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

Response Rate: 87.50% (21 of 24)

1 the text for this course was a bit challenging ,but fair as we were able to use our books to reference to help guide our thoughts.

2 he did give a lot of readings. BUT it had to be from the exact book he wanted or your answers were wrong.

3 excellant

4 Very good textbooks, and effective assignments.

5 They were relevant to the class and helpful.

There was an assignment due every week, these assignments actually helped me learn the material because they were not just

6 quizzes that the answers could be looked up to. they were discussion post assignments that required us to actually read and understand the material to pass the assignment.

7 The textbook was extremely important in this class and everything had value.

8 The textbook helped me understand concepts by writing discussion posts and doing additional research. The project discussion board posts were also interesting.

9 NA

10 N/A

11 N/A

My textbook did not arrive in time for me to complete my first discussion post. Once I received my textbook and began working the syllabus; the notes and assignments from Professor Hazari, the projects within the scope of the class itself - it could not have been

12 possible without all of the tools mentioned above. I really enjoyed the discussion posts where we had to respond to one or more of our fellow classmate's postings. The field assignments were interesting, I now mentally count seconds when I walk in a place of business to see how soon I will be greeted.

13 I thought the textbook was good. The assignments took me a lot of time which maybe I'm just slower than other people when it comes to research. I believe I spent more time on this class than I did my other 3 combined many weeks.

14 I think the assignments were very effective in learning new material of the textbook.

15 I found all of the course material and activities to be very effective for my own learning experience.

16 Good

17 Each assignment was clarified within the instructions and it was very convenient to know exactly what was expected from the get go.

18 Class materials, texts, assignments, and activities are vital for success in this course.

19 All were relevant

20 All materials for the class were helpful and i learned a lot about marketing through our discussion posts, projects, and reading the book

21 All good except projects

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

Response Rate: 87.50% (21 of 24)

1 very difficult on rate my professor for sure

2 somewhat difficult but beneficial

3 graded fairly

4 fair

5 fair

6 This course was fair

- 7 This class was with ease, as along as we read the book and provided the best research and information the class was a breeze.
- 8 The evaluation methods used were fair and I felt at ease submitting my work even after requesting additional time to complete it; because I knew Dr. Hazari would be fair and give honest feedback and suggestions on the assignment.
- 9 The evaluations seemed to be pretty fair in my experience, if slightly difficult.
- 10 The class evaluation methods were fair and easy.
- 11 N/A
- 12 I would say it was a fair class. If you did your work on time and read the textbook it was fair.
- 13 I thought he graded very fair and was clear on how the assignments were graded.
- 14 I feel that the professor was very fair.
- 15 Fair
- 16 Fair
- 17 Evaluation methods utilized in this course were fair and easy to understand.
- 18 Evaluation was fair. Expectations were clearly explained. Tests were reasonable, challenging but simple enough if you were prepared.
- 19 Challenging but fair
- 20 As expected
- 21 A very fair evaluation of the students from the professor.

Q28 - Comment on the instructor's overall effectiveness as a teacher in his/her discipline.**Response Rate: 87.50% (21 of 24)**

- 1 responded quickly graded quickly and had all the material at the beginning of class.
- 2 Very tough grader but made you work hard for a good grade which helped me learned more by going into more dept.
- 3 Very fair. He could learn to be a little bit nicer in communications with the students over emails.
- 4 The professor is very respectable and understanding.
- 5 The professor is knowledgeable.
- 6 The instructor was great
- 7 The instructor demonstrated a high proficiency level in his discipline.
- 8 The instructor was great with feedback, and it was clear he care about making sure we understood the material. Online classes are definitely more difficult, but students in his class knew what's due and when. His instructions were well written and detailed on all his assignments. I would take this class again even though it required a lot time.
- 9 Really good
- 10 Professor Hazari was great. He responds back to emails in a timely manner. He updates grades promptly and is always there to answer questions. He offers individual feedback on every single discussion post which is very helpful.
- 11 Professor Hazari is an expert in his area of discipline. His manner of teaching is very effective and encouraging. His feedback on assignments was constructive and instructive. Principles of Marketing was one of my favorite classes.

- 12 No comment
- 13 I would say the teacher was effective and had overall good feedback.
- 14 I think the professor was a great professor. The workload wasn't too heavy, but just enough.
- 15 I think he was a very effective and helpful teacher for this course. His comments on the assignments were especially helpful.
- 16 I think Professor Hazari is a wonderful professor and an asset to the university.
- 17 Great Professor, he gave us great feedback on work and was helpful when it comes to understanding material.
- 18 Excellant
- 19 BAD
- 20 Always responded within reasonable time
- 21 8/10