Course:	MKTG4818 E02 - Business Web Design	**Department:** Marketing/
Responsible Faculty:	Sunil Hazari	**Responses / Expected:** 15 / 21 (71.43%)

	MKTG4818 - E02									--- 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.	7	7	1	0	0	15	4.4	4	.61	19K	4.6	25
Q2 I check my online course at least two times per week.	9	6	0	0	0	15	4.6	5	.49	19K	4.7	32
Q3 I have consistent access to the technology required for this course.	8	4	1	2	0	15	4.2	5	1.05	19K	4.7	6
Q4 I was well-prepared for class	6	7	1	1	0	15	4.2	4	.83	19K	4.5	18
Q5 I avidly participated in all class activities	7	4	1	1	0	13	4.3	5	.91	19K	4.5	20
Q6 If/When I struggled with course material, I sought help from the professor or from resources provided to me.	6	5	2	1	0	14	4.1	4	.91	18K	4.5	16
Q7 This course challenged my intellect.	7	5	3	0	0	15	4.3	4	.77	19K	4.5	21
Q8 Class discussions and/or activities helped me to understand the subject matter.	7	7	1	0	0	15	4.4	4	.61	19K	4.4	36
Q9 Course assignments helped me to understand the subject matter.	10	4	1	0	0	15	4.6	5	.61	19K	4.4	55
Q10 Course content was presented effectively.	11	3	0	0	1	15	4.5	5	1.02	19K	4.4	48
Q11 Required course texts and/or materials helped me to understand the subject matter.	8	6	1	0	0	15	4.5	5	.62	19K	4.4	46
Q12 Test content was representative of assigned material.	9	5	1	0	0	15	4.5	5	.62	17K	4.5	44
Q13 Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	8	6	1	0	0	15	4.5	5	.62	19K	4.6	30
Q14 The instructor demonstrates knowledge of his/her discipline.	11	4	0	0	0	15	4.7	5	.44	19K	4.6	47
Q15 The instructor clearly explains course expectations.	11	4	0	0	0	15	4.7	5	.44	19K	4.5	57
Q16 The instructor clearly explains how students will be evaluated.	11	3	1	0	0	15	4.7	5	.60	19K	4.6	49
Q17 The instructor evaluates and returns tests and assignments in a reasonable period of time.	11	4	0	0	0	15	4.7	5	.44	19K	4.5	60
Q18 The instructor presents material in an organized manner.	10	3	1	1	0	15	4.5	5	.88	19K	4.5	36
Q19 The instructor communicates effectively.	10	3	0	2	0	15	4.4	5	1.02	19K	4.5	32
Q20 The instructor demonstrates respect for students.	11	3	1	0	0	15	4.7	5	.60	19K	4.6	38
Q21 The instructor is receptive and responsive to the sharing of ideas during course discussions.	10	3	1	1	0	15	4.5	5	.88	19K	4.6	25
Q22 The instructor offers and is available for individual assistance.	9	4	1	1	0	15	4.4	5	.88	19K	4.6	23

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: 93.33% (**14** of **15**)

1	how to create a website
2	Throughout this course learned how to use various web design platforms.This included; Wordpress, Weebly, and Wix my favorite was WIX and I see myself using this platform again.
3	This class has taught me many, many useful skills that I will be able to use forever. I love the fact that I have explored and learned to use many different website generating sites. I am planning on creating my own online women's boutique there for this class really gave me a lot of useful knowledge for creating my site, a blog, and how to market.
4	The psychology of colors on any website
5	The most important thing I have learned in this course is the value of content. "Content is king" as our professor says. It really makes a different in the look and value of a website.

6	The most important things I leaned in this course is developing a well rounded business website. I have learned how to embed videos create blog posts and use 4 different website building platforms. I also learned the do's and don't of a good website I know to use primary colors and which colors are hard for viewing. I understand the importance of a home page catching your audience attention and assuring you have all necessary information on that page.
7	Learning what an audience is looking for in a webpage and maximizing resources.
8	Learning to create websites is a tool that I believe will be very useful for me in the future!
9	Learning and utilizing the principles of creating an appropriate website.
10	I learned a lot about web design and how to use different media apps and technologies
11	How to properly construct a site.
12	How to design websites effectively, whether it's for fun or for business.
13	Be patient on assignments and don't procrastinate
14	A lot about specific business web design.

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

Response Rate: 86.67% (13 of 15)

1	Web design could come in handy at any given time, I don't know what the future holds for me the chances of me having to build a website is very likely.
2	Using my Wix resume I already secured a summer internship solely because I sent it in along with a resume. I think this will continue to be a great tool for me.
3	Probably to make a online website at some point in my life
4	My favorite project was our last project- the online resume. I think this was an amazing assignment that I hope all student really took advantage of. It is an impressive skill to show to future employers. I even had business cards made with my website on them to pass out in the near future! :)
5	If I ever have to design my own website I'll be prepared
6	I will use the skill sets I have gained when communicating what I'm capable of to future employers.
7	I will use this when needed
8	I will use this course as a guide to build my own websites in the near future.
9	I will use this knowledge to create and design my own website as well as designing others. I hope to make this a part of my career if not just a hobby creating websites on the side would not be bad either. My focus is Public Relations and I know that a company will need a new revamped site or added features and I will be able to do that for them.
10	I want to work in marketing and advertising so now I know how to make and edit websites well
11	I plan to start my own blog soon and take the skills I have learned from different website generators and use it on the one I'm using for my business which is Shopify. Also this class will be very useful for any job in the future considering how important technology is now a days.
12	Creating websites.
13	As a marketing major, I might use it for my own website or helping others to design theirs.

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

Response Rate: 86.67% (13 of 15)

1	no
2	The professor needs to change the way he presents instructions. Almost every assignment was overloaded with instructions that often made the task harder to follow because of all the information. When you open an assignment and there are 4 pages of instruction that could be given in 2, it is rather annoying and hard to follow.
3	The only change I would like to see is the dropping of the written discussion posts.
4	Probably lessen the workload a tad
5	Positives changes would include: teacher provided videos on lectures.
6	Not using a textbook, only because I found some of the information was a little dated and I lost mine halfway through the semester.
7	N/A
8	N/A
9	Less cycle of same activities.
10	I would like to have something other than just discussion posts.
11	I would like to see the professor clearly post deadlines better

12	I don't think I could make any changes in this course. I personally believe if you put effort into the course you got a lot out of it.
13	Better weekly due dates.

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

Response Rate: 73.33% (**11** of **15**)

1	appropriate usage of texts and possibly less class materials.
2	all resources provided for each assignment were really beneficial and made the assignment easier to understand.
3	The textbook was helpful in completing all assignments.
4	The textbook for this class I can honestly say I did not use it until exam time. I used external resources such as google scholar for majority of the assignments.
5	The professor included a variety of projects using MULTIPLE web platforms. This allowed students to gain experience in a variety of ways.
6	The assignments were a great test of our knowledge of the material and the class activities helped further that knowledge
7	The activities of creating websites and blog post is very helpful going into the business field. I think reading and looking deeper into the context of the book rally helps you understand the value of creating a professional website.
8	Class was explained in perfect detail and a great mixture of project, papers, and tests. No complaints!
9	Assignments were difficult at times but will help in the long run
10	All texts were helpful.
11	.

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

Response Rate: 86.67% (**13** of **15**)

1	difficult because of the tedious instructions
2	Yea professor was pretty fair
3	Professor was fair, but tedious and moderately difficult.
4	Methods were effective
5	I think this course was exactly what it needed to be to gain useful skills for the business world. It wasn't too difficult but it challenged you to learn.
6	I found this class to be very fair!
7	I felt like I was evaluated fair for the most part
8	I feel like the evaluation method was skewed because I was making bad grades so I reached out to the girl in the class with the best grade and she helped me with an assignment that she made an A on and I received a 20.
9	Fair
10	Fair, but still gives us a challenge.
11	Everything was graded fairly and all instruction was easy to understand how to do the assignment.
12	Easy
13	All assignments are graded fairly and precisely. He gives constructive feedback to let you know what you were lacking and what you can improve on.

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

Response Rate: 86.67% (**13** of **15**)

1	good
2	fair but not like an excellent
3	Very organized, helpful, and thorough professor.
4	Very knowledgeable in business webdesign development. Always provided heavy amount of information so you never felt blinded by a project.
5	Very effective and disciplined.

6	Very Effective
7	My favorite online professor thus far. You were great with constructive feedback for each student on each assignment!
8	I really enjoyed his comments on everyone's dissection posts and the detailed feedback he provided during the course during grading.
9	I believe the instructor always went above and beyond to provide the information needed for assignments and this course. He was good about communicating back to us and grading was very fast. I love this course overall!
10	He was effective at teaching the material but did not make his class set up for everyone to succeed easily
11	He is helpful and wise on the subjects he teaches.
12	He is effective in explaining what it is he is looking for and expecting you to be able to complete
13	10/10