

Student Evaluation of Instruction Summer 2020
Session III
202005

The University of West Georgia
UWG

Course: MKTG3803 E02 - Principles of Marketing

Department: Marketing/

Responsible Faculty: Sunil Hazari

Responses / Expected: 36 / 43 (83.72%)

Overall Mean: 4.7 4-Point Likert Scale w/NA (788 responses)

QUANTITATIVE SECTION		MKTG3803 - E02										--- Survey Comparisons ---		
		Responses					Course					All		
		SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev	N	Mean	--+ ¹
Q1	I correctly utilized all required course texts and materials.	24	11	1	0	0	36	4.6	5	5	.54	999	4.7	=
Q2	I check my online course at least two times per week.	33	3	0	0	0	36	4.9	5	5	.28	1K	4.9	=
Q3	I have consistent access to the technology required for this course.	28	6	2	0	0	36	4.7	5	5	.56	997	4.8	=
Q4	I was well-prepared for class	24	9	1	2	0	36	4.5	5	5	.80	997	4.6	=
Q5	I avidly participated in all class activities	25	9	2	0	0	36	4.6	5	5	.58	984	4.7	=
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	22	6	2	3	0	33	4.4	5	5	.95	942	4.5	=
Q7	This course challenged my intellect.	23	11	1	0	0	35	4.6	5	5	.54	993	4.5	=
Q8	Class discussions and/or activities helped me to understand the subject matter.	27	8	0	0	1	36	4.7	5	5	.75	985	4.5	=
Q9	Course assignments helped me to understand the subject matter.	27	8	0	0	1	36	4.7	5	5	.75	998	4.6	=
Q10	Course content was presented effectively.	30	5	0	0	1	36	4.8	5	5	.72	996	4.6	=
Q11	Required course texts and/or materials helped me to understand the subject matter.	30	4	1	0	1	36	4.7	5	5	.77	991	4.6	=
Q12	Test content was representative of assigned material.	29	6	0	0	1	36	4.7	5	5	.73	972	4.6	=
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	29	7	0	0	0	36	4.8	5	5	.40	986	4.7	=
Q14	The instructor demonstrates knowledge of his/her discipline.	30	4	1	0	1	36	4.7	5	5	.77	976	4.7	=
Q15	The instructor clearly explains course expectations.	31	3	2	0	0	36	4.8	5	5	.52	994	4.7	=

Q16	The instructor clearly explains how students will be evaluated.	31	4	1	0	0	36	4.8	5	5	.44	995	4.7	=
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	31	4	1	0	0	36	4.8	5	5	.44	995	4.7	=
Q18	The instructor presents material in an organized manner.	31	5	0	0	0	36	4.9	5	5	.35	996	4.7	=
Q19	The instructor communicates effectively.	32	3	0	0	1	36	4.8	5	5	.70	990	4.7	=
Q20	The instructor demonstrates respect for students.	32	3	1	0	0	36	4.9	5	5	.42	986	4.8	=
Q21	The instructor is receptive and responsive to the sharing of ideas during course discussions.	30	5	1	0	0	36	4.8	5	5	.46	956	4.7	=
Q22	The instructor offers and is available for individual assistance.	31	4	0	0	1	36	4.8	5	5	.71	984	4.7	=

Responses: [SA] Strongly Agree=5 [A] Agree=4 [N] Neutral=3 [D] Disagree=2 [SD] Strongly Disagree=1

¹ This Course compared with others: [--]=0-10th [-]=10th-25th [=]=25th-75th [+]=75th-90th [++]=90th-100th Percentile Calculated vs. precise Mean

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

Response Rate: 80.56% (29 of 36)

- 1 This entire course was very informative, and I can't pinpoint something being more important than the next thing I learned.
- 2 Thinking in depth and beyond what I was used to.
- 3 The wide variety of strategies that go into marketing, including both attracting and retaining customers.
- 4 The ins and outs of marketing skills.
- 5 The importance of marketing
- 6 The emphasis on assignments were the marketing terms.
- 7 The basics of marketing. The book was very helpful and gave many examples
- 8 The basics of marketing
- 9 One important thing I learned is that marketing goes so much deeper and way beyond just advertising a product. While that is a big part of Marketing, it's not all of it, even though that is what many people think when they hear the term marketing.
- 10 N/A
- 11 Marketing Concepts
- 12 Marketing strategy
- 13 Marketing concepts
- 14 Market Advertising, Product lines and mixing, Sale tactics, managing products, packaging, etc.
- 15 Learned the detailed analysis of marketing. Great course
- 16 I learning all about the basics of marketing, from advertising to how to use specific software that I will use in the real world.
- 17 I learned the basic principles of marketing. Marketing Planning would probably be the most important of these that I learned.
- 18 I learned just how important marketing is to companies and how companies that are able to market effectively has a better chance then other companies that do not.



- 19 I learned how to create a Marketing Plan which was a very interesting project. Also, how Marketing has many different avenues and no business can conduct without a marketing team.
- 20 I learned a lot about how to create a marketing strategy for company.
- 21 I learned how important marketing is for companies

22 I feel as though the 4 P's of marketing aka marketing mix is the most important thing I have learned. This can help me in the future with evaluating a product and deciding on its worth. Another subject that could be important is the supply chain since it shows the importance on the price of a product and may explain the cost of the product on the market. Learning this chain helps determine the appropriate method to use to bring a product to the marketplace.

- 23 How to use advertising to further proceed with my business
- 24 How to market products based on what consumers are looking for.
- 25 Great lessons in marketing 101
- 26 Great Marketing skills can get a business far in life !
- 27 Concepts of marketing and how it's important for businesses.
- 28 All about the marketing process
- 29 Advertising

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

Response Rate: 77.78% (28 of 36)

- 1 a knowledge of marketing can help in all business fields. If that's marketing a product or your own services.
- 2 Using it in future businesses
- 3 This knowledge can be used to determine how to bring a product to a marketplace. Moreover, the price, place, product, and promotions is an important determination when it comes to presenting a product to customers and creating its price point.
- 4 Study my vocabulary/ use the tips that I learned in the book towards my own actual business
- 5 Put into my MIS major
- 6 Open my own business!
- 7 N/A
- 8 In the near future, I am wanting to start a business, which will require marketing concepts and strategies. This course helped tremendously.
- 9 In everyday business
- 10 If I wanted to be my own boss, I would know the marketing techniques and strategies to run my company successful
- 11 If I decide to open a business of my own this showed me new ways to market.
- 12 I'd like to go into the music industry so I'd use the media and advertisement to promote music and artists.
- 13 I will use it in my current job as a leasing consultant and when I go off to my next job as well
- 14 I will use this in my chosen profession since I learned marketing it will make it more likely to have an advantage in my chosen field.
- 15 I will use it to help me understand business decisions and budgets for marketing departments.

- 16 I will use the information I learned from this course to help me further my education in this field of work and also help me find potential jobs when I graduate.
- 17 I will use this for further marketing techniques and values
- 18 I will take all the information I learned from this class with me in my future classes and as a public relations professional.
- 19 I will more than likely utilize this knowledge at my future workplace.
- 20 I will have a better understanding of marketing strategies companies and even schools use to persuade consumers into getting their product
- 21 I will definitely use this knowledge for my own businesses and possibly others as well.
- 22 I understand as a consumer how marketing work and also a company how marketing works.
- 23 I definitely will use the knowledge that I gained in this course when the time comes to open my business and advertise my services.
- 24 I believe it is always good to know a little about everything in any profession. It gives me insight into how marketing and I could, later on, choose to go into marketing.
- 25 I am going to be a lot more comfortable when going into and internship or my career after taking this class.
- 26 I am a marketing major so this will be the foundation for future classes. In my career, this will help me to have effective skills in regards to marketing.
- 27 However I see fit.
- 28 Being that I'm taking business as a minor and health and community wellness as a major. The the classes are totally different, so this marketing class has helped me gain knowledge about the business world.

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

Response Rate: 72.22% (26 of 36)

- 1 none
- 2 less discussions and projects
- 3 Though some people may think this class is too much, I personally liked the fact I was forced to use the book and gain the knowledge I needed to. I feel as though the information was presented in an organized way and a with fun discussions. Overall, this method helped me learn the book well and each subject to the depth it needed to be learned.
- 4 The time to turn in assignments could be longer. It gives little to no grace and one assignment dramatically affects your average grade.
- 5 The only issue I had is that I have to work every day, and since we had assignments due every day, sometimes I felt stressed to get it done after work.
- 6 The course is conducted very well. I can't think of any significant changes that would need to be made.
- 7 The course should be longer over the summer. The deadlines were too close
- 8 The course was great, theres nothing I would change.
- 9 The class was great, I don't really have any changes.
- 10 Reply's to people on discussions are pointless
- 11 None
- 12 None

13 None, class is great

14 N/A

15 N/A

16 N/A

17 Maybe opening a weeks worth of assignments at the start of the week, rather than only being able to do each assignment on a specific day. Other than that this was one of my favorite classes, and the most information I have been able to retain from taking a class.

18 Less work

19 I would like for the professor to be more accessible than only through courseden as he was hard to reach and the workload was astronomical.

20 I wish the tasks were opened early. I understand the closing deadline but not the narrow window for having them open up.

21 I took this class in the summer but I didn't like having work almost everyday back to back.

22 I feel that the online set up really works for this class future classes would be successful in this set up.

23 For online students, don't give TOO MUCH work. Especially if the assignments are going to be due everyday. We have jobs too.

24 Discussions can be a bit tedious but that's about it.

25 Class is awesome

26 Assignments being due everyday was challenging, especially having a full time job. Although that kept a consistent pace throughout the course, having weekly assignments due on a weekend day (like Sunday or Saturday night) would allow students to complete assignments at a less stressful pace.

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

Response Rate: 80.56% (29 of 36)

1 Very detailed and time consuming. Work can be tuned down.

2 VERY IMPORTANT

3 The texts and assignments were very helpful in learning the class material. I really enjoyed the discussions and projects as they helped me to gain a better understanding of marketing procedures.

4 The textbook and online material were used very effectively. They helped learn and understand the material.

5 The textbook is very necessary for completing assignments.

6 The text was clear and precise on what it needed to teach me. It showed charts and presented definitions for the important terms. The assignments presented to us may be lengthy, however, they teach everything we need to know as a student and future marketing directors.

7 The text book that is required for this course is rather informational for the class but also for real life experiences

8 The text and class materials were clear to understand also the project directions and discussions were easy to understand what was supposed to be done and what was expected.

9 The text and assignments helped me tremendously in the course to understand the concepts.

10 The professor made an excellent choice regarding the textbook used. Easy to read and enjoyed reading it.

11 The different projects the professor assigned differently kept the class interesting and fun.

12 The content and the activities were great - very useful - applied learning.

- 13 The class textbook was very valuable and went over everything covered in the course. Assignments were paced well and gave practical real-world use of content in the class textbook.
- 14 The book was essential and very helpful
- 15 Textbook was well laid out and easy to read
- 16 Textbook saved my life.
- 17 Text book was helpful. Assignments were VERY time consuming, a little TOO time consuming. One activity we had to take a selfie with a product, I thought that was a bit weird because why do I need to be in the photo?
- 18 N/A
- 19 It was presented very nicely
- 20 If you not read the book to not expect to pass this class. The textbook is used in all the discussions and projects.
- I really enjoyed the activities of this class. My favorite was the "take a selfie with a product and talk about it" assignment.
- 21 Other discussions and projects were just as fun though, and they really helped to drive the textbook material home, especially since we had to use terms from the book.
- 22 I never needed the textbook that we were told to purchase, there was a large number of assignments every week that were strictly graded, and class activities didn't reflect what I wanted to learn from the class.
- I learned about how to market restaurants, clothing companies, how to use Qualtrics software, all about how customers are
- 23 all looking for different things and how to be able to market to them. We did an assignment where we had to contact an insurance company which was so interesting and my favorite assignment I had to do.
- 24 Everything was as expected. It is a summer class so I understood it would be a challenging course to take given the short term period.
- 25 Everything went hand and hand in this class
- 26 Everything was displayed very organized and was laid out easily and not difficult to navigate.
- 27 Everything was fairly cheap
- 28 Efficient
- 29 A lot of times, assignments can feel like busy work. But the assignments in this class are extremely helpful and relevant.

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

Response Rate: 75.00% (27 of 36)

- 1 not a hard grader ! I loved that .
- 2 fair class
- 3 This course was fairly easy and very informative
- 4 This class was challenging, but rewarding.
- 5 The evaluation is fair and direct. Though this question needs to be rewritten and put at question 28 since the discussion of the teacher and class was the main topic until now. Then question 28 reverts back to the teacher. It just seems out of place.
- 6 The evaluation methods were fair.
- 7 The evaluation methods are fair and easy.
- 8 The evaluations were fairness.

- 9 The class was at times challenging but it wasn't anything that I was unable to complete. I think he graded really fairly and always gave feedback on why we didn't get a 100 and what we should improve on. Some assignments we had to use our computer in ways I haven't before and he would either upload a demonstration or a guideline to help his students.
- 10 The amount of work is excessive for a summer course but it is very interesting and not very difficult to do when you develop a passion for it
- 11 Pretty good job
- 12 It was fair
- 13 I thought all of the tasks and evaluations were very reasonable. Challenging but not ridiculous.
- 14 I feel like this class was super easy as long as you just applied yourself and actually read the textbook. Doing that truly made the assignments fun and easy.
- 15 I believe the professor was not trying to accommodate people with special needs as I've reached out to get rejected. It is an extremely difficult class for it being the starter to a major.
- 16 He was very fair and responded to assignments with feedback in a very timely and appropriate manor.
- 17 Grading was fair and work was returned very quick
- 18 Fair
- 19 Fair
- 20 Fair
- 21 Fair
- 22 Fair
- 23 Fair, which is what I would expect from any course. If it was meant to be easy then I do not believe it's appropriately challenging the students.
- 24 Fair class. Pretty difficult on the work aspect but the grading is also very fair.
- 25 Fair and easy
- 26 Evaluations gave clear guidelines on what was needed for a good grade.
- 27 Easy if you do the work and read the book

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

Response Rate: 80.56% (29 of 36)

- 1 very effective
- 2 great effectiveness, I learned a lot!
- 3 Very effective, and stayed on track of the syllabus. Was very accommodating to his students, and always helped me whenever I would email him with a question.
- 4 This teacher was very supportive and provided clear instructions and great feedback to each of our posts.
- 5 This professor is well versed in marketing and was very helpful. His feedback on all assignments was helpful and much appreciated.

- 6 The teacher gives precise directions on each discussion and presents the test with the amount of questions and minutes. The evaluations are detailed to help the student learn how he wants the assignments done. The response time to emails or questions is within 12 hours and grades on tests or discussions is within 2 days time. This is an excellent teacher and their methods are very organized.
- 7 The professor was fantastic. The course was laid out in a very organized manner. He always gave individual feedback on ALL assignments. You could always reach him if you had a question and he is extremely knowledgeable in marketing.
- 8 The instructor was effective in his discipline.
- 9 The instructors overall effectiveness was informative, passionate, and knowledgeable about what marketing.
- 10 The instructor was definitely a great instructor. Being that the class went by so fast and it was so much stuff to do in little time, she definitely did hesitate to help or give us time if we needed it.
- 11 Professor Hazari shows a good knowledge of marketing and his responses to students helps them to better their understanding.
- 12 Professor was great. He responded within 24 hours and provided detailed feedback. He seemed very knowledgeable of the material, which I observed based on the questions he challenged the students with for critical thinking. He was respectful and flexible when challenges or issues were presented. Great teacher.
- 13 Professor Hazari does an exceptional job leading this course.
- 14 Pretty good
- 15 Overall I really appreciated his effort to give feedback and grade assignments quickly. I loved and hated this course, it truly pushed me.
- 16 I would have liked the professor to be more understanding of student's situations.
- 17 I would give him a 5/5 for overall effectiveness.
- 18 I really enjoyed taking this class with him. He was a fair grader and offered great feedback on every assignment we turned in. I would definitely take him again and recommend him to my peers.
- 19 I never need any discipline, so this questions doesn't pertain to me.
- 20 He presented everything well and instructions were clear
- 21 Great teacher overall. His instructions were easy to follow for the most part
- 22 Great teacher, loved the assignments and grading time
- 23 Great instructor have no complaints. He's communicative.
- 24 Good instructor. Helped with any issues I had and gave me a clear response on how to resolve them.
- 25 Dr. Hazari is a wonderful teacher.
- 26 Dr. Hazari is always available to answer any questions the same day or the next morning. I have learned more about marketing and actually understand its purpose now in the real world and realize how much it affects the economy.
- 27 Dr. Hazari was great! Very responsive and active. Provided helpful feedback. Probably one of the best organized online courses I've taken here at UWG. (Other instructors should take note)
- 28 Assignments were very focused on the material and understanding.
- 29 10/10

