

Course: MKTG3808 E02 - Business Research	Department: Marketing/
Responsible Faculty: Sunil Hazari	Responses / Expected: 7 / 27 (25.93%)

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.										408	4.6	62
Q2	I check my online course at least two times per week.										408	4.9	69
Q3	I have consistent access to the technology required for this course.										405	4.8	76
Q4	I was well-prepared for class										403	4.6	56
Q5	I avidly participated in all class activities										400	4.7	52
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.										376	4.4	36
Q7	This course challenged my intellect.										406	4.5	54
Q8	Class discussions and/or activities helped me to understand the subject matter.										391	4.4	81
Q9	Course assignments helped me to understand the subject matter.										402	4.5	63
Q10	Course content was presented effectively.										406	4.4	61
Q11	Required course texts and/or materials helped me to understand the subject matter.										401	4.5	63
Q12	Test content was representative of assigned material.										400	4.5	27
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.										406	4.6	89
Q14	The instructor demonstrates knowledge of his/her discipline.										395	4.6	53
Q15	The instructor clearly explains course expectations.										407	4.5	62
Q16	The instructor clearly explains how students will be evaluated.										407	4.6	70
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.										406	4.6	70
Q18	The instructor presents material in an organized manner.										405	4.5	66
Q19	The instructor communicates effectively.										404	4.5	70
Q20	The instructor demonstrates respect for students.										403	4.6	65
Q21	The instructor is receptive and responsive to the sharing of ideas during online discussions.										384	4.6	64
Q22	The instructor offers and is available for individual assistance.										394	4.6	69

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: 71.43% (5 of 7)

- The importance and relevance of good market research in today's growing international markets.
- Marketing surveys take a lot of effort to create, but in return get a lot of garbage to sift through to get to the real data. People need to realize that the surveys they are completing will only help improve or change the product.
- I learned creative ways to use marketing research, and how to implement it into areas I had not thought to
- I learned important techniques and information on how to conduct and analyze market research.
- How to effectively market a product to appeal to a certain gender, social class, race, etc.

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

Response Rate: 71.43% (5 of 7)

- My chosen profession will hopefully be a human resource manager, and this will help me better market products for my customers.
- I will use the various methods of collecting and analyzing data taught in this class to make me a better researcher.
- I can apply the knowledge I used to any company I work for, regardless if it is in the field of marketing.
- Help the interviewer out with the survey. It's not that big of an inconvenience and will help them in the long run.
- As a marketing major, this is an area that is very helpful

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

Response Rate: 71.43% (5 of 7)

- When course den is down, I would have liked to submit the assignments the next morning.
- The only change it needs is some lecture videos on every chapter, those are really helpful as I've seen from other online classes.
- More work.
- I think the aid of power point slides to assist with material covered would be an excellent tool to help those that are more visual learners than readers.
- For a summer course I thought there was too much picky-ness about how an assignment was completed

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

Response Rate: 85.71% (6 of 7)	
1	The value of the text book is very high, you need this to be able to do any assignments and tests in the class. The class assignments help you better understand needed concepts for the tests.
2	The power points were exceptional.
3	Overall it was a great course.
4	I liked the discussion posts alot.
5	I enjoyed the text book. It was easy to read and for the most part easy to understand. I felt that some of the instructions for assignments weren't clear so that I did not complete the assignment as required.
6	Good book, maybe too many discussions

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

Response Rate: 85.71% (6 of 7)	
1	This class was fair, and at times difficult, but if you focused and really put thought into it, it was easier.
2	The tests were difficult as I felt some of the material was not covered. But everyone had the same opportunities to succeed.
3	The assignments were graded fairly.
4	I felt as though the test were a bit difficult
5	He is very fair in his grading, he tells you exactly what he is looking for.
6	Fair

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

Response Rate: 71.43% (5 of 7)	
1	Very effective, and very helpful if you need help.
2	The instructor was good. He gave immediate feedback on assignments and encouraged us to think a little harder on certain topics that we may not have given full thought on.
3	Since this was a 100% online class it is hard to answer this question. I will say that he was very helpful anytime I emailed him, and he seemed to know the material well.
4	Dr. Hazari is a very knowledgeable authority in his discipline.
5	Best online professor I've had yet!