

Student Evaluation of Instruction Fall 2016  
201608

The University of West Georgia  
UWG

Course: MKTG3808 E01 - Business Research

Department: Marketing/

Responsible Faculty:  
Sunil Hazari

Responses / Expected: 18 / 29 (62.07%)

		MKTG3808 - E01									--- 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.	11	7	0	0	0	18	4.6	5	.49	4.2K	4.6	43
Q2	I check my online course at least two times per week.	16	2	0	0	0	18	4.9	5	.31	4.2K	4.7	69
Q3	I have consistent access to the technology required for this course.	15	3	0	0	0	18	4.8	5	.37	4.2K	4.8	53
Q4	I was well-prepared for class	10	8	0	0	0	18	4.6	5	.50	4.2K	4.5	42
Q5	I avidly participated in all class activities	10	7	1	0	0	18	4.5	5	.60	4.1K	4.6	30
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	6	4	5	1	1	17	3.8	4	1.16	4.1K	4.5	4
Q7	This course challenged my intellect.	11	7	0	0	0	18	4.6	5	.49	4.2K	4.4	56
Q8	Class discussions and/or activities helped me to understand the subject matter.	9	8	1	0	0	18	4.4	4.5	.60	4.1K	4.4	47
Q9	Course assignments helped me to understand the subject matter.	12	5	1	0	0	18	4.6	5	.59	4.2K	4.4	58
Q10	Course content was presented effectively.	10	7	1	0	0	18	4.5	5	.60	4.2K	4.3	48
Q11	Required course texts and/or materials helped me to understand the subject matter.	10	4	2	0	0	16	4.5	5	.71	4.1K	4.4	48
Q12	Test content was representative of assigned material.	9	5	1	2	0	17	4.2	5	1	3.7K	4.4	26

Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	12	6	0	0	0	18	4.7	5	.47	4.1K	4.5	59
Q14	The instructor demonstrates knowledge of his/her discipline.	11	6	1	0	0	18	4.6	5	.60	4.2K	4.6	36
Q15	The instructor clearly explains course expectations.	11	7	0	0	0	18	4.6	5	.49	4.2K	4.4	50
Q16	The instructor clearly explains how students will be evaluated.	13	5	0	0	0	18	4.7	5	.45	4.2K	4.5	56
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	14	4	0	0	0	18	4.8	5	.42	4.2K	4.4	68
Q18	The instructor presents material in an organized manner.	13	5	0	0	0	18	4.7	5	.45	4.2K	4.4	63
Q19	The instructor communicates effectively.	11	6	1	0	0	18	4.6	5	.60	4.2K	4.4	46
Q20	The instructor demonstrates respect for students.	12	4	1	0	0	17	4.6	5	.59	4.2K	4.6	39
Q21	The instructor is receptive and responsive to the sharing of ideas during online discussions.	13	5	0	0	0	18	4.7	5	.45	4.1K	4.5	55
Q22	The instructor offers and is available for individual assistance.	13	5	0	0	0	18	4.7	5	.45	4.1K	4.5	54

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: 83.33% (15 of 18)

- 1 how there is so many details that go into research, and how each piece so strongly affects the rest. Not only is this important in research but in any class or life. There is more to things than what you think and it is important to stop and take time to look at it.
- 2 everything was important to me
- 3 Time management is the most important thing that I have learned in this course.
- 4 This class taught me how to be a better researcher, specifically when it comes to marketing. You have to know your market and not make any assumptions about who you are trying to sell to. Also, I learned how to use Qualtrics
- 5 The importance of research behind the scenes of everything
- 6 The importance of business research

- 7 The designing of surveys in order to gain information
- 8 Mostly that I need to be more attentive about checking in on the course.
- 9 In this course I learned very important time management skills and also different types of marketing research methods.
- 10 How to do research for marketing aspects.
- 11 How to correctly give a survey
- 12 How to conduct research in the business field
- 13 How to complete and make online surveys.
- 14 How to better understand Marketing demographics, and how to better create surveys and collect data.
- 15 Everything on proper marketing principles.

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

Response Rate: 66.67% (12 of 18)

- 1 how to conduct business research correctly
- 2 Not only will i research and take surveys frequently but it has also led me to participate in businesses surveys more frequently.
- 3 Most likely will not use this information.
- 4 It is very difficult to say since I am a full time paramedic and this works towards my degree and not really anything in my current profession.
- 5 It is very important to be able to market yourself in the professional world and I believe this class has helped me in that aspect.
- 6 In further research in wherever I work.
- 7 If I need to use research for my profession I will know how to correctly do that.
- 8 I will use Qualtrics as a professional to create surveys, and I will use the knowledge in this course to become a better market researcher.
- 9 I will now know how to determine marketing problems and how to improve with the marketing aspect of a business
- 10 I will be able to collect relevant, useful data in a methodical way.
- 11 Completing surveys is a crucial part to many jobs.
- 12 By being able to perform market surveys with in my competitors

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

Response Rate: 66.67% (12 of 18)

- 1 none

- 2 more quizzes to challenge the understanding of the information.
- 3 have no suggestions
- 4 The test to me are hard to understand and very difficult
- 5 None
- 6 None
- 7 None, it was very straightforward!
- 8 None it was good
- 9 Maybe an extra day for discussion posts. Thursdays were always hard for me.
- 10 Make the directions a little more straight forward and detailed.
- 11 I would not change a single thing. You did a solid job in conducting assignments and test.

I honestly do not think this course should be offered online and if it is online it should be presented in a different way.

- 12 The power points were not that helpful and sometimes I felt that the power points weren't matching up the book and that was difficult when trying to study for the exams

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

Response Rate: 83.33% (15 of 18)

- 1 very helpful and challenging but.
- 2 class materials were great, assignments were easy to understand
- 3 book very helpful
- 4 average for all of these
- 5 They are very helpful and allow you to gain knowledge that was previously unknown.
- 6 They are all very important to succeed in this class
- 7 The book was very helpful and great to read, the assignments went along with the book and the discussions were thought provoking.
- 8 The book is a MUST
- 9 I read the chapters in the book and the book is very helpful to the class
- 10 I honestly just checked coursesden.
- 11 High value of materials
- 12 Good information but a few confusing assignments and directions.
- 13 Everything seemed to work and blend itself in my opinion
- 14 Everything that was taught came straight from the book and all assignments were clearly explained.
- 15 All text and assignments helped to complete class.

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

Response Rate: 66.67% (12 of 18)

- 1 very fair in grading.
- 2 fairness
- 3 evaluation method was great,
- 4 Very fair
- 5 Very fair
- 6 Very fair, all assignments were laid out very simply and his grading style was stated from the beginning!
- 7 Very fair, slightly difficult (some questions really made me think)
- 8 The professor was fair when grading
- 9 Methods were fair and well understood
- 10 Fair grading
- 11 Evaluation methods were very fair and representative of the material
- 12 Evaluation methods were very fair.

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

Response Rate: 61.11% (11 of 18)

- 1 overall great teach, has really tailored the class to online learning.
- 2 effectiveness was great as a teacher
- 3 Very knowledgable
- 4 Very good teacher, always willing to help. Thank you.
- 5 Very good professor
- 6 Very efficient
- 7 The instructor was informative and for the most part responded very quickly.
- 8 I thought Dr.Hazari is a great teacher I was nervous about taking this class and he I feel like he utilized all the aspects of doing this course online!
- 9 He was very knowledgable and taught very effectively. His assignments were very relevant to what we read and will experience in the world.
- 10 He is a good teacher but needs to explain directions better.
- 11 Great teacher, although it is kind of hard to tell on an online class