

Student Evaluation of Instruction Fall 2017 Full
Session
201708

The University of West Georgia
UWG

Course: MKTG4818 E01 - Business Web Design

Department: Marketing/

Responsible
Faculty: Sunil Hazari

Responses / Expected: 9 / 10 (90%)

		MKTG4818 - 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.	5	3	0	0	0	8	4.6	5	.48	3.5K	4.6	47
Q2	I check my online course at least two times per week.	7	1	1	0	0	9	4.7	5	.67	3.5K	4.7	27
Q3	I have consistent access to the technology required for this course.	6	3	0	0	0	9	4.7	5	.47	3.5K	4.8	20
Q4	I was well-prepared for class	4	4	1	0	0	9	4.3	4	.67	3.5K	4.6	21
Q5	I avidly participated in all class activities	5	3	1	0	0	9	4.4	5	.68	3.5K	4.6	23
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	4	3	0	1	0	8	4.3	4.5	.97	3.4K	4.5	20
Q7	This course challenged my intellect.	6	1	2	0	0	9	4.4	5	.83	3.5K	4.5	32
Q8	Class discussions and/or activities helped me to understand the subject matter.	4	5	0	0	0	9	4.4	4	.50	3.5K	4.4	45
Q9	Course assignments helped me to understand the subject matter.	6	3	0	0	0	9	4.7	5	.47	3.5K	4.5	61
Q10	Course content was presented effectively.	4	5	0	0	0	9	4.4	4	.50	3.5K	4.4	42
Q11	Required course texts and/or materials helped me to understand the subject matter.	6	3	0	0	0	9	4.7	5	.47	3.5K	4.4	64

Q12	Test content was representative of assigned material.	5	4	0	0	0	9	4.6	5	.50	3.2K	4.5	49
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	6	3	0	0	0	9	4.7	5	.47	3.5K	4.5	59
Q14	The instructor demonstrates knowledge of his/her discipline.	8	1	0	0	0	9	4.9	5	.31	3.5K	4.6	74
Q15	The instructor clearly explains course expectations.	7	1	1	0	0	9	4.7	5	.67	3.5K	4.4	53
Q16	The instructor clearly explains how students will be evaluated.	8	1	0	0	0	9	4.9	5	.31	3.5K	4.5	75
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	8	1	0	0	0	9	4.9	5	.31	3.5K	4.5	77
Q18	The instructor presents material in an organized manner.	7	2	0	0	0	9	4.8	5	.42	3.5K	4.4	65
Q19	The instructor communicates effectively.	8	1	0	0	0	9	4.9	5	.31	3.5K	4.4	76
Q20	The instructor demonstrates respect for students.	8	1	0	0	0	9	4.9	5	.31	3.5K	4.6	67
Q21	The instructor is receptive and responsive to the sharing of ideas during online discussions.	8	1	0	0	0	9	4.9	5	.31	3.4K	4.6	70
Q22	The instructor offers and is available for individual assistance.	8	1	0	0	0	9	4.9	5	.31	3.4K	4.5	73

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: 66.67% (6 of 9)

- 1 This course definitely introduced me to many different websites programs and taught me how to use them effectively.
- 2 The basic aspects of web design principles like what looks good, what doesn't, the best tools to use, etc...
- 3 I really enjoyed making campaigns, Even though it was difficult and confusing at times I feel like it is very beneficial to know how to do this for future jobs.
- 4 I learned important design elements that are going to help me in my future career. I understand the importance of contrast and page layout in design.
- 5 How to successfully make a website for my future business.
- 6 How to create web designs and the best way to achieve a high volume of viewers.

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

Response Rate: 66.67% (6 of 9)

- 1 The knowledge I gained will definitely help me in the future. I want to go into promotions and social media marketing so this helped me understand what appeals to customers.
- 2 My current job now does a lot of email campaigns and I was one step ahead and knew how to do them.
- 3 I will use this for my business, creating my own website.
- 4 I will be able to input any suggestions I see fit for website improvement.
- 5 I plan to work in the advertising industry so I am now well prepared on the different design elements.
- 6 Hopefully I can use this knowledge one day if I have my own website for my own business or if I make a professional online portfolio.

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

Response Rate: 55.56% (5 of 9)

- 1 The only change I would say is to have assignments due on Sunday instead of Saturday.
- 2 Possibly lessen the work load just a little. At times I felt there was a lot of work to do, with no wiggle room.
- 3 More class time
- 4 I wouldn't change anything about this class.
- 5 I think he is a teacher and explains expectations of the course well.

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

Response Rate: 66.67% (6 of 9)

- 1 The text was very helpful for this course, as was the quizzes.
- 2 The text book is very important and vert helpful. The assignments are also very educational.
- 3 Text and computer are very important. Class assignments are important and weigh a lot on your grades
- 4 I wish there had been more time to work on some of the website building activities.
- 5 I think the class assignments were the most valuable to my learning. They made me think and gave me hands on experience.
- 6 He assigned discussions, assignments and test for the class. Luckily only 3 test that are all fair.

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

Response Rate: 55.56% (5 of 9)

- 1 Very fair class. I learned a lot.
- 2 The methods used to evaluate the course were straight forward and weren't confusing.
- 3 I feel like I utilized everything given to me and it made it easy to understand what was going on.
- 4 Fair
- 5 Fainess

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

Response Rate: 55.56% (5 of 9)

- 1 very effective
- 2 Overall, this teacher did a great job and was always willing to help.
- 3 I think our professor definitely knew the content being taught. He always input grades in a timely manner and answered any questions we had.
- 4 I enjoyed this course and learned so much. This has been one of my favorite classes at UWG.
- 5 Great instructor, explains everything simple, always suggest to ask him for help if necessary.