Course: MKTG3803 E02 - Principles of Marketing	**Department:** Marketing/
Responsible Faculty: Sunil Hazari	**Responses / Expected:** 23 / 33 (69.70%)
Focus: **Overall Results**	

QUANTITATIVE SECTION		MKTG3803 - 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.	10	12	1	0	0	23	4.4	4	.57	3.6K	4.6	20
Q2	I check my online course at least two times per week.	14	7	1	1	0	23	4.5	5	.77	3.6K	4.7	17
Q3	I have consistent access to the technology required for this course.	15	7	1	0	0	23	4.6	5	.57	3.6K	4.8	15
Q4	I was well-prepared for class	10	8	3	2	0	23	4.1	4	.95	3.6K	4.6	10
Q5	I avidly participated in all class activities	10	8	4	1	0	23	4.2	4	.87	3.5K	4.6	10
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	10	9	3	0	0	22	4.3	4	.70	3.4K	4.5	28
Q7	This course challenged my intellect.	13	7	3	0	0	23	4.4	5	.71	3.6K	4.5	34
Q8	Class discussions and/or activities helped me to understand the subject matter.	14	6	3	0	0	23	4.5	5	.71	3.5K	4.4	47
Q9	Course assignments helped me to understand the subject matter.	13	9	1	0	0	23	4.5	5	.58	3.6K	4.4	51
Q10	Course content was presented effectively.	14	8	1	0	0	23	4.6	5	.58	3.6K	4.4	55
Q11	Required course texts and/or materials helped me to understand the subject matter.	12	9	1	1	0	23	4.4	5	.77	3.5K	4.4	42
Q12	Test content was representative of assigned material.	14	8	1	0	0	23	4.6	5	.58	3.1K	4.5	51
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	13	8	1	0	0	22	4.5	5	.58	3.5K	4.5	42
Q14	The instructor demonstrates knowledge of his/her discipline.	15	6	2	0	0	23	4.6	5	.65	3.6K	4.5	39
Q15	The instructor clearly explains course expectations.	14	7	2	0	0	23	4.5	5	.65	3.6K	4.4	43
Q16	The instructor clearly explains how students will be evaluated.	14	6	3	0	0	23	4.5	5	.71	3.6K	4.5	35
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	15	6	1	0	0	22	4.6	5	.57	3.6K	4.4	53
Q18	The instructor presents material in an organized manner.	13	9	1	0	0	23	4.5	5	.58	3.6K	4.4	46
Q19	The instructor communicates effectively.	14	6	3	0	0	23	4.5	5	.71	3.6K	4.4	43
Q20	The instructor demonstrates respect for students.	14	7	2	0	0	23	4.5	5	.65	3.6K	4.6	33
Q21	The instructor is receptive and responsive to the sharing of ideas during online discussions.	14	6	2	0	1	23	4.4	5	.97	3.4K	4.5	26
Q22	The instructor offers and is available for individual assistance.	13	6	4	0	0	23	4.4	5	.77	3.5K	4.5	29

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: 65.22% (**15** of **23**)

1	i learned so much about what marketing really is. I did not know that is consists of so many things.
2	how to understand basic principles of marketing
3	Where do I start? I basically learned the language on how to effectively market my own small business.
4	The most important things that I learned in this course was the basic principles of marketing and how effective skills can carry out a company/ business effectively.
5	The most important thing I learned in this course was the basic concepts of marketing
6	The marketing mix or the four Ps was very important. I also think that the study about factors that influence consumer buying was helpful. And also the impact of social media in marketing.
7	Marketing is the studies of how selling/purchasing has many different factors and data of how decisions are made and how the industry works.
8	I learned critical marketing skills and I learned key terms used in marketing.
9	I learned how to present a marketing plan and am more aware of the 4 p's
10	I learned how to effectively use the tools of marketing, and how to apply them to my life.
11	I learned many different aspects to marketing
12	I learned a lot of different marketing terms, and how marketing is used in different contexts.
13	How businesses interact with the world. They plan things out before making a move.
14	Basic marketing principles
15	Basic Marketing approaches and principals.

Q24 - How will you use the knowledge you gained in future classes and/or in your chosen profession?
Response Rate: 69.57% (**16** of **23**)

1	n/a
2	i am taking the next marketing class in the fall so I'm sure i will use all the principles of marketing in my next class
3	When developing a product make sure I have a specific target.
4	This course laid the basics for my career in marketing management.

5	This class helps my in my current profession because I am partly in sales and help a little with advertising for my agency
6	It taught me the base of marketing and how to understand selling if I needed too.
7	I will utilize this course material in both my personal and professional life.
8	I will use my knowledge of the promotional mix, advertising, and effective communication, and apply it as a marketing director.
9	I will use the knowledge learned in my new profession because I plan to work as a marketer.
10	I will build upon all of the basic fundamentals in all my future marketing classes. I want to use marketing and advertising in my profession.
11	I want to start a small business and now I know how to sell my work.
12	I plan to use this knowledge in my everyday life as well as when I open my own business sometime in the near future.
13	I hope to use the knowledge from this class in my profession. The knowledge should give me better marketing skills.
14	I can now provide substance to a company's current marketing process.
15	Honestly, I probably wont because I dont need to know marketing in my field but it is always good to have other skills.
16	Although I work in a non-profit service organization, marketing concepts still apply and will be beneficial. I especially think relationship building and social media play an important role.

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

Response Rate: 60.87% (**14** of **23**)

1	none
2	no changes necessary
3	i like it how it is
4	change the tests from open book/note to normal and include a study guide. I found that the test were more searching the book for specifically worded passages than using knowledge obtained to answer the questions.
5	None.
6	None. I love this class.
7	More reminders would be convenient and helpful since it is online course.
8	Longer time frames to take online exams. The questions test your knowledge and require critical thinking and evaluation of the questions and answers. The time provided to complete the exam is not enough time to fully understand the questions being asked.
9	I would recommend anyone to take professor Hazari. I'm pretty sure his in class would be way interested since his online is interested as well.
10	I thought this course was challenging and educational
11	I really enjoyed taking this course. It has been my favorite class since the beginning of the semester.
12	I feel like there should be a couple times a month when everyone in the class meets and has real class
13	I believe that discussion post shouldn't be as long considering that we are college students and have other classes to attend.
14	Everything in the course was fair and I can't think of a way that the instructor could have done a better job.

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

Response Rate: 60.87% (**14** of **23**)

1	without the text you would fail and the assignments helped a lot understanding the content we were focusing on.
2	the text was very useful and insightful
3	the book is extremely valuable
4	powerpoints are helpful, assignments align with chapter information
5	Value was great, everything was pretty straight forward, but still confusing sometimes
6	They were all helpful.
7	The class was challenging and materials were always available and convenient.
8	The book helped to understand and complete all the assignments.
9	The assignments and activities helped me understand the topic and this was one of the first classes that my course text book was put to use.
10	The Textbook MKGT10 is easy to read and presented masterfully.
11	Professor Hazari work come straight out of the book. He gets straight to the point. All you need to do is read and you will get a good grade.
12	I wasn't able to buy the book for tho course. Simply because that version of the text wasn't available at the bookstore. I tried contacting my professor to see if that version available at the bookstore would be okay but I received no response.
13	I believe the assignments help to reinforce the concepts within each chapter. I like the variety of discussions and projects.
14	All of the above mentioned were very helpful in understanding the course content, especially the class projects and discussions.

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

Response Rate: 65.22% (**15** of **23**)

1	very fair grading
2	up to date grades and teacher feedback helped throughout the course
3	n/a
4	fair
5	fair
6	fair

7	The evaluation methods were fair. On one response post, I did not meet the word requirement and points were deducted. I believe that to be fair and it showed me that the instructor did take the time to truly look at everyone's post and responses.
8	The class is fair. The difficulty is easy if you do your work on time. The work is challenging but you have help the whole way.
9	Teacher was a difficult and very precise with his grading.
10	I feel that this class was my hardest class I have taken.
11	Fairness
12	Fairly graded. Exams reflected material covered in class.
13	Evaluation methods were fair.
14	Evaluations are conducted in a challenging way and you must follow instructions to get a good grade
15	Dr. Hazari is a great professor who provides ample opportunity to make a good grade the way he presents the information.

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

Response Rate: 65.22% (15 of 23)

1	the professor was overall effective and made sure we received and understood each week's assignments.
2	he knows a lot about his discipline
3	he is very knowledgeable and provide good feedback to all our assignments
4	great
5	Very effective, although he did not always respond to emails, he was a good teacher.
6	Super effective.
7	Professor is always willing to help and give feedbacks. He will always have you interacting with your peers whether with a project or discussion post.
8	Prof. Hazari is well knowledged in his field and interacts with students through out the entire course. He gives regular feedbacks on assignments and interacts with us in our discussion posts as well.
9	One of my best instructors so far. He replies to emails fast, responds to class post, and is a very helpful whenever you need him. If all college professors would be like professor Hazari the drop out rate would surely decrease.
10	I think the professor enjoys what he does and is great at interacting with students on discussions
11	I loved when my professor was individually commenting on our assignments on online.
12	I believe he is very effective. I very much appreciate the responses to our discussion posts as well as the individual feedback on all assignments. He is very knowledgeable of the subject matter and gives advice on how to apply the subject matter.
13	He was very effective and i learned a lot because i had to do a lot of research and studying.
14	Great teacher overall.
15	10/10

Results Summary by Question Category/Sub-Category

Question Categories / Sub-Categories	MKTG3803 - E02								
	Responses					Course			
	SA	A	N	D	SD	N	Mean	Med.	Std Dev
S1 Student-Centered Questions	82	58	16	4	0	160	4.4	5	.76
S2 Discipline-Centered Questions	80	48	8	1	0	137	4.5	5	.64
S3 Instructor-Centered Questions	126	59	20	0	1	206	4.5	5	.71
C4 **QUANTITATIVE SECTION**	**288**	**165**	**44**	**5**	**1**	**503**	**4.5**	**5**	**.71**

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