

Student Evaluation of Instruction Fall 2018 Full
Term
201808

The University of West Georgia
UWG

Course: MKTG3808 E02 - Business Research

Department: Marketing/

Responsible
Faculty: Sunil Hazari

Responses / Expected: 17 / 28 (60.71%)

		MKTG3808 - E02									--- 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.	10	7	0	0	0	17	4.6	5	.49	4.5K	4.6	41
Q2	I check my online course at least two times per week.	13	3	1	0	0	17	4.7	5	.57	4.5K	4.7	40
Q3	I have consistent access to the technology required for this course.	12	5	0	0	0	17	4.7	5	.46	4.5K	4.8	26
Q4	I was well-prepared for class	12	4	1	0	0	17	4.6	5	.59	4.5K	4.5	53
Q5	I avidly participated in all class activities	9	6	0	0	1	16	4.4	5	.99	4.5K	4.6	20
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	8	5	4	0	0	17	4.2	4	.81	4.3K	4.5	21
Q7	This course challenged my intellect.	12	5	0	0	0	17	4.7	5	.46	4.5K	4.5	68
Q8	Class discussions and/or activities helped me to understand the subject matter.	12	3	1	1	0	17	4.5	5	.85	4.4K	4.4	51
Q9	Course assignments helped me to understand the subject matter.	12	2	1	2	0	17	4.4	5	1.03	4.5K	4.5	36
Q10	Course content was presented effectively.	13	2	1	1	0	17	4.6	5	.84	4.5K	4.4	57
Q11	Required course texts and/or materials helped me to understand the subject matter.	11	5	0	1	0	17	4.5	5	.78	4.4K	4.4	56
Q12	Test content was representative of assigned material.	11	3	2	0	1	17	4.4	5	1.08	3.9K	4.5	31

Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	12	4	0	0	0	16	4.8	5	.43	4.4K	4.5	68
Q14	The instructor demonstrates knowledge of his/her discipline.	15	1	1	0	0	17	4.8	5	.51	4.4K	4.6	65
Q15	The instructor clearly explains course expectations.	13	3	0	1	0	17	4.6	5	.76	4.5K	4.5	51
Q16	The instructor clearly explains how students will be evaluated.	14	2	0	1	0	17	4.7	5	.75	4.5K	4.5	56
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	14	3	0	0	0	17	4.8	5	.38	4.5K	4.5	72
Q18	The instructor presents material in an organized manner.	12	4	0	1	0	17	4.6	5	.77	4.5K	4.5	44
Q19	The instructor communicates effectively.	12	4	0	1	0	17	4.6	5	.77	4.5K	4.5	49
Q20	The instructor demonstrates respect for students.	13	3	0	1	0	17	4.6	5	.76	4.4K	4.6	36
Q21	The instructor is receptive and responsive to the sharing of ideas during online discussions.	12	5	0	0	0	17	4.7	5	.46	4.3K	4.6	52
Q22	The instructor offers and is available for individual assistance.	12	5	0	0	0	17	4.7	5	.46	4.4K	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: 70.59% (12 of 17)

- 1 The most important aspect I learned in this course was how to use and create cross-tables and how to build online surveys effectively.
- 2 The effectiveness of marketing a product and learning how to develop and use surveys.
- 3 The assignments and weekly discussions with other students online was extremely helping in learning the material. I learned how to effectively conduct business research via surveys
- 4 Survey creation and evaluation
- 5 Research tips
- 6 I learned a lot about the business side of things that never knew of.
- 7 I feel more confident about my researching techniques relating to business because of this course.
- 8 How to manage websites and cross tables.
- 9 How to make surveys and correctly distribute the questions.

- 10 How to find and research information concerning websites and the online presence overall.
- 11 Everything that was taught in this class was equally important in my opinion. He did a great job at telling us what he expected in a detailed manor. His PowerPoints and everything else needed for this course was very helpful.
- 12 Different types of surveys

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

Response Rate: 76.47% (13 of 17)

- 1 Whatever I decide to do in the future, this class will be useful because I'll be able to use my research knowledge from this class for any projects.
- 2 This class will be useful when I begin the planning of my own company in the future. I will need to market my product and I have developed the necessary skills to do so in this class.
- 3 The information I learned will be helpful while working in project management and conducting research on projects.
- 4 I'm not sure how I would use it at the moment, but having Qualtrics experience may help in the future.
- 5 I will utilize this information when conducting marketing research
- 6 I will use the material to help develop my understanding and importance of marketing
- 7 I will use all of the information for my future job
- 8 I will use the knowledge I learned in this class in relation to my business career. In particular, I now know better researching methods such as proper surveying techniques.
- 9 I will hopefully use this knowledge to open up my own business and utilize my education.
- 10 I plan on opening a music store one day with my brother and will use the knowledge gained in this course to ascertain and online presence for our family business.
- 11 I learned many skills that will help me in my current career and in my other classes I took this semester like business to business marketing.
- I currently work as the head of the marketing team for a heating and air company and I plan to use the ideas and concepts learned from this course in how I survey customers/employees. I also work for my self in private sales and I would love to use these ideas in my personal business ventures.
- 13 How to correctly research topics.

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

Response Rate: 76.47% (13 of 17)

- 1 none
- 2 none
- 3 The professor was always available for questions and provided constructive feedback. I wouldn't change anything.
- The instructor expects us to know when he will post information. He does not state exactly when tests will be given in the syllabus. He has assignments due on Sunday nights, practically every Sunday night which is normally a day of rest in the United States. His due dates are not consistent which helps on an online class. He would not provide me with a means to make up missed work due to medical issues. He expects a great deal from students adhering to time tables and his rules yet does not provide exam information in a timely or efficient manner. It is guesswork
- 4

unless you decide to look ahead in future week tabs and I did not realize this until after the second exam was over.

Only thing is the clarity on assignments was somewhat confusing. The professor had to state in a different location about the due dates for discussions because there were technically two deadlines to keep in mind. Courseden only allowed for one date so we always saw a due date of Tuesday every week for discussions but that was when the replies were due for each discussion. Each week in a separate section there had to be clarification as to when the actual due date was and for which assignment. This was somewhat confusing and had me panicking more than once during the semester,

6 Nothing needs to change.

7 None.

8 None necessary

9 No changes except for the ease of finding some due dates (such as discussion posts)

10 I have no feedback for this. I felt well prepared for the entire course.

11 I enjoyed this course but I do not like that the discussion posts were due in the middle of the week. I am super busy between school and my kids and it was a weird due date for me.

12 I do not think any changes need to be made

13 Aside from the due dates of the discussion posts being slightly confusing I would say no changes necessary.

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

Response Rate: 76.47% (13 of 17)

1 the class was laid out perfectly and the availability of resources were beneficial

2 the book was helpful

3 The textbook was much needed for the assignments we had.

4 The textbook was the most useful item but the assignments helped too.

5 The text/materials are needed in order to understand the weekly discussions and assignments. It is absolutely necessary to read the chapters to know what to do weekly so it is a good way to learn the material.

6 The book was utilized in this course a good bit, however, the assignments seemed to be a little further out there than what is necessary for this course.

7 The assignments helped understand the material very well

8 Text book was very necessary for the course. All materials and assignments given by the Professor were very fair and easy to understand if you followed instructions.

9 Materials and discussion questions were well put together. I really had to do my research and study chapter lessons to provide an adequate answer.

10 I thought the material and presentation materials were very helpful

11 I enjoyed it

12 Everything was tremendously helpful

13 Book and PowerPoints were very helpful.

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

Response Rate: 70.59% (12 of 17)

- 1 very fair in every way
- 2 difficult
- 3 This professor was more than fair in his evaluation methods.
- 4 This class was very fair and honestly challenged me intellectually
- 5 This class is very fair. If you read what he said to, you should have no problem doing the assignments.
- 6 The instructor's evaluation methods were very fair.
- 7 The evaluation method was fair.
- 8 The discussions definitely challenged me.
- 9 He is very fair and understanding. The information he is looking for in discussion posts can be hard to understand but he is very quick with responses when reaching out for help.
- 10 Fairly easy if you use given resources and follow directions.
- 11 Everything was fair but if taken seriously you had a good chance in doing well in the class
- 12 Difficult class- graded very fairly

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

Response Rate: 82.35% (14 of 17)

- 1 very good professor
- 2 he was great and was always there when i needed help
- 3 This professor was very helpful and taught me a lot about marketing.
- 4 The professor was extremely effective and helpful. The feedback on every assignment was very valuable.
- 5 The instructor's was very effective and stuck to deadlines/instructions set from the beginning.
- 6 The instructor was effective as a teacher.

7 The instructor expects us to know when he will post information. He does not state exactly when tests will be given in the syllabus. He has assignments due on Sunday nights, practically every Sunday night which is normally a day of rest in the United States. His due dates are not consistent which helps on an online class. He would not provide me with a means to make up missed work due to medical issues. He expects a great deal from students adhering to time tables and his rules yet does not provide exam information in a timely or efficient manner. It is guesswork unless you decide to look ahead in future week tabs and I did not realize this until after the second exam was over.

- 8 Professor Hunil was extremely helpful and responsive throughout the entire course.
- 9 I really enjoyed the Professor for this class. He went above and beyond on everything in this course
- 10 I found this professor to be quite effective in their discipline.
- 11 He is a very good Professor. UWG needs more like him.
- 12 He is a great professor and I would definitely recommend him to other students for this course. I learned a great deal and he provides constructive feedback on all assignments.
- 13 Good professor

14 Enjoyed taking this teacher