

Student Evaluation of Instruction Summer 2018
 Session III
 201805

The University of West Georgia
 UWG

Course: MKTG3808 E02 - Business Research

Department: Marketing/

Responsible
 Faculty: Sunil Hazari

Responses / Expected: 18 / 25 (72%)

		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.	12	5	1	0	0	18	4.6	5	.59	606	4.7	35
Q2	I check my online course at least two times per week.	17	0	1	0	0	18	4.9	5	.46	609	4.9	37
Q3	I have consistent access to the technology required for this course.	15	2	1	0	0	18	4.8	5	.53	608	4.8	26
Q4	I was well-prepared for class	10	5	2	0	0	17	4.5	5	.70	603	4.6	26
Q5	I avidly participated in all class activities	16	2	0	0	0	18	4.9	5	.31	599	4.7	63
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	9	4	1	0	0	14	4.6	5	.62	564	4.5	41
Q7	This course challenged my intellect.	9	7	2	0	0	18	4.4	4.5	.68	604	4.5	31
Q8	Class discussions and/or activities helped me to understand the subject matter.	12	5	1	0	0	18	4.6	5	.59	586	4.5	59
Q9	Course assignments helped me to understand the subject matter.	13	5	0	0	0	18	4.7	5	.45	599	4.6	57
Q10	Course content was presented effectively.	12	4	2	0	0	18	4.6	5	.68	604	4.5	44
Q11	Required course texts and/or materials helped me to understand the subject matter.	9	6	2	1	0	18	4.3	4.5	.87	599	4.5	32
Q12	Test content was representative of assigned material.	13	4	1	0	0	18	4.7	5	.58	584	4.6	52

Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	13	4	0	1	0	18	4.6	5	.76	596	4.6	42
Q14	The instructor demonstrates knowledge of his/her discipline.	15	2	0	1	0	18	4.7	5	.73	598	4.6	51
Q15	The instructor clearly explains course expectations.	16	1	1	0	0	18	4.8	5	.50	604	4.5	73
Q16	The instructor clearly explains how students will be evaluated.	16	2	0	0	0	18	4.9	5	.31	602	4.6	75
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	17	1	0	0	0	18	4.9	5	.23	600	4.7	67
Q18	The instructor presents material in an organized manner.	15	3	0	0	0	18	4.8	5	.37	604	4.6	65
Q19	The instructor communicates effectively.	16	2	0	0	0	18	4.9	5	.31	602	4.6	72
Q20	The instructor demonstrates respect for students.	15	3	0	0	0	18	4.8	5	.37	600	4.7	60
Q21	The instructor is receptive and responsive to the sharing of ideas during online discussions.	15	2	0	1	0	18	4.7	5	.73	568	4.6	54
Q22	The instructor offers and is available for individual assistance.	14	2	1	0	0	17	4.8	5	.55	585	4.6	63

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: 94.44% (17 of 18)

- 1 research methods for my future marketing position, need to know basics surveys, how to collect information.
- 2 Time management, because it required for me to dedicate time each day no matter what I was doing.
- 3 The most important things I've learned in this course is being able to build surveys on qualtrics.
- 4 Surveying
- 5 I learned a lot about survey development and guidelines for multiple types of business research. I also learned the best ways to conduct research.
- 6 I learned that there are a lot of steps that go into marketing research and this course has helped me to better understand the behind the scene thought processes of how products are marketed to consumers.
- 7 I learned that an online class requires more work than an in person class. You actually have to read your textbook daily to get the work done, especially since the class was so fast pace.
- 8 I learned how to decipher through information and come up with the best way of researching different subjects and variables.

- 9 I learned a lot about conducting research. I put the skills I have learned from other classes to use in this class. I learned how to conduct a survey and how to cite articles.
- 10 I learned time management and great research skills
- 11 I got a better understanding of business research and how the 4 Ps come into play.
- 12 I feel I have learned the steps in marketing research as well as some very valuable information about data and data collection.
- I
- 13 learned how Market Researchers find information about consumers through survey's and questionnaires. It was also fascinating to learn how researchers use math and coding to represent each answer given.
- 14 How to use quadratics and make correct surveys
- 15 How to test a null and alternative hypothesis
- 16 How to effectively do research and how to use the information learned towards my goal.
- 17 How to conduct business marketing research.

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

Response Rate: 88.89% (16 of 18)

- 1 Research
- 2 In the future hopefully
- 3 In my upcoming career as a real estate agent.
- 4 If I'm ever in the Marketing Research field I will use my knowledge of this course to answer questions and work on projects assigned to me at my job.
- 5 I will use this information in future Marketing classes and in my profession.
- 6 I will use this information to help me when I start my own business.
- 7 I will use this in my pursuit of a job in business administration in regards to working with marketers and understanding the marketing process.
- 8 I will use the research skills I learned in the future.
- 9 I use it to do market research for my online eCommerce business
- 10 I use Business Research daily in my current job and taking this class has helped me tremendously.
- 11 I think the skills taught in this class will be valuable in my career. This gave me experience in research.
- 12 I plan on being in upper management in my future, most likely hospitality. With these marketing techniques I will use them when surveys for guests in the years to come.
- 13 I can take this knowledge and use it in the real world when I hopefully have my own business and I need to research my competition or the market.
- I am actually currently using it. I work for an electrical testing company and I have been tasked with writing a training
- 14 manual for people just starting. I am able to effectively research what I need and create survey for my fellow co workers to complete to help me get the most valuable information.

15 I am a marketing major so i can apply all of these concept in my future job.

16 How I will use the knowledge I've gained in my chosen profession is, understanding different way I can research a problem. Also, different ways of communication such as building surveys or knowing how to market a brand.

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

Response Rate: 83.33% (15 of 18)

1 There is a lot of work to be done in a very short period of time so this is a course I would recommend to be taken over a longer semester. Sometimes it is hard to stay on top of all that is due.

2 The class is perfect.

3 The changes I will make to this course is, maybe less discussion post and have a couple of quizzes.

4 Perfect

5 Nothing. Professor is great!

6 Nothing, it was a great course.

7 Nothing this course is great as long as you are engaged and try on the material.

8 None that I see in this course. This has a lot to do with Dr. Hazari.

9 No changes needed this course was great

10 N/a

11 N/A

My only complaint was that some of the due dates didn't match the ones that are on the content page when you first click on content. There was one assignment that said it was due on Monday, but when I went into the actual
12 directions it stated that the assignment was due on Sunday by midnight. I went ahead and hurried to do it, but I think it would have been fine for me to do it on Monday like the due date on the content page had stated because the assignment was still open on Monday.

13 I really have nothing to add as far as positive changes, because the professor laid out everything that was required of us in the syllabus.

14 I am happy with this course, I don't think there is any room for improvement.

15 Honestly, I don't know of any ways this course could be improved. It went smoothly and was very educating.

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

Response Rate: 83.33% (15 of 18)

1 class activities were strenuous at times but it was very beneficial.

2 Very useful.

3 Very interesting and easy going. Challenging a times.

4 Value of everything was pretty good. Of course, this is an online course so the interaction is different.

5 The textbook is invaluable because without it you cannot complete any of the work.

- 6 The textbook helped me understand a lot of different concept that I needed to understand in order to participate in class discussions.
- 7 The book, since it was definitely a requirement showed great insight had good examples and was very useful.
- 8 The book is really important to have to pass the class
- 9 The book helped a lot in this class. The assignments went along with book very well.
- 10 The assignments really helped me understand the material because it put it into real world examples.
- 11 N/a
- 12 It is good as is
- 13 I think the text and assignments add depth to my knowledge of marketing research.
- 14 I like the use of qualtrics. I am not a fan of responses to discussion posts, but I think creating a main post is almost like writing a short paper so it is helpful in learning.
- I feel that there was a variety of assignments and activities that were beneficial in learning the content. The text used
- 15 was very easy to understand and provided specific details and information needed to complete the assigned activities.

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

Response Rate: 94.44% (17 of 18)

- 1 very fair
- 2 the evaluation was fair
- 3 difficult but fair
- 4 Very fair!
- 5 Very fair and transparent with grading. he gave comments on every assignment that helped you understand the topic more fully
- 6 This class I would say was fairly easy because of all the detailed materials my professor gave.
- 7 This class was very fair, the work you put in directly correlated toward the grade you received.
- 8 The professor was very fair and always gave feedback for ways to improve.
- 9 The fairness was pretty good. The classes weren't too hard, or too easy.
- 10 The evaluations methods were fair and consistent.
- 11 The book and the power points made the material easier.
- 12 It isn't an easy class and it requires a lot of work but I'm satisfied and I feel like I earned my grade.
- I felt the evaluations and assessments were fair. The tests were difficult as they were very specific in some cases
- 13 but it was necessary in order to make sure that chapters were read and the material was understood
- 14 Good as is
- 15 Fair
- 16 Fairness

17 Fairness. It can get challenging at times

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

Response Rate: 88.89% (16 of 18)

1 Very good

2 This is a really great professor and is very understanding. He communicates with you well and also gives you different tips to help you out.

3 The teacher was great with discipline.

4 The professor did a good job at presenting the material in this course.

5 Overall, very great helpful professor

6 One of the best professors I have had at UWG. The feedback we receive after each assignment is crucial to understand the material. If we don't get something correct he tells us what was wrong and how to correct it. There was no reason for not understanding the material

7 It was very good. He always graded our assignments very fast and constantly kept us updated with assignments due.

8 I think the professor is very knowledgeable in this subject and helpful.

9 I felt the professor did a good job of presenting support for the material to be learned from the textbook. I felt that the timeliness of the feedback and the overall evaluations were very good in helping to understand what I needed to work and improve upon.

10 He was overall very effective

11 Great teacher!

12 Great professor.

13 Great Teacher

14 Dr.Hazari is great.

15 Dr. Hazari is the perfect teacher for this online course. I can say this with all honesty because I took this course at another institution and failed it. But, taking the course here at West Georgia gave me confidence and showed me that I do understand Marketing Research.

16 Definitely would recommend!