

Student Evaluation of Instruction Summer 2018
Session III
201805

The University of West Georgia
UWG

Course: MKTG5818 E01 - Business Web Design

Department: Marketing/

Responsible
Faculty: Sunil Hazari

Responses / Expected: 6 / 7 (85.71%)

		MKTG5818 - 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.	4	2	0	0	0	6	4.7	5	.47	606	4.7	40
Q2	I check my online course at least two times per week.	6	0	0	0	0	6	5.0	5	0	609	4.9	70
Q3	I have consistent access to the technology required for this course.	6	0	0	0	0	6	5.0	5	0	608	4.8	74
Q4	I was well-prepared for class	5	1	0	0	0	6	4.8	5	.37	603	4.6	67
Q5	I avidly participated in all class activities	5	1	0	0	0	6	4.8	5	.37	599	4.7	55
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	2	2	1	0	0	5	4.2	4	.75	564	4.5	16
Q7	This course challenged my intellect.	3	3	0	0	0	6	4.5	4.5	.50	604	4.5	41
Q8	Class discussions and/or activities helped me to understand the subject matter.	5	1	0	0	0	6	4.8	5	.37	586	4.5	74
Q9	Course assignments helped me to understand the subject matter.	4	2	0	0	0	6	4.7	5	.47	599	4.6	50
Q10	Course content was presented effectively.	3	1	0	2	0	6	3.8	4.5	1.34	604	4.5	18
Q11	Required course texts and/or materials helped me to understand the subject matter.	3	1	0	2	0	6	3.8	4.5	1.34	599	4.5	11
Q12	Test content was representative of assigned material.	2	3	0	0	1	6	3.8	4	1.34	584	4.6	8

Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	3	2	0	1	0	6	4.2	4.5	1.07	596	4.6	13
Q14	The instructor demonstrates knowledge of his/her discipline.	4	1	0	0	0	5	4.8	5	.40	598	4.6	62
Q15	The instructor clearly explains course expectations.	3	1	0	0	1	5	4.0	5	1.55	604	4.5	19
Q16	The instructor clearly explains how students will be evaluated.	3	3	0	0	0	6	4.5	4.5	.50	602	4.6	32
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	5	1	0	0	0	6	4.8	5	.37	600	4.7	58
Q18	The instructor presents material in an organized manner.	3	0	1	2	0	6	3.7	4	1.37	604	4.6	9
Q19	The instructor communicates effectively.	4	2	0	0	0	6	4.7	5	.47	602	4.6	51
Q20	The instructor demonstrates respect for students.	5	1	0	0	0	6	4.8	5	.37	600	4.7	60
Q21	The instructor is receptive and responsive to the sharing of ideas during online discussions.	5	1	0	0	0	6	4.8	5	.37	568	4.6	61
Q22	The instructor offers and is available for individual assistance.	4	1	1	0	0	6	4.5	5	.76	585	4.6	31

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% (4 of 6)

- 1 The important tactis of web design.
- 2 I got hand on experience and practice building websites and not only learning design principles and web guidelines but put the information to use.
- 3 How to develop and design websites and blogs
- 4 How to design websites effectively.

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

Response Rate: 66.67% (4 of 6)

- 1 I will use it to build my career.
- 2 I will use it by making my own blog in the future

- 3 I will continue to build on my marketing skills and use this as a foundation resource for skills needed to be an effective digital marketer
- 4 I plan to become a Marketing Consultant, and build websites for clients

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

Response Rate: 83.33% (5 of 6)

- 1 Nothing, this class was amazing
- 2 N/A
- 3 It needs to be more organized. I constantly couldn't figure out due dates because of the way it was set up.
For the graduate section, it should not be split into two courses. I missed an assignment because I was active on only one of the sections due to the impression that only the final project was turned in on the other one at the end of the semester.
- 4
- 5 Being that it was a summer class, I didn't get as much time as I wanted to work and develop my website and would recommend to keep this as a fall or spring course.

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

Response Rate: 100.00% (6 of 6)

- 1 The textbook is necessary to reference in posts but did not help much during test.
- 2 The textbook was very valuable for the course.
- 3 I would also appreciate if discussion instructions were included on the same page as submission for the discussion.
- 4 I think information videos would be a good supplement to the textbook. It can be hard to learn web design principles just by reading a textbook. Discussion posts were very helpful by including external resources.
- 5 Great value!
- 6 Every aspect of the course was valuable

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

Response Rate: 66.67% (4 of 6)

- 1 Very fair
- 2 The test and projects were evaluated fairly.
- 3 Fairness
- 4 Evaluation methods were very clear for every assignment and fair.

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

Response Rate: 66.67% (4 of 6)

- 1 The instructor distributed relevant assignment to web design learning and also provided helpful resources to

accomplish those tasks.

- 2 Quickly returned grades and gave feedback on each assignment. The feedback helped to improve future assignments/projects which was extremely helpful.
- 3 Great professor. I hope I get to take him again for another subject.
- 4 Dr. Hazari was very knowledgeable about the subject. He gave insights on discussion questions and was very intentional about all assignments.