

Course: MKTG3808 E02 - Business Research	Department: Marketing/
Responsible Faculty: Sunil Hazari	Responses / Expected: 19 / 24 (79.17%)

QUANTITATIVE SECTION		MKTG3808 - 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.	14	5	0	0	0	19	4.7	5	.44	619	4.7	49
Q2	I check my online course at least two times per week.	17	2	0	0	0	19	4.9	5	.31	617	4.9	37
Q3	I have consistent access to the technology required for this course.	16	3	0	0	0	19	4.8	5	.36	616	4.8	42
Q4	I was well-prepared for class	14	5	0	0	0	19	4.7	5	.44	612	4.5	61
Q5	I avidly participated in all class activities	15	4	0	0	0	19	4.8	5	.41	602	4.7	56
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	12	6	1	0	0	19	4.6	5	.59	582	4.5	57
Q7	This course challenged my intellect.	11	7	1	0	0	19	4.5	5	.60	610	4.5	50
Q8	Class discussions and/or activities helped me to understand the subject matter.	13	6	0	0	0	19	4.7	5	.46	593	4.4	69
Q9	Course assignments helped me to understand the subject matter.	14	5	0	0	0	19	4.7	5	.44	609	4.5	66
Q10	Course content was presented effectively.	13	6	0	0	0	19	4.7	5	.46	609	4.4	60
Q11	Required course texts and/or materials helped me to understand the subject matter.	11	7	1	0	0	19	4.5	5	.60	604	4.5	47
Q12	Test content was representative of assigned material.	12	7	0	0	0	19	4.6	5	.48	590	4.5	46
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	15	3	0	0	0	18	4.8	5	.37	606	4.6	68
Q14	The instructor demonstrates knowledge of his/her discipline.	14	4	1	0	0	19	4.7	5	.57	601	4.6	51
Q15	The instructor clearly explains course expectations.	11	6	1	0	0	18	4.6	5	.60	608	4.5	39
Q16	The instructor clearly explains how students will be evaluated.	13	6	0	0	0	19	4.7	5	.46	609	4.6	48
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	16	3	0	0	0	19	4.8	5	.36	607	4.6	57
Q18	The instructor presents material in an organized manner.	17	2	0	0	0	19	4.9	5	.31	610	4.5	72
Q19	The instructor communicates effectively.	16	3	0	0	0	19	4.8	5	.36	606	4.5	64
Q20	The instructor demonstrates respect for students.	16	3	0	0	0	19	4.8	5	.36	607	4.6	56
Q21	The instructor is receptive and responsive to the sharing of ideas during online discussions.	14	4	0	0	0	18	4.8	5	.42	585	4.6	54
Q22	The instructor offers and is available for individual assistance.	15	4	0	0	0	19	4.8	5	.41	593	4.6	57

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: 73.68% (14 of 19)
1 The most important things I learned in this course was how to better understand business research.
2 The analytic essential in marketing.
3 Some of the most important things I learned in this class is the significance of doing marketing research for your business.
4 Research related to surveys, and scholarly sources.
5 Research can make or break a decision.
6 Quadratics
7 Proper Marketing strategies, and how it relates to the 4 P's of marketing
8 One important thing I learned in this course was the type of research designs used. This course also taught me how to find secondary and primary research for marketing.
9 N/A
10 I learned a lot about effective discussion posts and using APA formatting. The guidelines for our discussion posts had several requirements we had to meet that really challenged our critical thinking and citing resources in APA format was something I had forgotten how to do. I am glad I was able to gain more practice in these two areas.
11 I finally learned how to do MLA and I also learned very well how to take the time out and thoroughly research information about a particular subject.
12 How to effectively use qualtrics and the importance of research in marketing and the business industry overall
13 How to develop surveys
14 Business Research techniques

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

Response Rate: 68.42% (13 of 19)
1 making surveys
2 To guide me through knowing what information is valid and scholarly.
3 This was a challenging course that taught me how to improve my time management skills. Since this was a 3 and a half week course, we had several assignments due each day. This means I always had to be ahead of my work and sometimes that was a challenge, especially when life gets in the way. But after taking this course, I believe I was able to gain valuable skills that will help me through the remaining semesters here at West Georgia.
4 N/A
5 In a corporate career to successfully market and research

6	If any place I work for in the future requires me to get information about a consumer, I'll know the proper steps to take in order to achieve that.
7	I will use the knowledge gained in this course in future courses as well as when I am in my profession.
8	I will use the knowledge gained in future classes and in my chosen profession by applying business research to my daily routine.
9	I will use the knowledge I learned by applying it to real life scenarios. We did a ton of discussions that prepare you for job level marketing.
10	I will have a better understanding of data collection and evaluation.
11	I will definitely use the knowledge I gained in my future career because as a Social Media Marketer, I now know how to effectively collect research for marketing and have a better understanding of how it all works.
12	I will conduct a research analysis on companies I would like to invest in.
13	I learned now how to make surveys in the near future since one day I want to become an entrepreneur and own my business.

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

Response Rate: 68.42% (13 of 19)

1	None
2	N/A
3	N/A
4	Maybe not so many discussion posts, they're helpful but sometimes can be overwhelming.
5	Main Posts should not have a word limit. It takes away from important information and makes students use filler words.
6	Less detailed instructions for everything, you make instructions too complicated and long and are hard to follow. Even for this extra credit you did the most and had like 3 pages of instructions. Simple instructions are all you need.
7	I would not suggest any changes to this course. This course was great!
8	I would like to see the professor make clear instructions
9	I was content with this course, especially given its fast-pace.
10	I don't have any suggestions for changes for this class.
11	I do not believe this course should make any further changes.
12	I believe he is a great professor for this course.
13	Great class, very organized. No changes needed.

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

Response Rate: 73.68% (14 of 19)

1	helpful
2	alright
3	Value of texts is extremely important, especially for an all online class.
4	The value of the texts, class materials, assignments, and class activities were very helpful and provided great material to effectively and accurately execute classwork, and great references for class discussions.
5	The textbook really helped me with the assignments in this class. I like how Professor Hazari would tell us to use certain textbook sections in our discussion posts so we can better understand what we need to be focusing on. The textbook went along with all assignments and tests very well.
6	The book was very helpful, also inexpensive to rent.
7	Textbook was helpful.
8	Textbook was of great help and all assignments allowed to me learn a lot.
9	Text is mandatory to pass class
10	Since this was an online class this pretty much required me to use my textbook most of the time and use course den for assignments.
11	Professor Hazari explained everything accordingly, made all instructions very clear, and the exams/quizzes were a complete representation of everything in the book. All information in quizzes and assignments were relevant to the text and slides.
12	N/A
13	N/A
14	I enjoyed using Qualtrics.

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

Response Rate: 73.68% (14 of 19)

1	fair, too much instruction
2	Very fair
3	The evaluations methods utilized were fairly easy, very sufficient, and effective to the course.
4	The difficulty of the class was fair, you get out what you put in.
5	The course definitely challenged my intellect, however, the course was relatively fair. Not too easy, not too hard. Great class.
6	Professor Hazari has a very fair grading system. He always provides feedback for discussions in order for you to know if you are doing what is expected or not. The discussions can be challenging at times but he provides a lot of instructions for the assignments and is always willing to help.
7	Professor Hazari's class is very demanding and can be challenging at times, but it was fair given the material we needed to learn in such a short span of time.
8	N/A
9	Fair
10	Fairness and difficulty but easy to understand once you ask for help.

11	Fair class, medium difficulty
12	Exams and assignments were fair.
13	Everything was pretty fair for the most part.
14	Difficult grader but fair class.

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

Response Rate: 73.68% (14 of 19)

1	very good professor
2	good
3	Very effective, great professor.
4	Very effective, great overall
5	Professor Hazari is a great teacher. He always answered any questions I had and was great!
6	Professor Hazari is a very helpful professor. His feedback on all the assignments was very helpful.
7	N/A
8	My instructor's overall effectiveness as a teach in his discipline is phenomenal.
9	I enjoyed being a student in Professor Hazari's online class. He seems to be a great teacher who wants the best for his students and I can tell he cares about us and wants us to do well. He communicates effectively and answers emails quickly. He provides assignment feedback quickly as well. I would definitely take another class taught by Professor Hazari in the future.
10	I enjoyed Professor Hazari's class and found it to be very informative due to his excellent ability to teach/ explain and communicate.
11	His discipline was no late work and he meant test he said unless an emergency with proof of evidence occurs
12	He's a pretty good instructor, he answers emails pretty fast and gives feedback on homework.
13	He is a great professor who cares about the success of his students!!
14	Great teacher.