Course:	MKTG3808 E03 - Business Research	**Department:**	Marketing/
Responsible Faculty:	Sunil Hazari	**Responses / Expected:**	12 / 23 (52.17%)
Overall Mean:	4.8 4-Point Likert Scale w/NA (262 responses)		

QUANTITATIVE SECTION		MKTG3808 - E03										--- *Survey Comparisons* ---		
		Responses					**Course**					**All**		
		SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev	N	Mean	-=+ [1]
Q1	I correctly utilized all required course texts and materials.	8	4	0	0	0	12	4.7	5	5	.47	17K	4.6	=
Q2	I check my online course at least two times per week.	10	2	0	0	0	12	4.8	5	5	.37	17K	4.7	=
Q3	I have consistent access to the technology required for this course.	10	1	0	1	0	12	4.7	5	5	.85	17K	4.7	=
Q4	I was well-prepared for class	6	5	1	0	0	12	4.4	4.5	5	.64	17K	4.5	=
Q5	I avidly participated in all class activities	5	7	0	0	0	12	4.4	4	4	.49	16K	4.5	=
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	8	3	1	0	0	12	4.6	5	5	.64	16K	4.5	=
Q7	This course challenged my intellect.	8	3	0	0	0	11	4.7	5	5	.45	17K	4.5	=
Q8	Class discussions and/or activities helped me to understand the subject matter.	9	3	0	0	0	12	4.8	5	5	.43	16K	4.4	=
Q9	Course assignments helped me to understand the subject matter.	10	2	0	0	0	12	4.8	5	5	.37	16K	4.4	+
Q10	Course content was presented effectively.	10	2	0	0	0	12	4.8	5	5	.37	17K	4.4	+
Q11	Required course texts and/or materials helped me to understand the subject matter.	9	3	0	0	0	12	4.8	5	5	.43	16K	4.4	=
Q12	Test content was representative of assigned material.	10	1	0	0	0	11	4.9	5	5	.29	15K	4.5	+
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	9	3	0	0	0	12	4.8	5	5	.43	16K	4.6	=+ [1]
Q14	The instructor demonstrates knowledge of his/her discipline.	10	2	0	0	0	12	4.8	5	5	.37	16K	4.6	=
Q15	The instructor clearly explains course expectations.	11	1	0	0	0	12	4.9	5	5	.28	17K	4.5	+
Q16	The instructor clearly explains how students will be evaluated.	11	1	0	0	0	12	4.9	5	5	.28	17K	4.5	+
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	11	1	0	0	0	12	4.9	5	5	.28	16K	4.5	+
Q18	The instructor presents material in an organized manner.	10	2	0	0	0	12	4.8	5	5	.37	17K	4.5	=
Q19	The instructor communicates effectively.	11	1	0	0	0	12	4.9	5	5	.28	17K	4.5	+
Q20	The instructor demonstrates respect for students.	11	1	0	0	0	12	4.9	5	5	.28	17K	4.6	=
Q21	The instructor is receptive and responsive to the sharing of ideas during course discussions.	10	2	0	0	0	12	4.8	5	5	.37	16K	4.6	=
Q22	The instructor offers and is available for individual assistance.	11	1	0	0	0	12	4.9	5	5	.28	16K	4.6	+

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

[1] This Course compared with others: [--]=0-10th [-]=10th-25th [=]=25th-75th [+]=75th-90th [++]=90th-100th Percentile Calculated vs. precise Mean

Q23 - What are the most important things you learned in this course?	
Response Rate: 83.33% (**10** of **12**)	

#		
1	business	🔍
2	This class was very insightful and the technical real world application was the most important thing I learned.	🔍
3	The effectiveness and strategy behind planning for marketing and business startegies.	🔍
4	Learned how to properly use excel for my own benefit and research. This course required me to critically think and make sure I put in the best work possible.	🔍
5	I learned how to work in Excel with formulas, different types of charts - Bar Chart, Pie Charts, Scatter Plots - how to label them; Qualtrics - how to design a survey questionnaire; data collecting - primary, observation, communication; working with "Big Data"; how to interpret survey results - t-tests, correlation, regression; (the interpretation part was a challenge for me); right now in the process of creating a proposal plan to present to a client.	🔍
6	I gained a better understanding of the purpose of marketing research and also how to work marketing databases, surveys and new elements in excel.	🔍
7	I feel that the most important things I have learned in this course is the different forms of business research as well as how to conduct the different methods used for business research.	🔍
8	How to incorporate research in writings and cite them properly.	🔍
9	How to effectively use excel in a survey scenario.	🔍

10	Business research practices in multiple disciplines and the impact they can have.	🔍

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

Response Rate: 83.33% (**10** of **12**)

1	degree	🔍
2	To help produce and conduct surveys.	🔍
3	This course has given me a glimpse of what to look for when and if I find myself having to decipher such a report. This knowledge will assist in hiring marketing personnel. Professionally, I will be able to complete small and uncomplicated projects in house while saving needed funds.	🔍
4	In the upcoming future, I hope I can put my knowledge to the test by helping a company with any marketing strategy.	🔍
5	I would love to use business research in my professional life.	🔍
6	I have a desire to work in product development, all the skills I learned in this class will branch over to my field.	🔍
7	I believe i will use what i have learned in this class for future classes as well as my future job. This is because research is a crucial part for any thing you are trying to learn/achieve.	🔍
8	Going further into my career I will use what I learned in the class when conducting research and when analyzing the results.	🔍
9	Anytime I need to compare markets any business. Or whether to include certain bonuses with the productIn order to get more sales.	🔍
10	(Military)	🔍

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

Response Rate: 75.00% (**9** of **12**)

1	none	🔍
2	You did an amazing job despite the challenges of fully online course work. I believe maybe having one discussion that we can miss will be beneficial. Halfway through the semester I experienced burnout with all these assignments and ended up not completing one project and one discussion post	🔍
3	This course had many positive attributes, and it matched my style of learning. Because of this I would not make any changes to how this online course was managed.	🔍
4	Overall I enjoyed the course. It did take some adjustment at the beginning as many classes have assignments due Sundays but this course specifically had a different schedule took time to adapt	🔍
5	Nothing needed to change. Professor Hazari did a phenomenal job.	🔍
6	None. Dr. Hazari is a fantastic instructor. Everything we needed to complete this course was right in UGW Courseden - textbook, powerpoints, very specific instructions more than once, along with soft reminders as well. Dr. Hazari was always available to assist when needed via email. The response was immediate. I see no changes necessary.	🔍
7	N/A	🔍
8	I really enjoyed this class and the way it was set up. If I would have to suggest a change for the course it would be to have discussion in person or through video chat.	🔍
9	I find the course to be a mix of projects and assignments and provides a robust sense of the course materials.	🔍

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

Response Rate: 83.33% (**10** of **12**)

1	great	🔍
2	The textbook was very helpful in getting information to complete an assignment like excel or research a marketing plan for a company.	🔍
3	The text, class materials, assignments, and class activities were appropriate to the course syllabus. It was never boring, always different. We had outside assignments where we actually had to go to visit vendors and make observations; that was really cool; posting in the discussion box was interesting because of the varied thoughts and opinions of fellow classmates; Dr. Hazari read and commented on them. Getting involved in Excel assignments really encourage me to want to learn more about Excel.	🔍
4	The material was extremely supplemental to this course and essential for comprehension of assignments.	🔍

5	Texts and separate readings correlated very well to the course. Helped to tie in the lessons.	🔍
6	Textbook and the required materials are 100% necessary to receive the grades you'd like to. Assignments are very clear and if you follow directions and do what is asked you will perform well.	🔍
7	I felt that the course text, assignments, discussions, and tests were all very relevant and crucial in learning the material.	🔍
8	I enjoyed the class material	🔍
9	All course materials were presented in easy to understand chunks and progressed smoothly.	🔍
10	All course materials were used effectively	🔍

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

Response Rate: 83.33% (**10** of **12**)

1	fair	🔍
2	You graded fairly and I believe you understood that sometimes particular parts of assignments were harder than others so you offered a little leniency.	🔍
3	Very fair. Not too hardb if you keep up with the course materials.	🔍
4	Very fair, just need to check in more on CourseDen so I will not be behind or finishing an assignment last minute.	🔍
5	Very fair with grading, class challenges you to think critically but everything can be done.	🔍
6	The professor is extremely fair and is happy to help you learn and understand the materials	🔍
7	The evaluation methods are more difficult/fair.	🔍
8	The class presented evaluation methods that were fairly difficult, but understandable.	🔍
9	I felt that the evaluation methods that were utilized was very fair and specifically because we got feedback on how to improve after each assignment.	🔍
10	Dr. Hazari evaluation methods were very fair. As with other instructors the class was apprised of the points system and how you earned points. Opportunities for extra points were available for all. Any problems with assignments were just an email away with a quick response.	🔍

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

Response Rate: 83.33% (**10** of **12**)

1	great	🔍
2	Professor Hazari is well thought and provides insights on all course work to help student better understand the course materials and where you can stand to make improvements. These insights show, to me, that he is well versed AND can put it to use. Professor Hazari is a great teacher.	🔍
3	Professor was very attentive and always comment on our discussions which indicates he read everyone's comments and didn't just grade if we did the work.	🔍
4	Professor Hazari was great. Really appreciate him!	🔍
5	Overall the professor was great. I've learned a lot during this course	🔍
6	I felt that professor Hazari was very fair and effective.	🔍
7	Great teacher. Very responsive for an online course.	🔍
8	Great Job.	🔍
9	Dr. Hazari is a master in this field of study. He encourages you to think before making a decision. Even in my personal life, I think now before making a family or business decision. Dr. Hazari encourages you not to be a procrastinator when working on a project which traverses over into real-life experiences.	🔍
10	Dr. Hazari was passionate about helping us with assignments and was always willing to offer further assistance. He presented assignments and expectations effectively and expressed that he was knowledgeable about the course material. Great Professor!	🔍