Course:	MKTG3808 E02 - Business Research	**Department:** Marketing/
Responsible Faculty:	Sunil Hazari	**Responses / Expected:** 26 / 32 (81.25%)

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.	18	8	0	0	0	26	4.7	5	.46		19K	4.6	59
Q2	I check my online course at least two times per week.	20	3	3	0	0	26	4.7	5	.68		19K	4.7	37
Q3	I have consistent access to the technology required for this course.	21	5	0	0	0	26	4.8	5	.39		19K	4.7	62
Q4	I was well-prepared for class	14	10	2	0	0	26	4.5	5	.63		19K	4.5	38
Q5	I avidly participated in all class activities	12	11	2	1	0	26	4.3	4	.77		19K	4.5	20
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	14	5	5	1	0	25	4.3	5	.92		18K	4.5	23
Q7	This course challenged my intellect.	15	10	1	0	0	26	4.5	5	.57		19K	4.5	46
Q8	Class discussions and/or activities helped me to understand the subject matter.	17	8	1	0	0	26	4.6	5	.56		19K	4.4	57
Q9	Course assignments helped me to understand the subject matter.	17	7	2	0	0	26	4.6	5	.63		19K	4.4	54
Q10	Course content was presented effectively.	16	8	1	1	0	26	4.5	5	.75		19K	4.4	45
Q11	Required course texts and/or materials helped me to understand the subject matter.	16	9	1	0	0	26	4.6	5	.57		19K	4.4	58
Q12	Test content was representative of assigned material.	17	9	0	0	0	26	4.7	5	.48		17K	4.5	55
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	20	6	0	0	0	26	4.8	5	.42		19K	4.6	70
Q14	The instructor demonstrates knowledge of his/her discipline.	16	10	0	0	0	26	4.6	5	.49		19K	4.6	34
Q15	The instructor clearly explains course expectations.	18	7	1	0	0	26	4.7	5	.55		19K	4.5	47
Q16	The instructor clearly explains how students will be evaluated.	17	8	1	0	0	26	4.6	5	.56		19K	4.6	43
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	17	8	1	0	0	26	4.6	5	.56		19K	4.5	48
Q18	The instructor presents material in an organized manner.	15	9	2	0	0	26	4.5	5	.64		19K	4.5	39
Q19	The instructor communicates effectively.	18	8	0	0	0	26	4.7	5	.46		19K	4.5	55
Q20	The instructor demonstrates respect for students.	17	9	0	0	0	26	4.7	5	.48		19K	4.6	35
Q21	The instructor is receptive and responsive to the sharing of ideas during course discussions.	19	4	2	0	0	25	4.7	5	.61		19K	4.6	47
Q22	The instructor offers and is available for individual assistance.	17	8	1	0	0	26	4.6	5	.56		19K	4.6	42

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: 69.23% (18 of 26)	
1	the use of surveys and how important the information gathered is.
2	n/a
3	marketing
4	The majority of what I learned is how clever marketers actually are with their products and their is a science behind how they present those products.
5	Real life applications of marketing situations. We were challenged to actually take what we've learned and apply it to "real world problems".
6	N/a.

7	Learned great deal about business research and how its applied to the real world and what steps to take
8	I feel like everything I learned in this course is essential to my degree.
9	How to utilize research in the business work space
10	How to use qualtrics.
11	How to properly cite in APA format.
12	How to effectively use google scholar, get work cited from there and use qualtrics as I was extremely confused at the beginning but ended up understanding how to use it by following instructions.
13	How to effectively conduct research
14	How to conduct proper research.
15	How to conduct a survey, different methods to collect data.
16	Behaviors and how they effect people.
17	-
18	N/A

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

Response Rate: 76.92% (**20** of **26**)

1	to finish my marketing degree
2	n/a
3	When I'm in my profession, I'll be able to apply the proper steps whenever I have to conduct research
4	To find ways to constantly improve my business
5	To be able to research certain topics more precisely
6	This will help me tremendously when recognizing and implementing my own marketing plan in my business in the future.
7	N/a.
8	N/A
9	My major is marketing, I want to go into the marketing field, and this class is obviously marketing. With that being said, everything I learned in this class will tremendously help me in the future.
10	It will help me gather data more efficiently.
11	It will help me with business research methods.
12	It will help me with prior knowledge going into my field of business
13	I will use it by knowing which research method to use and how to analyze the data.
14	I will use the knowledge I've gained from this class to make smarter decisions in my marketing company.
15	I will know how to utilize qualtrics in my future profession.
16	I can use everything I've learned so far in my profession
17	I can now create surveys and use the data from it to analyze and make hypothesis and such.
18	How to be a proper business professional.
19	EVERYDAY I WILL USE KNOWLEDGE GAINED IN THIS CLASS! He really taught content that is directly related to the marketing field.
20	As someone who is already in the business field this information will allow me to utilize all resources.

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

Response Rate: 73.08% (**19** of **26**)

1	n/a
2	it pushed me to work hard
3	The grading is very tough.

4	Professor needs to be a little more flexible with scheduling of assignments and deadlines. He needs to consider adult learners, with full-time jobs, and children. Instead of saying there are "no exceptions," maybe reword to show empathy toward unexpected circumstances because students may feel less likely to ask if they feel they'll be rejected. Or even allowing for some type of relief when a student has underwent unforeseen situations such as sickness or death in their family.
5	None.
6	None, Professor Hazari was great!
7	No changes need to be made.
8	N/a.
9	N/A
10	N/A
11	N/A
12	My professor was very helpful, the assignments weren't too complicating. I don't think any changed should be made.
13	Maybe change discussion due dates from thursday to a different day.
14	Make this class have a study guide so we can know exactly what is on the tests.
15	I would like a few more supplemental videos or explanations for some of the more complex topics, such as the qualtrics surveys. We were provided videos on how to use qualtrics but it would be interesting to get more depth on the meaning of some of the functions within qualtrics, in real life situations.
16	Honestly nothing
17	Explanation of discussion posts is very long and overwhelming to read through. Make those shorter or more organized.
18	Dont see any changes that can be made
19	Cannot think of any.

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

Response Rate: 73.08% (**19** of **26**)

1	the content was challenging
2	n/a
3	You will not do good in this course without access to the textbook.
4	We used the book often all assignment expectations were clearly defined and closely related to what we were covering in that module.
5	The text book helped but textbook could be a little confusing at times. The powerpoints and videos helped me more with certain assignments.
6	The materials were incredibly helpful
7	The course text was fine. Class assignments were sometimes confusing in the way they were explained. Maybe clearer, more concise instructions would be helpful. Writing assignments were a bit stressful (too many requirements).
8	The class material was very informational and helped me gain knowledge of how marketing works and how to interpret data when it is gathered. The abundance of data collected in the real world was amazing to learn about and marketers that can use this data really get ahead in any aspect of business.
9	N/a.
10	N/A
11	N/A
12	I think all parts listed served a purpose in learning in this class.
13	Having the book and checking course schedule daily is important
14	Good
15	Everything helped me understand the course content.
16	Do assignments.
17	Class materials and texts were helpful to assignments. The assignments were intriguing and useful.
18	All materials and assignments were very helpful.
19	All material was helpful for this class, we just need study guides.

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

Response Rate: 73.08% (**19** of **26**)

1	n/a
2	fair
3	fair
4	fair class
5	Very fair
6	Very fair
7	Very fair.
8	Very fair course
9	Some of the assignments were difficult but the professor graded fairly and was always available to answer any questions and guide us through the process if we did not understand. I sometimes did not have time to reach out to the professor, but that is my own fault.
10	N/a.
11	N/A
12	It was fair. The grade shown is how much effort you put into this class.
13	I would rate some of the writing evaluations as difficult. For the most part, for the other assignments evaluation methods were fair.
14	I think the evaluation methods were fair and difficult enough to make you learn it but not hate life while doing it.
15	He was very fair in grading and the methods were easy to understand.
16	Fair
17	Fairness
18	Fair! slightly difficult! easy to get a good grade if you stay on everything and follow instruction.
19	Everything was fair.

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

Response Rate: 73.08% (**19** of **26**)

1	n/a
2	he did a good job
3	good instructor
4	You can tell that he has been doing this for a long time. He is one of the best teachers I have ever had, he presented things effectively, always followed up to students questions or discussion posts, and was always on time with the material.
5	The instructor is great as a professor
6	Professor Hazari is a great teacher, I will recommend him to any student.
7	Professor Hazari showed knowledge of the class and his feedbacks on assignments were also helpful
8	N/a.
9	N/A
10	I really enjoyed how Professor Hazari ran this class. Best setup for an online course I have ever taken.
11	I believe this is a very great class and overall great teacher who is available when needed.
12	He's fantastic he taught another class last year that I took and he has proven yet again he's knowledgeable and engaged in the content he provides even when it is 100% online!
13	He's a good professor, just a very hard grader.
14	He was very knowledgeable, always provided more of an explanation than asked for which helped tremendously. He always explained why he gave a certain grade, and even when an A was received, he provided additional insight on the topic.
15	Great teacher who is always available to help.
16	Great teacher with understanding to displlay and increase our knowledge on the subject
17	Great instructor
18	Good teacher, nothing over the top.

| 19 | Dr. Hazari is very knowledgeable of Business Research, and obviously very passionate about the subject matter. I definitely learned a lot about Business Research, but this semester has been extremely stressful and it would have been nice to have a more understanding professor. |