

**Student Evaluation of Instruction Summer 2020**  
**Session III**  
**202005**

**The University of West Georgia**  
**UWG**

**Course:** MKTG3808 E02 - Business Research

**Department:** Marketing/

**Responsible Faculty:** Sunil Hazari

**Responses / Expected:** 9 / 14 (64.29%)

**Overall Mean:** 4.8 4-Point Likert Scale w/NA (178 responses)

QUANTITATIVE SECTION	MKTG3808 - E02										--- Survey Comparisons ---		
	Responses					Course					All		
	SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev	N	Mean	==+ <sup>1</sup>
<b>Q1</b>	I correctly utilized all required course texts and materials.										999	4.7	=
<b>Q2</b>	I check my online course at least two times per week.										1K	4.9	-
<b>Q3</b>	I have consistent access to the technology required for this course.										997	4.8	+
<b>Q4</b>	I was well-prepared for class										997	4.6	=
<b>Q5</b>	I avidly participated in all class activities										984	4.7	=
<b>Q6</b>	If/When I struggled with course material, I sought help from the professor or from resources provided to me.										942	4.5	-
<b>Q7</b>	This course challenged my intellect.										993	4.5	=
<b>Q8</b>	Class discussions and/or activities helped me to understand the subject matter.										985	4.5	=
<b>Q9</b>	Course assignments helped me to understand the subject matter.										998	4.6	=
<b>Q10</b>	Course content was presented effectively.										996	4.6	=
<b>Q11</b>	Required course texts and/or materials helped me to understand the subject matter.										991	4.6	=
<b>Q12</b>	Test content was representative of assigned material.										972	4.6	=
<b>Q13</b>	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.										986	4.7	+
<b>Q14</b>	The instructor demonstrates knowledge of his/her discipline.										976	4.7	+
<b>Q15</b>	The instructor clearly explains course expectations.										994	4.7	=
<b>Q16</b>	The instructor clearly explains how students will be evaluated.										995	4.7	=
<b>Q17</b>	The instructor evaluates and returns tests and assignments in a reasonable period of time.										995	4.7	=

<b>Q18</b>	The instructor presents material in an organized manner.	7	1	0	0	0	<b>8</b>	<b>4.9</b>	5	5	.33	<b>996</b>	<b>4.7</b>	=
<b>Q19</b>	The instructor communicates effectively.	8	0	0	0	0	<b>8</b>	<b>5.0</b>	5	5	0	<b>990</b>	<b>4.7</b>	+
<b>Q20</b>	The instructor demonstrates respect for students.	8	0	0	0	0	<b>8</b>	<b>5.0</b>	5	5	0	<b>986</b>	<b>4.8</b>	+
<b>Q21</b>	The instructor is receptive and responsive to the sharing of ideas during course discussions.	7	1	0	0	0	<b>8</b>	<b>4.9</b>	5	5	.33	<b>956</b>	<b>4.7</b>	=
<b>Q22</b>	The instructor offers and is available for individual assistance.	8	0	0	0	0	<b>8</b>	<b>5.0</b>	5	5	0	<b>984</b>	<b>4.7</b>	+

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

<sup>1</sup> 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: 88.89%** (8 of 9)

- 1 surveys and data
- 2 marketing and research tactics
- 3 Time management
- 4 Qualtrics
- 5 I learned many things that will help me in my future career.
- 6 I have learned how to create surveys that are optimal for gathering information for businesses
- 7 How to conduct research
- 8 How a marketing mix is used



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

**Response Rate: 88.89%** (8 of 9)

- 1 im working in advertising and we use research all the time
- 2 Understanding how to properly gather information in order to learn about customers will be helpful when making business decisions.
- 3 Time management
- 4 Research is a large part of business marketing in my profession.
- 5 I will use this to be able to research
- 6 I will use resources given to me in this course.
- 7 I think what I have gained in this course will help further me in my profession.
- 8 For creating surveys if needed for my future job.



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

**Response Rate: 77.78%** (7 of 9)

- 1 none
- 2 no suggestions, great course
- 3 Nothing
- 4 N/a
- 5 N/A
- 6 N/A
- 7 N/A

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

**Response Rate: 66.67% (6 of 9)**

- 1 very fair
- 2 text book was extremely helpful and important
- 3 Virtual book is recommended to help with studying.
- 4 Time use
- 5 The book was extremely helpful.
- 6 Good amount of work. I was well prepared with my book I bought and by having each day to do different assignments.

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

**Response Rate: 55.56% (5 of 9)**

- 1 very fair
- 2 fair class
- 3 The evaluation methods were very fair.
- 4 Fair
- 5 Difficult but easy to learn.

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

**Response Rate: 66.67% (6 of 9)**

- 1 instructor did a good job
- 2 great teacher
- 3 The instructor did a great job teaching this course.
- 4 Good!
- 5 Geeat
- 6 Always gave great, insightful feedback on all discussions and assignments.

