

<b>Course:</b>	MKTG3808 E02 - Business Research	<b>Department:</b>	Marketing/
<b>Responsible Faculty:</b>	Sunil Hazari	<b>Responses / Expected:</b>	26 / 33 (78.79%)
<b>Overall Mean:</b>	4.6 4-Point Likert Scale w/NA (567 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>
Q1	I correctly utilized all required course texts and materials.	13	11	1	1	0	26	4.4	4.5	5	.74	15K	4.6	-
Q2	I check my online course at least two times per week.	16	10	0	0	0	26	4.6	5	5	.49	15K	4.7	=
Q3	I have consistent access to the technology required for this course.	16	9	0	0	0	25	4.6	5	5	.48	15K	4.8	-
Q4	I was well-prepared for class	13	8	4	1	0	26	4.3	4.5	5	.86	15K	4.5	-
Q5	I avidly participated in all class activities	14	8	4	0	0	26	4.4	5	5	.74	15K	4.5	=
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	13	10	3	0	0	26	4.4	4.5	5	.68	14K	4.5	=
Q7	This course challenged my intellect.	18	7	1	0	0	26	4.7	5	5	.55	15K	4.5	=
Q8	Class discussions and/or activities helped me to understand the subject matter.	16	6	4	0	0	26	4.5	5	5	.75	15K	4.5	=
Q9	Course assignments helped me to understand the subject matter.	14	8	2	0	0	24	4.5	5	5	.65	15K	4.5	=
Q10	Course content was presented effectively.	18	6	2	0	0	26	4.6	5	5	.62	15K	4.5	=
Q11	Required course texts and/or materials helped me to understand the subject matter.	16	6	3	0	0	25	4.5	5	5	.70	15K	4.5	=
Q12	Test content was representative of assigned material.	17	7	2	0	0	26	4.6	5	5	.63	13K	4.6	=
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	17	7	1	0	0	25	4.6	5	5	.56	15K	4.6	=

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



















QUANTITATIVE INSTRUCTOR		Sunil Hazari									
		Responses					Individual				
		SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev
Q14	The instructor demonstrates knowledge of his/her discipline.	19	5	2	0	0	26	4.7	5	5	.62
Q15	The instructor clearly explains course expectations.	18	6	2	0	0	26	4.6	5	5	.62
Q16	The instructor clearly explains how students will be evaluated.	19	6	1	0	0	26	4.7	5	5	.54
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	17	7	2	0	0	26	4.6	5	5	.63
Q18	The instructor presents material in an organized manner.	18	6	2	0	0	26	4.6	5	5	.62
Q19	The instructor communicates effectively.	18	7	1	0	0	26	4.7	5	5	.55
Q20	The instructor demonstrates respect for students.	18	6	2	0	0	26	4.6	5	5	.62
Q21	The instructor is receptive and responsive to the sharing of ideas during course discussions.	18	6	2	0	0	26	4.6	5	5	.62
Q22	The instructor offers and is available for individual assistance.	19	6	1	0	0	26	4.7	5	5	.54










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

**Q23 - What are the most important things you learned in this course?**

Response Rate: 92.31% (24 of 26)

1	n/a	
2	how to use excel more and business research better	
3	how to use and create surveys, how to analyze information and create marketing plans based from that information, how to conduct interview through research and also research from businesses	
4	Time management, this class help me understand that I can't wait until the last minute to complete any work	
5	This course helped me get better with researching and also more business ideas	
6	The most important thing that I learned in this course was the importance of using the right questions when getting information from a survey. I learned about the different types of questions and what information they gain from those type of questions.	

7	The importance of surveys and how they impact a business.	
8	The importance of effective research	
9	Researching needs to be thorough and well researched.	
10	Proposing a plan	
11	Marketing Strategies	
12	I learned that a lot goes into doing research for businesses and it is not as simple as doing a quick Google search.	
13	I learned how to conduct different types of surveys to collect the best data possible for an entity.	
14	I learned how to conduct surveys and the importance behind doing so.	
15	I learned how to understand business from a different perspective	
16	I learned how important it is to understand data and how to utilize it.	
17	I believe one of the most helpful things I learned during this course was the Excel assignments. I recently started a new job and having that excel experience will help me with the data work that I do. I also learned how to properly express my thoughts in a matter appropriate for the business world (22/12 rule).	
18	How to conduct research and how to create surveys on qualtrics.	
19	How to conduct effective research in a business environment	
20	How to apply business research to real-life situations.	
21	How important research can be when it comes to marketing and business and how they are closely related.	
22	How business research ties into marketing and how effective it is overall.	
23	Business Research involves several different business components that help to understand the course.	
24	4 P's of the marketing mix	

Q24 - How will you use the knowledge you gained in future classes and/or in your chosen profession?		
<b>Response Rate:</b> 84.62% (22 of 26)		
1	the process of interview research and coming up with marketing strategies will help me in my future job	
2	n/a	
3	if I start my own business I would be better at market research for it thanks to this class	
4	When creating reports or looking for data.	
5	This will be important in any profession	
6	This information is useful when I need to use this technology for the future.	
7	The importance of research in my field will show its face	
8	Marketing strategies when I start a business	
9	Like I said previously, the Excel work helps me in the workplace. The 22/12 rule will help me if I ever need to write a business paper in the future.	

10	It will help be more prepared to analyze data and help my company make a decision on what needs to be done to improve.	
11	It will help me alot as I pursue my business career.	
12	In business environments	
13	I'm looking to open my own business so I learned needed material	
14	I will use the knowledge I gained in my future by being able to navigate excel better to analyze data.	
15	I will use the knowledge in my future profession of marketing whenever I am having to research for something.	
16	I will use the skills that I learned in Mircosoft Excel to my benefit in the future if/when I decide to start my own business.	
17	I will use the knowledge I gained from this course in a future professional setting by knowing how to properly research sources for a marketing strategy	
18	I will use these skills for my full time job.	
19	I will use in my career once I graduate	
20	I will hopefully be able to take the tasks learned in gaining research to help when I start my own business.	
21	I will be using the math portion in my next statistics class.	
22	I will use this knowledge to perform effective research when needed, in my professional career.	

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

**Response Rate:** 80.77% (21 of 26)

1	none - professor delivered excellent material and explained it thoroughly.	
2	n/a	
3	maybe some quizzes to help prepare for the tests.	
4	maybe less work lol	
5	less discussion posts	
6	While the assignments were fairly simple to complete, I did struggle on the exams. Even though they were open book, I somehow did not receive the best grades possible. This is interesting to me because I am also in the web design class and have no issues with those exams.	
7	There should be a few quizzes to help the final grade.	
8	There is nothing I can think of right now that I would like to see changed about this course.	
9	The course was overall a positive experience.IT definitely challenged my intellect	
10	None.	
11	None great course	
12	No comment.	
13	No changes	
14	N/A	
15	More group work	

16	Just wish we were in-person	
17	I think that the course is good as it is. I would not change anything.	
18	I feel like a better, more thorough explanation of the assignments would be great. One assignment contained elements that were not in the book or the notes given.	
19	I don't think this class needs any changes.	
20	Different course discussions	
21	A more clear understanding for the discussion posts. It was often unclear how much material was expected to be included to receive a good grade.	






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

**Response Rate:** 84.62% (22 of 26)






1	very good overall	
2	the assignments really helped me gain knowledge in this class.	
3	n/a	
4	great	
5	fair	
6	Very informative	
7	They where challenging at times but was good information	
8	The textbook was very helpful, at times, there were terms that I needed to define that were not defined in the textbook and the online definitions didn't completely line up with the textbook information.	
9	The textbook was informative and helped with some of my discussion posts.	
10	The dedication from the professor to describe what was expected thoroughly, for each assignment given to us, was greatly appreciated. He took the time to explain it well so that we didn't really have to ask questions, any question we could have asked, was already answered in the assignment instructions, which saved a lot of time. He also graded assignments quickly, which made it less stressful, as we knew where we stood in the class all semester.	
11	The course work was very honest and fair!	
12	The class activities were challenging and pushed me in many ways. The course materials were somewhat useful but needed in order to pass the class.	
13	The assignments will help me in the long run.	
14	Textbook was very important as well as any links the professor shared with the class.	
15	N/A	
16	It is extremely crucial to utilize the course materials to be successful in this class.	
17	I understand the point of using the discussion boards to see that we understand the material, but I don't think it is necessary to find articles outside of the course material. Most of the time I was not sure if I found something that was actually useful. Maybe if an example article was given I would understand better what it is I am looking for in my outside sources.	
18	I thought all class materials and assignments were used well and went along good with what we were trying to learn.	
19	I think that the materials and assignments are all helpful and easy to understand. They allow you to learn and grow with the information given.	
20	I believe the textbook is not as helpful as the professor themself	
21	I always knew what was expected of me for assignments which made me feel confident in turning in successful work.	


















22	Great use of everything	
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**Q27 - Comment on the evaluation methods utilized—fairness, difficulty, ease, etc.**

<b>Response Rate:</b> 76.92% (20 of 26)		
1	n/a	
2	fair	
3	difficult yet fair	
4	Very fair, a tad difficult at times, but very fair.	
5	This evaluation method is very thorough and I enjoy how it allows me to comment on specific things that will later help make this course better.	
6	The evaluation method is fair.	
7	The evaluation method for this class were extremely difficult. I feel like my discussions and assignments were deserving of better grades than I received throughout the semester. I proved my knowledge of the material and of the information I found in the book however rarely made a score I was proud of.	
8	The class was very fair and it was easy to grasp the information. I think that it did have its difficulties and challenges that made you have to think and fully understand the material, but this was a good thing in my opinion.	
9	Professor Hazari grades extremely fairly and always provided us with bonus points in this course which I appreciated.	
10	Professor was fair	
11	Parts were difficult but it in the end very helpful.	
12	No comment.	
13	N/A	
14	I think the material was decently challenging but at the same time not too hard to figure out how to do.	
15	I think given the current circumstances we did very well!	
16	Great course	
17	Grading was fair	
18	Fairness	
19	Extremely fair - professor gave specific feedback to each assignment and how you could improve and noted exactly what was done great, and what could be improved on.	
20	Easy	

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

<b>Response Rate:</b> 88.46% (23 of 26)		
1	very good. great professor	
2	very effective	
3	the instructor is a good teacher.	
4	n/a	
5	love that the teacher thoroughly explains what assignments are due each week	

6	great instructor, work was explained well	
7	fantastic teacher	
8	Very good professor.	
9	The professor was very helpful and understanding. All questions were answered in a timely manner and he was always detailed in his instructions.	
10	The professor was very understanding and great to learn from	
11	The discipline was overall a little more harsh than I would have hoped for but effective to push me to do the best I could even though most of the time it did nothing for me.	
12	Professor Hazari was one of my favorite professors thus far. The organization of this class was stellar, and made the coursework easy to follow along with - especially considering the complexity of the class and the fact that it was fully online. He graded assignments quickly and provided great, personalized feedback so that you could grasp what you missed or what you did well on.100/10. Would recommend this class with this professor to anyone, anyday! Professor Hazari is a stellar professor.	
13	Professor Hazari is a terrific professor and is obviously knowledgeable of his courses.	
14	Professor Hazari did a great job!!! No complaints!	
15	Overall the instructor had an effective teaching strategy	
16	My second time taking a class taught by this professor, I would sign up for a class taught by them again	
17	I think our teacher did a great job in teaching us the material and giving us good assignments that helped us learn what we needed to.	
18	I feel like the teacher is effective, I would just like something more engaging. Reading the book and reviewing PowerPoint is not my ideal learning environment. I enjoy watching lectures.	
19	I believe the teacher was very fair and helpful.	
20	He did a great job with answering my questions/emails in a timely manner, even if it was to tell me to re-read the instructions =D	
21	Great professor	
22	Good teacher over all	
23	Clearly showed what needed to be done and helped out when asked.	