

Course:	MKTG3808 E02 - Business Research	Department:	Marketing/
Responsible Faculty:	Sunil Hazari	Responses / Expected:	11 / 15 (73.33%)
Overall Mean:	4.4 4-Point Likert Scale w/NA (239 responses)		

QUANTITATIVE SECTION		MKTG3808 - E02									--- 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.	6	4	1	0	0	11	4.5	5	5	.66	665	4.6	=
Q2	I check my online course at least two times per week.	9	2	0	0	0	11	4.8	5	5	.39	667	4.8	=
Q3	I have consistent access to the technology required for this course.	7	3	1	0	0	11	4.5	5	5	.66	669	4.8	-
Q4	I was well-prepared for class	4	6	0	0	1	11	4.1	4	4	1.08	671	4.5	-
Q5	I avidly participated in all class activities	7	4	0	0	0	11	4.6	5	5	.48	664	4.6	=
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	4	5	0	0	0	9	4.4	4	4	.50	621	4.5	=
Q7	This course challenged my intellect.	7	4	0	0	0	11	4.6	5	5	.48	667	4.5	=
Q8	Class discussions and/or activities helped me to understand the subject matter.	6	3	1	0	1	11	4.2	5	5	1.19	648	4.4	=
Q9	Course assignments helped me to understand the subject matter.	6	4	0	0	1	11	4.3	5	5	1.14	665	4.5	=
Q10	Course content was presented effectively.	5	4	1	0	1	11	4.1	4	5	1.16	669	4.5	=
Q11	Required course texts and/or materials helped me to understand the subject matter.	5	4	1	0	1	11	4.1	4	5	1.16	664	4.5	-
Q12	Test content was representative of assigned material.	4	5	1	0	1	11	4.0	4	4	1.13	644	4.5	-
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	7	3	0	0	1	11	4.4	5	5	1.15	668	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

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.	8	2	0	0	1	11	4.5	5	5	1.16
Q15	The instructor clearly explains course expectations.	7	3	0	0	1	11	4.4	5	5	1.15
Q16	The instructor clearly explains how students will be evaluated.	7	3	0	0	1	11	4.4	5	5	1.15
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	8	2	0	0	1	11	4.5	5	5	1.16
Q18	The instructor presents material in an organized manner.	6	4	0	0	1	11	4.3	5	5	1.14
Q19	The instructor communicates effectively.	7	3	0	0	1	11	4.4	5	5	1.15
Q20	The instructor demonstrates respect for students.	8	1	1	0	1	11	4.4	5	5	1.23
Q21	The instructor is receptive and responsive to the sharing of ideas during course discussions.	8	2	0	0	1	11	4.5	5	5	1.16
Q22	The instructor offers and is available for individual assistance.	6	2	1	0	1	10	4.2	5	5	1.25

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: 81.82% (9 of 11)

1	the most important thing i learned was how to do business research. I learned how to properly take a survey.	
2	The importance of researching.	
3	That I never wish this professor upon anyone	
4	I learned about resources available for business research.	
5	I learned the importance of research aspects and the different kinds of research. Overall, I realized how important the research process is and different techniques can really improve your data.	
6	I learned how to conduct research for business!	

7	How to effectively do research and also analyze it.	
8	How to effectively research and create surveys	
9	How marketing utilizes statistics to come up with the best solutions.	

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



Response Rate:	63.64% (7 of 11)	
1	this knowledge will help me when it comes to research and development for a brand or my own business.	
2	never, this guy is on a power trip	
3	To gain a better understanding when needing to research information to make informed decisions.	
4	It helped me brush up on my excel and statistics which will help me in my future classes and career.	
5	I will use the terms I have used regularly for my career. Data research and research for anything you take pride in is extremely important.	
6	I can apply the knowledge of research that I learned from this class in the future career.	
7	As a marketing major I will use this knowledge to further my career.	

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









Response Rate:	72.73% (8 of 11)	
1	n/a	
2	n/a	
3	When there are excel assignments that the most recent updated version is presented along with the content.	
4	None	
5	Maybe put a link from course den to the reading materials so students do not have to go back an forth.	
6	I think this class was very well developed and no changes need to be made.	
7	I loved this course!	
8	Get a new professor who teaches students	

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









Response Rate:	72.73% (8 of 11)	
1	none. Horrible job from the professor	
2	n/a	
3	due to the amount of work given from the teacher, i.e. assignments ,discussions, etc.,the value of the materials was very rich and informative. this work helped me to better understand the material of the course.	
4	The textbook and PowerPoints were both very helpful.	
5	The marketing textbook required was very useful/helpful when completing the assignments for this class.	
6	The assignments and texts really encouraged full participation. The assignments challenged me in a positive way! It was always necessary for me to use the many resources I had to complete my assignments. While they were usually challenging, completing them made me very appreciative of the effort and time I put into them.	

7	Even though this course was challenging due to the short length, I enjoyed it because the professor was so organized and receptive to questions.	
8	All were effective in helping me understand the material.	

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

Response Rate:	72.73% (8 of 11)	
1	the evaluation methods of this teacher was very fair and equal across the board. this teacher seemed to grade on the same fair scale for the whole semester.	
2	Too difficult and confusing for an online environment. Worst professor ever taken in college. He is a joke.	
3	Professor Hazari is very fair in his grading. While most of the assignments have been pretty challenging and difficult, taking my time and putting pride and high effort into the assignments showed that I really was learning throughout this course.	
4	I believe he graded fairly. I would not say it was a terribly difficult class but it required a lot of time and effort.	
5	Fair professor.	
6	Evaluations were fair	
7	Evaluation methods were very fair. This class challenged my intellect, and I feel like I learned a lot.	
8	Difficult	

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

Response Rate:	81.82% (9 of 11)	
1	this teacher presented a efficient and effective way to help us learn the material. we did numerous assignments , discussion , and projects to help understand the material of this class.	
2	Very good.	
3	The class was very intense but the instructor was fair	
4	Professor Hazari is an outstanding teacher and mentor. His ability to respond and give in depth feedback to every assignment shows just how dedicated he is to not only his job but to us as individual students. I would have loved to have him teach even more classes throughout my UWG career.	
5	Professor was fair and effective in teaching this class.	
6	He is vey knowledgeable and effective as a teacher.	
7	HORRIBLE job teaching information. WORST professor in all my years.	
8	Great professor takes time to inform students about Marketing and helpful tips.	
9	After my previous semester with a professor that took months to grade assignments and post grades, Hazari was the exact opposite! All grades were made available quickly and emails responded to so quickly. I thoroughly enjoyed the course because of the professor.	