

Course:	MKTG3808 E01 - Business Research	Department:	Marketing/
Responsible Faculty:	Sunil Hazari	Responses / Expected:	10 / 21 (47.62%)
Overall Mean:	4.9 4-Point Likert Scale w/NA (220 responses)		

QUANTITATIVE SECTION		MKTG3808 - E01										--- 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.	9	1	0	0	0	10	4.9	5	5	.30	811	4.7	=
Q2	I check my online course at least two times per week.	9	1	0	0	0	10	4.9	5	5	.30	809	4.8	=
Q3	I have consistent access to the technology required for this course.	9	1	0	0	0	10	4.9	5	5	.30	811	4.8	=
Q4	I was well-prepared for class	9	1	0	0	0	10	4.9	5	5	.30	806	4.6	+
Q5	I avidly participated in all class activities	10	0	0	0	0	10	5.0	5	5	0	808	4.7	+
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	9	1	0	0	0	10	4.9	5	5	.30	778	4.5	+
Q7	This course challenged my intellect.	8	2	0	0	0	10	4.8	5	5	.40	812	4.6	=
Q8	Class discussions and/or activities helped me to understand the subject matter.	9	0	1	0	0	10	4.8	5	5	.60	799	4.5	=
Q9	Course assignments helped me to understand the subject matter.	9	1	0	0	0	10	4.9	5	5	.30	812	4.5	+
Q10	Course content was presented effectively.	9	1	0	0	0	10	4.9	5	5	.30	810	4.5	+
Q11	Required course texts and/or materials helped me to understand the subject matter.	9	1	0	0	0	10	4.9	5	5	.30	805	4.5	+
Q12	Test content was representative of assigned material.	9	1	0	0	0	10	4.9	5	5	.30	787	4.6	=
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	9	1	0	0	0	10	4.9	5	5	.30	809	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.	9	1	0	0	0	10	4.9	5	5	.30
Q15	The instructor clearly explains course expectations.	9	1	0	0	0	10	4.9	5	5	.30
Q16	The instructor clearly explains how students will be evaluated.	9	1	0	0	0	10	4.9	5	5	.30
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	9	1	0	0	0	10	4.9	5	5	.30
Q18	The instructor presents material in an organized manner.	10	0	0	0	0	10	5.0	5	5	0
Q19	The instructor communicates effectively.	9	1	0	0	0	10	4.9	5	5	.30
Q20	The instructor demonstrates respect for students.	9	1	0	0	0	10	4.9	5	5	.30
Q21	The instructor is receptive and responsive to the sharing of ideas during course discussions.	9	1	0	0	0	10	4.9	5	5	.30
Q22	The instructor offers and is available for individual assistance.	9	0	1	0	0	10	4.8	5	5	.60







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: 70.00% (7 of 10)



1	excel	
2	The most important things I learned in this course is how much potential I have and the different types of ways to create surveys and data to do valuable research.	
3	The ethics of business research	
4	How to set up a survey that will offer feedback which can be analyzed in order to make managerial decisions.	
5	How to research for business purposes.	
6	How to correctly implement research, surveys and excel to learn ways to market	






7	All material expanded my knowledge of marketing.	
---	--	--

Q24 - How will you use the knowledge you gained in future classes and/or in your chosen profession?		
Response Rate: 60.00% (6 of 10)		
1	my career in business administration	
2	When trying to make business decisions, especially in marketing.	
3	The excel information is a great asset I will use in the future.	
4	I will used the knowledge I gained in the future by developing different surveys when needed for researching anything related to my business.	
5	I plan to use this knowledge in the future when I have businesses i need to do research for.	
6	I can use what I learned in this class in the future to understand marketing effectiveness.	

Q25 - Explain any positive changes you would like to see made to this course.		
Response Rate: 70.00% (7 of 10)		
1	great	
2	The course was very valuable and presented in a great way. I do not recommend any changes.	
3	Since this is a summer class and only 4 weeks long, it is extremely fast pace. I think an assignment due every day is definitely do-able but is alot to take in. I do not suggest ever making this class a may-mester class.	
4	No need for change, the class works well	
5	N/A	
6	I thought that this course was sufficient enough.	
7	I believe the professor has a heart for teaching students, and wants nothing more than for use to succeed. However, this course was extremely time consuming. I understand that the course was condensed into a three week period, and three week classes require a lot more effort and time, but the expectations for this class was too great. The professor needs to acknowledge that his students have other classes and jobs and spending three hours a day on one class is a bit much. Weekend assignments are also not appreciated. With all the daily assignments it was almost impossible to study for the tests.	







Q26 - Comment specifically on the value of texts, class materials, assignments, and class activities.		
Response Rate: 60.00% (6 of 10)		
1	used materials daily	
2	great activities, class discussions help aid in the class material	
3	Text is very important	
4	Good.	
5	Class assignments were extremely comprehensive, as in I was able to understand the material very well based on Professor Hazari's assignments.	
6	All information was helpful. Though this class moved extremely fast, all material helped to understand the assignments in depth.	

Q27 - Comment on the evaluation methods utilized—fairness, difficulty, ease, etc.		
Response Rate: 70.00% (7 of 10)		
1	very fair	
2	very fair. assignments are difficult if you do not complete the required readings and research.	

3	fair	
4	The evaluation methods were fair, if you did not apply the information correctly he will definitely give you feedback.	
5	Great.	
6	Fair, not too difficult but still challenging.	
7	Fair, but a good bit of time must be devoted every day.	

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

Response Rate: 70.00% (7 of 10)

1	very organized	
2	The instructor was very nice and understanding. He provided grades quickly and he even provided feedback on assignments. Great professor overall!	
3	Sweet professor, but as I said, he needs to reevaluate the content of his summer class.	
4	Prof is very professional and knowledgeable about his course. He is very understanding and excellent at explaining what is expected and needed for the course.	
5	Great professor, very well engaged in the class and helps students in every way	
6	Great professor.	
7	Also fair, Professor Hazari held strong regarding his policies and every student was treated equally.	