

Course:	MKTG3808 E02 - Business Research	Department:	Marketing/
Responsible Faculty:	Sunil Hazari	Responses / Expected:	25 / 34 (73.53%)
Overall Mean:	4.6 4-Point Likert Scale w/NA (545 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.	13	11	1	0	0	25	4.5	5	5	.57	17K	4.6	=
Q2	I check my online course at least two times per week.	19	6	0	0	0	25	4.8	5	5	.43	16K	4.6	=
Q3	I have consistent access to the technology required for this course.	18	6	0	0	1	25	4.6	5	5	.85	17K	4.8	-
Q4	I was well-prepared for class	11	12	2	0	0	25	4.4	4	4	.62	17K	4.5	=
Q5	I avidly participated in all class activities	11	10	3	0	0	24	4.3	4	5	.69	16K	4.5	=
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	12	7	4	0	0	23	4.3	5	5	.76	16K	4.5	=
Q7	This course challenged my intellect.	13	12	0	0	0	25	4.5	5	5	.50	17K	4.5	=
Q8	Class discussions and/or activities helped me to understand the subject matter.	10	13	1	1	0	25	4.3	4	4	.72	16K	4.4	=
Q9	Course assignments helped me to understand the subject matter.	12	12	1	0	0	25	4.4	4	4,5	.57	17K	4.5	=
Q10	Course content was presented effectively.	13	10	2	0	0	25	4.4	5	5	.64	17K	4.4	=
Q11	Required course texts and/or materials helped me to understand the subject matter.	11	12	1	1	0	25	4.3	4	4	.73	16K	4.5	=
Q12	Test content was representative of assigned material.	15	8	2	0	0	25	4.5	5	5	.64	15K	4.5	=
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	14	9	2	0	0	25	4.5	5	5	.64	16K	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.	18	7	0	0	0	25	4.7	5	5	.45
Q15	The instructor clearly explains course expectations.	20	5	0	0	0	25	4.8	5	5	.40
Q16	The instructor clearly explains how students will be evaluated.	21	4	0	0	0	25	4.8	5	5	.37
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	19	6	0	0	0	25	4.8	5	5	.43
Q18	The instructor presents material in an organized manner.	16	8	1	0	0	25	4.6	5	5	.57
Q19	The instructor communicates effectively.	18	6	0	0	0	24	4.8	5	5	.43
Q20	The instructor demonstrates respect for students.	18	7	0	0	0	25	4.7	5	5	.45
Q21	The instructor is receptive and responsive to the sharing of ideas during course discussions.	16	9	0	0	0	25	4.6	5	5	.48
Q22	The instructor offers and is available for individual assistance.	16	7	1	0	0	24	4.6	5	5	.56

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: 84.00% (21 of 25)

1	time management	
2	completing the discussions helped with applying what we were learning in the text and further my understanding on many new topics	
3	Time management and studying is important. I learned a lot about business research and benefits and disadvantages of using Excel. I have learned a lot of new ways to use Excel through the various projects in class.	
4	The most important thing I learnt were advanced marketing concepts. Prof Sunil Hazari was really helpful even on weekends.	
5	The most important things I learned were the methods, reasons, and importance behind market research/	
6	Taking the time to diligently determine what kind of research I will use to find the data I need if given a project in the business world.	

7	Marketing is a little more than placing ad signs on a door, it requires a lot of thought to bring about a knowledgeable outcome for all parties involved in the process.	
8	I was able to learn better time management skills as well as what it will take to succeed future classes.	
9	I think the most important thing I learned in this course is that understanding of business research in regards to finding and applying business theory with citing to my work.	
10	I learned the proper way to not drag out sentences and paragraphs, as well as how to apply the information I learned into a real life topic.	
11	I learned so much about survey design, in depth detail in advertising, and how to research for business statistics.	
12	I have a better understanding of how to utilize Google Scholar and Qualtrics.	
13	How to use excel in more detail.	
14	How to put real-world problems into excel to help solve them.	
15	How to properly use Microsoft Excel.	
16	How to do/find business research effectively	
17	How to break down businesses and filter through all research to find exactly what is needed.	
18	How to better use excel	
19	How to be aware of the business environment.	
20	How surveys can have a big impact on helping a business. Also this course taught me which survey to use in different situations.	
21	0	






















Q24 - How will you use the knowledge you gained in future classes and/or in your chosen profession?		
Response Rate: 80.00% (20 of 25)		
1	it will help me effectively be able to do intense research for my profession	
2	Use excel	
3	To predict trends and adjust my business accordingly.	
4	This will help me grow my business in the most successful way. I know how to handle different employees and understand the ins and outs of my business.	
5	The knowledge I gained from this course will help me to evaluate future decisions made over the course of my career.	
6	In my future position	
7	I would be able to properly understand the business organization and how to use it in my profession.	
8	I will use it to better my people and marketing skills.	
9	I will use these resources to find secondary data or to collect primary data.	
10	I will use this information when I create my own business.	
11	I will use the information i learned in the class to better understand my clients needsand the produce a quality answer that will help clients grow thier business.	
12	I will use this knowledge to create my own business in the future.	
13	I will use this knowledge to really help me when looking for new positions.	

14	I will use this knowledge greatly for the future in order to succeed and be able to utilize my time to achieve whatever comes my way.	
15	I will take the time to efficiently research and use ethics in the correct way.	
16	I think learning how to find and apply different types of information in a professional and correct manner, while giving credit to the author will help me conduct meetings, quarterly reports and seem more valuable to future employers	
17	I now know how to properly design surveys and incorporate them into excel for business statistics and correlation.	
18	Helping me prioritize and have better technology skills	
19	By applying concepts to real life topics in other discussions/papers	
20	0	

Q25 - Explain any positive changes you would like to see made to this course.		
Response Rate: 80.00% (20 of 25)		
1	none	
2	a little more time to work on assignments	
3	Sometimes it got confusing when the main post would be due on Thursday and the response post would be due on the following Saturday, so I made a mistake and submitted the assignment on Saturday when it was due Thursday and got points deducted. Everything should be due on the same day.	
4	Some of the instructions were a little vague at times. Other than those few most were helpful.	
5	None.	
6	No changes are necessary for the course.	
7	N/a	
8	N/A	
9	N/A	
10	N/A	
11	More user friendly with assignments	
12	I would like to see less about statistics and more assignments focused on actual businesses.	
13	I think the course is just fine.	
14	I think something would be to have a little more time between assignments	
15	I think everything worked well for me so I wouldn't change anything.	
16	I feel that there can be more leniency or less strictness to the discussion posts.	
17	I don't think I would change anything. I liked the way the course was laid out, and allowed me to work at the beginning of the week and have my work turned in towards the end.	
18	I believe the class was very informative and challenging at the same time.	
19	Class was set up in a easy accessible way	
20	0	






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

Response Rate: 84.00% (21 of 25)

1	they were very informative	
2	great set up, it is easy to understand	
3	good	
4	Without the materials, you will fail the class. It is as simple as that.	
5	Very structured and organized by weeks	
6	Very important.	
7	They made a real difference, I did not personally like using Google Scholar and Galileo as it was really hard to find an article related to my topic.	
8	The use of class discussions as ways to apply learned concepts was very beneficial. The concepts of this class are not hard to understand, but can be hard to put into practice. The professor did a fantastic job providing feedback on responses that did not fully answer the questions. Assignments were laid out clearly, the most clear of any other class I've attended at UWG.	
9	The discussions we very insightful and you have to put in work to get what grade you want.	
10	The class material was in-line with the assignments. The class activities required each student to write a main post and a response and also complete excel project to further the understanding of the material.	
11	The chapter power points were extremely useful with great information. They had exact facts and examples that related to each discussion.	
12	The book was very important to me, it was a key concept in learning the material.	
13	It was great and easy to read	
14	I found that the assignments with videos to walk you through the assignment helped me learn the most. I am a visual and auditory learner, and I could use the video later as well since it is available on YouTube.	
15	I found it easy to locate all the assignments and course material.	
16	Everything regarding materials and assignments were relevant to one another.	
17	Everything has been very clear in regards to what I needed to do.	
18	Class assignments and material helped us study for test.	
19	Although the book is on cengage, it certainly made everything easier since I had other classes with books on the website. All the assignments were in accordance to the book.	
20	All class materials and assignments were very well organized.	
21	0	

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

Response Rate: 84.00% (21 of 25)











1	fair	
2	fair, assignments were graded based on what was completed according to the rubrics	
3	evaluation is pretty fair	
4	Very fair	
5	This was a very fair class and while it was tedious, it was fair.	

6	This class was fairly hard. I think a lot went into reading the book and understanding the correct concepts, while growing my skills in finding scholarly information for citing.	
7	The evaluation methods were fair because he stated how we would lose points. He also tried to give a much feedback as possible.	
8	The course challenged my intellect and responsibility to stay on top of my work.	
9	The class was moderately hard	
10	The class was not easy, but it did keep me engaged. The class work required weekly responses which kept the material fresh for the exam.	
11	Some assignments are harder to do based off of our school given resources. For example, we have office 365 provided by the school. However, some class work has guide videos and examples using either older or other versions of Microsoft Office, which makes work way harder to do because we don't have some functions needed to complete the steps to the assignment.	
12	Mostly fair, but some difficult concepts.	
13	It was okay. It wasn't impossible.	
14	I think this class is very fair!	
15	I only feel difficulty when it comes to the grading of the discussions. I usually do well but that didn't happen in this class.	
16	Fair	
17	Fairness	
18	Evaluation was very fair. If you put in the work and did it per the instructions, or did not put in the work, your grade reflected that well.	
19	Easy.	
20	Clear instructions for each assignment are given and graded based on those	
21	0	

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

Response Rate: 88.00% (22 of 25)

1	great	
2	good	
3	a great teacher also provides good feedback and more information	
4	Was a great professor, I would recommend him!	
5	Very effective.	
6	Very easy to talk to when needing help	
7	Very Effective; Great Professor	
8	This was a great instructor with great communication skills.	
9	The instructor for this course is. very confident in the way that he distributes the lesson plan and very discipline in the way he expect work to be returned. I would also say that he has a fair grading system.	
10	Professor Hazari was incredibly effective and stated what he expected out of each student and their work, and his grading reflected that.	
11	Prof Sunil is amazing! Loved taking this class with him.	

12	Overall the instructor does a great job and stays on top of all work and materials. The instructor provides great feedback and grades all assignments in a timely manner. The instructor take an extra effort to provide additional resources to help understand the material.	
13	I think the instructor clearly laid out his expectations for us at the beginning of the course. I believe I have lived up to those expectations. Therefore, I have not been subject to being discipline.	
14	I think he does a great job and is obviously passionate about the subject.	
15	I really enjoyed this proffessor and class	
16	I could not give any more praise for this professor if I tried. All assignments were extremely clear and the course work allows students to apply their teachings in real world scenarios (in a sense). The professor has demonstrated throughout the course how much of an expert he is in the class subject.	
17	I appreciated that he allowed us to work ahead and showed a passion for what he teaches. He tried to get us engaged with material and assignments that we may cross in our future careers.	
18	He is a really effective professor, he lays out his rules from the beginning so nothing caught me off guard.	
19	He does very well!	
20	Dr. Hazari is efficient in explaining his expectations for you.	
21	Discipline was not necessary in this class and while I do not feel like it was necessary, I believe our teacher would have properly performed it.	
22	0	