

**Student Evaluation of Instruction Summer Session III
202205**

The University of West Georgia
UWG

Course:	MKTG3808 E02 - Business Research	Department:	Marketing/
Responsible Faculty:	Sunil Hazari	Responses / Expected:	7 / 10 (70%)
Overall Mean:	4.8 4-Point Likert Scale w/NA (153 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.	5	2	0	0	0	7	4.7	5	5	.45	669	4.7	=
Q2	I check my online course at least two times per week.	7	0	0	0	0	7	5.0	5	5	0	664	4.8	=
Q3	I have consistent access to the technology required for this course.	6	0	0	1	0	7	4.6	5	5	1.05	665	4.8	-
Q4	I was well-prepared for class	4	3	0	0	0	7	4.6	5	5	.49	665	4.6	=
Q5	I avidly participated in all class activities	7	0	0	0	0	7	5.0	5	5	0	664	4.7	+
Q6	If/When I struggled with course material, I sought help from the professor or from resources provided to me.	4	3	0	0	0	7	4.6	5	5	.49	629	4.5	=
Q7	This course challenged my intellect.	6	1	0	0	0	7	4.9	5	5	.35	664	4.6	=
Q8	Class discussions and/or activities helped me to understand the subject matter.	6	0	1	0	0	7	4.7	5	5	.70	656	4.6	=
Q9	Course assignments helped me to understand the subject matter.	6	1	0	0	0	7	4.9	5	5	.35	665	4.6	=
Q10	Course content was presented effectively.	5	2	0	0	0	7	4.7	5	5	.45	668	4.6	=
Q11	Required course texts and/or materials helped me to understand the subject matter.	6	1	0	0	0	7	4.9	5	5	.35	665	4.6	=
Q12	Test content was representative of assigned material.	6	1	0	0	0	7	4.9	5	5	.35	638	4.6	=
Q13	Tests and/or assignments required problem solving, critical thinking, and/or creative thought.	5	2	0	0	0	7	4.7	5	5	.45	660	4.7	=


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.	7	0	0	0	0	7	5.0	5	5	0
Q15	The instructor clearly explains course expectations.	6	1	0	0	0	7	4.9	5	5	.35
Q16	The instructor clearly explains how students will be evaluated.	5	1	0	0	0	6	4.8	5	5	.37
Q17	The instructor evaluates and returns tests and assignments in a reasonable period of time.	6	1	0	0	0	7	4.9	5	5	.35
Q18	The instructor presents material in an organized manner.	4	3	0	0	0	7	4.6	5	5	.49
Q19	The instructor communicates effectively.	6	1	0	0	0	7	4.9	5	5	.35
Q20	The instructor demonstrates respect for students.	6	1	0	0	0	7	4.9	5	5	.35
Q21	The instructor is receptive and responsive to the sharing of ideas during course discussions.	5	2	0	0	0	7	4.7	5	5	.45
Q22	The instructor offers and is available for individual assistance.	6	1	0	0	0	7	4.9	5	5	.35




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:	57.14% (4 of 7)
1	t-test correlation regression 
2	I liked learning about how I am affected by advertising. 
3	I learned how to correctly do APA format and the importance of marketing strategies 
4	How to do business research 




Q24 - How will you use the knowledge you gained in future classes and/or in your chosen profession?	
Response Rate:	42.86% (3 of 7)
1	for business research 

2	To help solve marketing problems	
3	My major is marketing and this could be helpful in engaging an audience.	




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

Response Rate:	42.86% (3 of 7)	
1	n/a I loved the layout of this course	
2	communication	
3	None	



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

Response Rate:	42.86% (3 of 7)	
1	it was very valueable	
2	I thought there was a good mix of assignments.	
3	Every assignment we did was relevant to the textbook/chapters	

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

Response Rate:	42.86% (3 of 7)	
1	very fair	
2	You were a very fair grader and I really liked that you replied quickly. I understand it is a semester in a short amount of time but sometimes it was a lot to handle. In my opinion having them spaced out more could be beneficial.	
3	This professor was very fair, graded efficiently and left comments to help us improve on the upcoming assignments. He was very easy to communicate with	

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

Response Rate:	42.86% (3 of 7)	
1	the instructor was extremely effective	
2	You gave great feedback. I really appreciated it when I made one mistake but you didn't give me a bad grade. The effort and thought was still seen in my assignments. It made me more comfortable thinking outside of the box.	
3	He was clear of his expectations and always willing to help	