

**Student Evaluation of Instruction Fall 2025 - Full Session
202508**

The University of West Georgia
UWG

Course:	MKTG3845 E01 - AI Essentials for Business	Department:	Marketing/
Responsible Faculty:	Sunil Hazari	Responses / Expected:	19 / 22 (86.36%)
Overall Mean:	4.5 4-Point Likert Scale w/NA (303 responses)		

QUANTITATIVE SECTION		MKTG3845 - E01										--- Survey Comparisons ---		
		Responses					Course					All		
		SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev	N	Mean	--+ ¹
Q1	I engaged with the course materials.	13	4	2	0	0	19	4.6	5	5	.67	17K	4.6	=
Q2	I did my best to prepare for and participate in this course.	13	5	1	0	0	19	4.6	5	5	.58	17K	4.6	=
Q3	I had access to the technology required for this course.	14	3	2	0	0	19	4.6	5	5	.67	17K	4.7	=
Q4	When I struggled in the course, I sought help.	10	3	4	1	0	18	4.2	5	5	.98	16K	4.4	=
Q5	Course activities helped me to learn the subject matter.	14	3	2	0	0	19	4.6	5	5	.67	17K	4.5	=
Q6	Course assignments helped me understand the subject matter.	12	4	3	0	0	19	4.5	5	5	.75	17K	4.5	=
Q7	The instructor presented the course content effectively.	11	6	2	0	0	19	4.5	5	5	.68	17K	4.5	=
Q8	Required course texts and/or materials helped me to understand the subject matter.	12	4	3	0	0	19	4.5	5	5	.75	16K	4.5	=
Q9	Assessments were reflective of course material.	13	4	2	0	0	19	4.6	5	5	.67	17K	4.6	=
Q10	Assessments required me to use problem solving, critical thinking, and/or creative thought.	12	5	2	0	0	19	4.5	5	5	.68	17K	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
Q11	The syllabus clearly outlined course expectations and evaluations of student work.	14	4	1	0	0	19	4.7	5	5	.57
Q12	The instructor provided helpful feedback on assignments.	13	3	3	0	0	19	4.5	5	5	.75
Q13	The instructor communicates effectively.	13	3	3	0	0	19	4.5	5	5	.75
Q14	The instructor demonstrates respect for students.	15	1	3	0	0	19	4.6	5	5	.74
Q15	The instructor is receptive and responsive to the sharing of ideas during course discussions.	15	1	2	1	0	19	4.6	5	5	.88
Q16	The instructor offers and is available for individual assistance.	13	2	4	0	0	19	4.5	5	5	.82

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

Q17 - Explain what supported your learning in this course, and provide any suggestions for change.

Response Rate: 63.16% (12 of 19)

1	What supported my learning the most in this course was how practical and relevant the content was to real business use. Learning how AI applies to marketing, finance, and operations made the material easy to understand and useful beyond just the classroom. The pacing of the course helped me stay engaged without feeling overwhelmed. One suggestion for improvement would be to include more live examples or short walkthrough videos showing AI tools in action so students can visually see how the technology works in real situations.	
2	The course material and assignments encouraged deep thinking and evaluation. The discussions were great for submitting the assignment then being able to evaluate your understanding by reading through other classmates understanding. Things that I missed or didn't see, I learned through others.	
3	The clear and direct structure of the course and consistency	
4	Sunhil Hazari helped me understand everything we learned through the assignments and the directions to do them. Having us do our own research and giving us clear instructions helps me pave my way through. I feel like he is doing an amazing job.	
5	Love it all	
6	Helpful videos and examples helped to steer assignments in the right direction when in a struggle.	
7	Good professor	
8	Every thing	
9	Course work, assignments and discussions helped support my learning.	

10	Being able to have hands on experience with the AI was very helpful in understanding the complexities of what it can and can't do. I would suggest though more descriptive instructions as I found myself at times confused by the wording of some assignments	
11	Because this course was asynchronous and utilized AI learning, it was easy to follow along and learn new materials. The only thing that I found annoying about this course was the third-party websites that I had to sign up for in order to complete some of the assignments.	
12	All of the videos that he posted were great to watch. It was nice to have something other than just the textbook to go over. Some of the videos were a bit older, but they still had relevant information.	

Q18 - Comment specifically on how texts, materials, assignments, and/or activities contributed to your learning.

Response Rate: 57.89% (11 of 19)

1	the readings were pretty straightforward so I appreciate that	
2	The textbooks and online materials clearly explained how AI works in business environments and helped break down difficult concepts into understandable ideas. The assignments were especially helpful because they made me apply what I learned instead of just reading about it. Activities that required reflection and real-world examples helped connect AI concepts to business decisions and problem-solving. The materials were well organized and easy to follow, which made studying more efficient and less stressful.	
3	The discussion post directions were clearly outlined and provided an opportunity to express our own opinions through replies each week. Assignments have always been a fun way to learn in this class.	
4	Materials and assignments were valuable to my learning because I didn't know much about AI in business and now I feel confident about using AI and how it can help support businesses/ with marketing as well.	
5	Love it all	
6	I was able to use CourseDen and updates to follow along with my schedule, and using the contents folder allowed me to use the instructions for weekly plans or discussions.	
7	Helpful to see and be able to use different AI models to compare/contrast, as well as finding readings from journal articles like Google Scholar to help boost a post.	
8	Good	
9	Every thing	
10	Assignments were super effective at contributing to my learning. As the hands on experience was paramount to understanding AI.	
11	Again, the texts, materials, and assignments all went hand in hand and the assignments helped understand the texts by being able to complete them while requiring deeper thought. Responses in discussions were also helpful.	

Q19 - Comment specifically on the instructor's overall effectiveness in this course.

Response Rate: 68.42% (13 of 19)

1	Very helpful and respectful teacher with prompt responses - odd due dates when dealing with other classes, can be difficult.	
2	Very communicative and understanding. I am impressed.	
3	The instructor was great. Each week was laid out nicely with the information, texts, and videos we needed to read and watch before completing the assignment. The instructor provided feedback within the grade book to help me understand why I received each score. I appreciate that feedback was provided no matter what the grade was. One week, I did not understand why I missed points and he replied quickly to my email and reevaluated my grade which I appreciated. Overall the course was a great course and I learned helpful information that I will carry with me into future courses and life.	
4	The instructor was very effective in explaining AI concepts in a way that made sense for students without technical backgrounds. Instructions for assignments were clear, and feedback was helpful in understanding what needed improvement. The instructor created a supportive learning environment and made the course feel approachable instead of overwhelming. Their communication and organization helped the class run smoothly and kept everything easy to follow throughout the term.	
5	The effectiveness of this instructor has taught me the most through online courses. The way he is so descriptive and provides us with the right resources makes him the best.	
6	THE Instructor was fine and i wouldnt change anything about them	
7	Professor Hazari was very effective. He outlined each assignment in great detail and gave clear instructions. Then, once the assignments were done, he gave great feedback. I don't often pay close attention to assignment feedback, but I did in this class because it was very informative and helpful in developing my AI-using skills.	
8	Prof. Hazari was very effective and helped my learning about AI grow more. As we move into a more technological world I'm glad to have learned more throughout this class. One of my favorite Professors I've had!	
9	Love it all	
10	Good	
11	Every thing	

12	Always willing to help, gives great feedback. A hard course but I do feel as though unlike many online courses I actually learned something.	
13	10/10 Instructor was very receptive and easy to contact when I needed questions answered and they got back to me super fast	

Course:	MKTG4818 E01 - Business Web Design	Department:	Marketing/
Responsible Faculty:	Sunil Hazari	Responses / Expected:	27 / 40 (67.50%)
Overall Mean:	4.6 4-Point Likert Scale w/NA (431 responses)		

QUANTITATIVE SECTION		MKTG4818 - E01										--- Survey Comparisons ---		
		Responses					Course					All		
		SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev	N	Mean	--+ ¹
Q1	I engaged with the course materials.	19	6	2	0	0	27	4.6	5	5	.62	17K	4.6	=
Q2	I did my best to prepare for and participate in this course.	19	6	2	0	0	27	4.6	5	5	.62	17K	4.6	=
Q3	I had access to the technology required for this course.	19	7	1	0	0	27	4.7	5	5	.54	17K	4.7	=
Q4	When I struggled in the course, I sought help.	13	7	5	1	0	26	4.2	4.5	5	.89	16K	4.4	=
Q5	Course activities helped me to learn the subject matter.	19	7	1	0	0	27	4.7	5	5	.54	17K	4.5	=
Q6	Course assignments helped me understand the subject matter.	20	6	1	0	0	27	4.7	5	5	.53	17K	4.5	=
Q7	The instructor presented the course content effectively.	18	7	2	0	0	27	4.6	5	5	.62	17K	4.5	=
Q8	Required course texts and/or materials helped me to understand the subject matter.	20	5	2	0	0	27	4.7	5	5	.61	16K	4.5	=
Q9	Assessments were reflective of course material.	20	4	3	0	0	27	4.6	5	5	.67	17K	4.6	=
Q10	Assessments required me to use problem solving, critical thinking, and/or creative thought.	20	6	1	0	0	27	4.7	5	5	.53	17K	4.6	=

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

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QUANTITATIVE INSTRUCTOR		Sunil Hazari										
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Q11	The syllabus clearly outlined course expectations and evaluations of student work.	19	6	2	0	0	27	4.6	5	5	.62	
Q12	The instructor provided helpful feedback on assignments.	19	5	3	0	0	27	4.6	5	5	.68	
Q13	The instructor communicates effectively.	19	7	1	0	0	27	4.7	5	5	.54	
Q14	The instructor demonstrates respect for students.	17	9	1	0	0	27	4.6	5	5	.56	
Q15	The instructor is receptive and responsive to the sharing of ideas during course discussions.	18	7	2	0	0	27	4.6	5	5	.62	
Q16	The instructor offers and is available for individual assistance.	16	10	1	0	0	27	4.6	5	5	.57	

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

Q17 - Explain what supported your learning in this course, and provide any suggestions for change.

Response Rate: 77.78% (21 of 27)

1	the syllabus	
2	the course helped me learn	
3	having access to different platforms	
4	What supported my learning was the clear instructions left on how to complete course materials, weekly assignments, and supplementary information. This was perfect to get us prepared and get a good grade on the assignments.	
5	The use of discussion posts and assignments that actually required me to put my new knowledge to use, such as designing different websites.	
6	The main thing that supported my learning in this class was the website building and design projects. This allowed me to take what we were learning and apply it to real-life work.	
7	The hands-on assignments supported my learning in this course. I think adding information about how to record a professional video with our phones would be a good addition to help us students create a more professional website.	
8	The course reading materials supported my learning	
9	The chapters in the book, the discussion posts, and the projects supported my learning in this course, and I think keeping those elements consistent will continue to help students.	
10	The assignments were too much for one week.	

11	The assignment were wonderful at helping me learn, I have no suggestions really as I think it was a perfect balance between writing assignments and actual website design ones.	
12	SHowing us how to design websites through assignments and projects.	
13	Prof. Hazari sent out plenty of announcements and reminders during the course. He also did a great job of laying out the expectations for each assignment/discussion post. The requirements for the main post and the response post were very clear. The explanation of the 22/12 rule was amazing and guided my writing all semester.	
14	No suggestions for change, professor provided great feedback for every post and helped you with what to improve on	
15	My learning was supported by the feedback I was given as well as given by others, additionally the detailed assignments allowed for ease of understanding which was helpful.	
16	Love how we had strict deadlines so that way we made sure to stay on track.	
17	I liked creating the websites on different sites.	
18	Good help	
19	Every website-making tool helped me develop my skills. I think more examples can help students understand the material better.	
20	Completing the weekly assignments.	
21	An easily accessed schedule	

Q18 - Comment specifically on how texts, materials, assignments, and/or activities contributed to your learning.

Response Rate: 66.67% (18 of 27)

1	it helped well	
2	discussions r great	
3	The websites were beneficial in connecting the textbook to real-world website development.	
4	The web design projects in specific helped my learning a lot as I was able to implement what I have learned from the text into actually making a website.	
5	The textbook chapters, course materials, and the assignments and activities all helped me understand the content by giving clear explanations and letting me practice what I learned.	
6	The text was easy to understand and related to assignments and quizzes.	
7	The input that was made from our discussions board and response post helped us prepare and get better grades for our next one. The materials on how we needed to include the textbook was helpful because this was a way we demonstarted we were inputing the materials into our websites correctly.	
8	The discussions helped me dive deeper	
9	The course reading materials was easy to read and understand what they were about	
10	Textbook helped a lot along with making websites and hands on learning for web design	
11	Really beneficial i used it all to my best advantage and it helped me learn a lot about web design in business settings	
12	I believe that the assignments that directly correlate with the material was very helpful and forced students to engage with the content.	
13	Everything is so explicit and detailed that you can know what to do in order to succeed. Only thing I would change would be to include that responding to 1 student does not ensure full credit. Also, I think including that hyperlinks should be mandatory on all assignments. At times, the weekly instructions obtained too much information. The information overload made it harder to remember what all needed to be done, and it was not a quick short read (or reread).	
14	Everything was easy access and every thing was easy to understand because of the multiple pieces of information. Like the slideshows and textbook.	
15	Creating websites, blog posts, and researching what aspects make the website the best.	
16	Assignments made me view the website from a business perspective.	
17	Assignments allowed me to understand the course material.	

18	All of the course materials helped me gain knowledge about the topics and also made me confident when completing the assignments.	
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Q19 - Comment specifically on the instructor's overall effectiveness in this course.

Response Rate: 70.37% (19 of 27)

1	it was well	
2	he was nice	
3	he was great and helped a lot	
4	great	
5	While some may complain about the workload, it is necessary in a course such as this and effective for learning the material.	
6	Very effective, liked that he provided feedback.	
7	Very effective	
8	Very communicative and thy were easy to access.	
9	The professor was very engaged in discussions and feedback which helped me correct mistakes and complete assignments correctly.	
10	The instructor was very effective because he was always helpful, clear, and genuinely wanted me to do well, which made the class a positive and motivating experience.	
11	Thank you for everything.	
12	Responded quick to concerns and included coursework that wasn't too hard to understand.	
13	Professor Hazari was very effective. He outlined each assignment in great detail and gave clear instructions. Then, once the assignments were done, he gave great feedback. I don't often pay a lot of attention to assignment feedback, but I did in this class because it was very informative and helpful in developing my skills in web design.	
14	Professor Hazari did an excellent job teaching this course as the assignments he had provided lots of opportunities to learn and better our skills in web design and the importance of specific things within web design while also providing good feedback from time to time.	
15	Prof. Hazari has amazing communication skills. I LOVE how detailed the assignment feedback is. I have never had a professor give me more detailed feedback, and I really appreciate that! It was very helpful in understanding where I went wrong on the assignment. The plentiful announcements were also a great reinforcement for staying on track for those who may have needed it.	
16	I felt the instructor was effective in giving the materials necessary to succeed as well as providing feedback.	
17	I appreciate how he graded assignments on time and always offered individual feedback when grades are posted in the gradebook. This was helpful and how to to do better!	
18	He is very kind and explains everything in good detail. Very organized	
19	Being able to build my own websites helped me learn course material.	