

Student Evaluation of Instruction - Summer 2025 -Session

**III
202505**

The University of West Georgia
UWG

Course:	MKTG3808 E01 - Business Research	Department:	Marketing/
Responsible Faculty:	Sunil Hazari	Responses / Expected:	17 / 30 (56.67%)
Overall Mean:	4.3 4-Point Likert Scale w/NA (272 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 engaged with the course materials.	10	4	3	0	0	17	4.4	5	5	.77	587	4.6	-
Q2	I did my best to prepare for and participate in this course.	8	7	2	0	0	17	4.4	4	5	.68	585	4.6	-
Q3	I had access to the technology required for this course.	6	8	3	0	0	17	4.2	4	4	.71	584	4.8	--
Q4	When I struggled in the course, I sought help.	5	5	5	1	1	17	3.7	4	3,4,5	1.13	533	4.3	--
Q5	Course activities helped me to learn the subject matter.	7	7	3	0	0	17	4.2	4	4,5	.73	581	4.5	-
Q6	Course assignments helped me understand the subject matter.	7	7	2	1	0	17	4.2	4	4,5	.86	580	4.5	-
Q7	The instructor presented the course content effectively.	7	7	3	0	0	17	4.2	4	4,5	.73	583	4.5	-
Q8	Required course texts and/or materials helped me to understand the subject matter.	10	5	2	0	0	17	4.5	5	5	.70	581	4.6	=
Q9	Assessments were reflective of course material.	6	8	3	0	0	17	4.2	4	4	.71	579	4.6	-
Q10	Assessments required me to use problem solving, critical thinking, and/or creative thought.	7	8	2	0	0	17	4.3	4	4	.67	578	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.	12	2	2	1	0	17	4.5	5	5	.92
Q12	The instructor provided helpful feedback on assignments.	11	3	3	0	0	17	4.5	5	5	.78
Q13	The instructor communicates effectively.	12	3	2	0	0	17	4.6	5	5	.69
Q14	The instructor demonstrates respect for students.	8	7	2	0	0	17	4.4	4	5	.68
Q15	The instructor is receptive and responsive to the sharing of ideas during course discussions.	11	3	3	0	0	17	4.5	5	5	.78
Q16	The instructor offers and is available for individual assistance.	8	6	3	0	0	17	4.3	4	5	.75

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: 64.71% (11 of 17)

1	the textbook was very helpful in assisting with answers questions.	
2	my professor's detailed instructions, examples, and links for assistance helped lots	
3	him replying fast.	
4	What Supported my learning was the detailed information on how to do an assignment. Making the homework and work easy.	
5	The	
6	The textbook and power point slides helped a lot.	
7	The examples of what needs to be done, plus videos to help us understand easily.	
8	The detailed instructions listed for every assignment and day-by-day class schedule has helped make this course easy to navigate and keep up with the assignments when they are due and what to expect from them.	
9	The course was well run and assignment were clearly defined	

10	Syllabus	
11	Greta information	

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

Response Rate: 64.71% (11 of 17)		
1	the textbook and assignments were helpful in allowing me to fully understand the material	
2	the powerpoint slides helped due to its simpleness. the most important information were there.	
3	our textbook was used throughout the course and provided a clear pathway through the assignments.	
4	all books, discussions, powerpoints were accurate to what the work entailed.	
5	all assignments were on track with what we were coving in the text and made use of actual applications of the things we were going over.	
6	The textbook and other resources such as qualtrics and excel was the basics of this entire course.Throughout the course I gained a lot of new insight on excel and creating marketing advertisement and surveys to help drive the success for a company.	
7	The textbook had easy examples and helpful wording to understand the topics at hand	
8	The materials and detailed instructions given for every assignment has been very helpful.	
9	The materials that helped through this course was the real-life scenarios for the assignments.	
10	It's helped a lot	
11	Great teaching	

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

Response Rate: 64.71% (11 of 17)		
1	very responsive and gave good feedback	
2	very effective and offered assistance to any issues!	
3	the professor was very helpful in their feedback and quick responses to help me within the course.	
4	instructor was very effective overall in my opinion.	
5	everything was helpful and necessary for the pace of class	
6	The instructor has been very straightforward and very helpful when I have reached out for any additional help.	
7	The instructor was pretty hands off most of the course since it was distant because he was very responsive and helpful if needed.	
8	He communicated effectively and provides helpful feedback from the assignments!	
9	Good	
10	Communication was great	
11	100% would take another class with him	