

Project Title: **Spring 2022 Online Evaluations (B)**

Survey Audience: **58**

Responses Received: **23**

Response Ratio: **39.66%**

Survey Summary:

The global means for graduate student courses are:

Overall, how would you rate this course?

Graduate: 4.34

Overall, how would you rate the instructor?

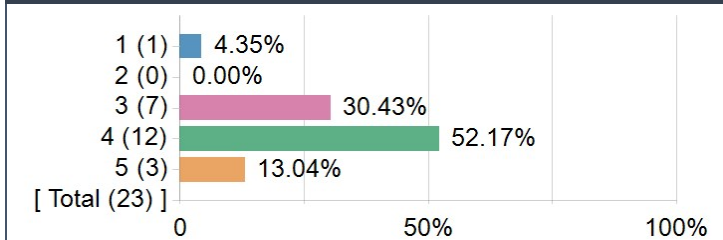
Graduate: 4.55

Evaluate Questions as follows: Mark the option you feel most appropriately describes the course / instructor

- **N/A - Question not applicable or don't know**
- **1 - One of the least effective, very low**
- **5 - Outstanding, one of the few, extremely high**

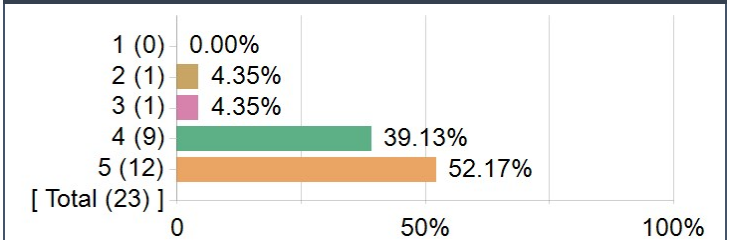
Competency Statistics	Value
Mean	4.02
Median	4.00
Mode	4
Standard Deviation	0.96

1. How effectively was the learning experience organized?



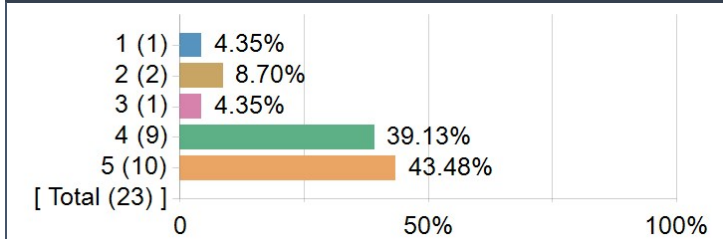
Statistics	Value
Response Count	23
Mean	3.70
Median	4.00
Mode	4
Standard Deviation	0.88

2. How well did the instructor demonstrate mastery of the subject?



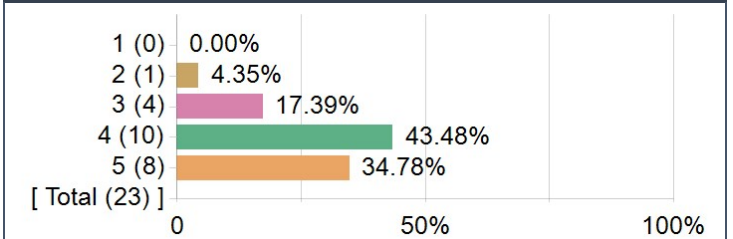
Statistics	Value
Response Count	23
Mean	4.39
Median	5.00
Mode	5
Standard Deviation	0.78

3. To what extent was the instructor committed to the learning process?



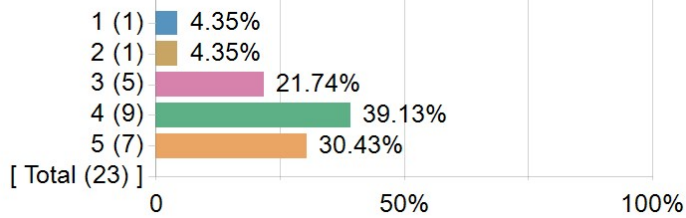
Statistics	Value
Response Count	23
Mean	4.09
Median	4.00
Mode	5
Standard Deviation	1.12

4. How rigorous was this learning experience?



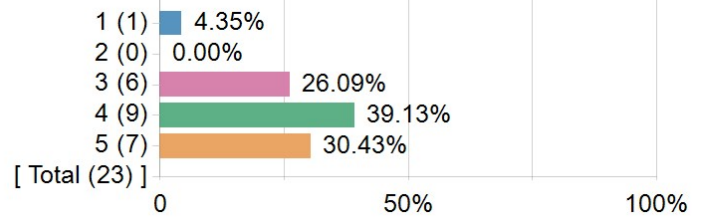
Statistics	Value
Response Count	23
Mean	4.09
Median	4.00
Mode	4
Standard Deviation	0.85

5. To what extent did the course increase your understanding of the subject?



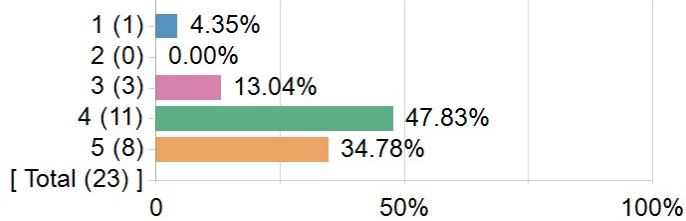
Statistics	Value
Response Count	23
Mean	3.87
Median	4.00
Mode	4
Standard Deviation	1.06

6. Overall, how would you rate this course?



Statistics	Value
Response Count	23
Mean	3.91
Median	4.00
Mode	4
Standard Deviation	1.00

7. Overall, how would you rate this instructor?



Statistics	Value
Response Count	23
Mean	4.09
Median	4.00
Mode	4
Standard Deviation	0.95

Comments to the instructor of this course

Comments

Overall a good class. The professor is very friendly and thorough in his explanations. My one piece of feedback would be that it is difficult sometimes to connect the case requirements with the lecture slides. So there have been moments where I have felt less prepared to write a case than I would have liked.

I really enjoyed the examples and structure of the course. I really appreciate the structure of the assignments – although I was frustrated by the lack of examples or explicit directions of how to complete the first case study (CMI), by the end of the course and with repetition, I do feel like I have a grasp on the steps to create a cohesive marketing plan.

I appreciated the diversity represented by the cases, both from industries, size of companies, as well as race, gender, socio-economic, and nationality of target consumers. I'm always a proponent of more case studies of minority owned companies where possible.

Would have enjoyed more breakout discussions, applying the framework learned in class to the companies of my classmates in real world scenarios.

Would have liked to have been prepped on how to write a paper for a case study before we were thrown in the deep end there.

Would have liked to have dug deeper – a lot of the topics were so general and broad and could have been covered much quicker.

Would have liked to spend more time on real world math examples in marketing.

Would have liked to have addressed the readings to reinforce the ideas within them.

My only complaint is it was hard to look back at slides and understand what is being communicated since they're more designed for presenting.

Otherwise many of the complaints I've heard about this class I feel are non-sensical and entitled.

This is a very interesting class however, the professor did not seem serious about teaching. He would end the class early, had a substitute for one week right before a major assignment. His slides also don't match the readings we do. He took a very interesting topic and made it very boring.

The classroom experience was great, lots of energy and quality walkthroughs of material. Unfortunately, none of this material seemed to be applicable or in any way associated to the outputs we needed to create for our assignments. I was completely lost for every assignment, as it was like going from in-class experience of "explain like I'm 5" marketing policy around STP, 4 P's, C's etc. (less rigorous than my undergrad Marketing classes) to PHD-level or multiple years in industry assignments. There was no in-between and I was so confused how to possibly apply the class materials. The material on the assignments appeared super beneficial, but since we did not receive grades back on most assignments before having to build off of our understanding for the next one, I was left feeling unsure that I was ever doing things right. The teacher had a number of challenges (travel, tech issues, etc) throughout the semester which were not his fault, but I did not feel like he was available, necessarily. I was also sad that the Biweekly classes seemed to have a lot more fun in class (vodka tastings?), better accommodations in the classroom, and more time with the TA and teacher per others feedback.

The teacher seemed to have a significant wealth of knowledge and I would have loved to get a deeper understanding on the material from his perspective.

The shifting requirements around case study write ups makes it difficult to perform to the level of expectation without some pre-discussion or examples of expected formats.

Other than that, the class was engaging and very interesting.

The workload has been too much for a quarter. Curriculum with unrealistic expectations.

It was a good class, but I do marketing and didn't feel I learned anything new. Classes were easy and assignments were more rigorous, which I liked. It helped me to reinforce the knowledge.

I'm not sure I took any notes in this class. The subject is interesting and fun to discuss but it felt light on substance. The slides also lacked content and going back to look at them after class was mostly unhelpful. We were woefully unprepared for the first case write-up which was stressful more than educational. The professor plugged his business frequently. Felt at times like he was not so subtly advertising his services. On a positive note, Dan's attitude and enthusiasm were great. They certainly helped make the class more enjoyable.

my only feedback is to do an in-class case where you do the analysis before you put it as an assignment. This way you lay the foundation for what is expected.