

MKTG 341 (01): Marketing Research

Fall 2015 

Ryan Jessup
at Abilene Christian University



41

Students Enrolled



37

Students Responded



90.24%

Response Rate

Summative

Formative

Quantitative

Qualitative

Segment Comparison

Summary Evaluation of Teaching Effectiveness

Faculty

Ryan ▾

View: Compare to:

Summary Evaluation

Your Average:

.....

Converted Average Comparison:

Progress on Relevant Objectives

Your Average:

.....

Converted Average Comparison:

Overall Ratings

Your Average*:

**Average of Excellent Teacher and Excellent Course*

Converted Average Comparison:

Description of Course and Students

Course Description

	Your Raw Average Scores	Compared to Group Averages
Amount of reading	2.9	41
Amount of work in other (non-reading) assignments	3.6	51
Difficulty of subject matter	3.9	64

Student Description

Your Raw Average Scores

Compared to Group Averages

I worked harder on this course than on most courses I have taken.

3.6

47

I really wanted to take this course regardless of who taught it.

2.8

30

As a rule, I put forth more effort than other students on academic work.

3.9

46