

Spring 2016 Comment Report

RYAN JESSUP

Course Sections

A IS 432 (01): Data Mining / MKTG 432 (01): Data Mining

B MKTG 341 (01): Marketing Research

C MKTG 342 (01): Consumer Behavior

Comments -

- A**
- I really enjoyed the content of your class! It was interesting and I can guarantee I understand more about data mining than the average person even though I still don't know a lot of it. Is there a way that you can go over homeworks more after they are turned in to make sure we understand it better? I think that would have helped me a lot.. Also cheese day was the best day!!!
 - chEEse
 - oh gosh. where to start... The only reason why I'm taking this class is because of Jessup. He is easily one of my favorite teachers at ACU. It's been a pleasure getting to know him these past two years... He takes the time to get to know each of his students and really encourages his students to learn and grow. Although his classes can be challenging, I appreciate his teaching style and I truly have enjoyed each and every class he has taught me.
 - Dr. J is the BOMB!

- B**
- He a good teacher, puts way too much work on students in a small period of time that is pretty hard to get done.
 - It would be helpful to have a whole entire class teaching us exactly how to use the formulas on the computers instead of a quick meeting outside of class.
 - Great class. Very challenging but you learn a lot and the professor is helpful when you're in a pinch
 - Ryan Jessup is very intelligent but sometimes forgets that we are not as experienced and need more time on things or better explanations. A lot of the times I tried to meet with him I was unable too. He cares a lot about this subject but not much about students with strict attendance policy even when you have the flu and documentation to dismiss an absence.
 - The biggest part of our grade was the marketing research project, which we work on all year, but it's mainly outside of class. He should allow class time and explain more specifically exactly what he wants. Our group found ourselves unsure of the exact criteria throughout the semester
 - Good class, real life group project.
 - Would have like to cover material a little faster, as well as, move through early stages of the project faster, to have more time on data collection and analysis in order to gain a better understanding.
 - Class was basically a repeat of stats with a huge project, wish we would have more class time to work on the project because it was a huge part of the class.
 - Great involvement and applying material to real life situation
 - I learned a lot and think this course is applicable to real life marketing. I wish we could talk in groups more and have more group time in class.

- C**
- This class was bad. The professor is a nice guy, but I did not learn anything from this class. The class was not stimulating or an positive learning environment. I was disappointed by this class.
 - None
 - Jessup is a really good teacher that cares about the students learning experience as well as to make their money worth in the class. He is a very smart person which sometimes his test are pretty hard compared to other professors, but I like the idea that he wants to challenge the students, but it should not be a way that makes the students get scare about failing the class
 - Only take him if you have to not if its optional

Comments -

- I would love for someone to research and evaluate the statistics in Dr. Jessup's classes for how many female students he gives As and Bs and how many male students he gives Cs and Ds. Every female student I observed were either talking during his class, on their laptops and phones blatantly ignoring his annoying, condescending lectures, and yet they were still making As. Hmmmmmm. The more scandalous their dress wear became, I think the higher of a grade they received. Dr. Jessup grades incredibly difficult and there is absolutely no point in continuing to try in his class when he won't give you or your group of male friends a grade higher than a 75 on anything while the female student who was on Pinterest for 5 weeks receives a 97 for below average work. Dr. Jessup is condescending, rude, and he presents himself in a manner that looks down on anyone who hasn't done as much research as him, dated as many women as he did in college or studied in Ireland. This class would be awesome and the subject beneficial if we didn't have a sexist, biased teacher failing us for doing the absolute best work we can do on a subject that is incredibly difficult. And he swears he's doing it for our benefit, that he makes it hard because he cares. Give me a break. He makes it overbearingly difficult because he likes everyone to know how hard it is and for people to show him respect because he's the subject matter expert of this field. Dr. Jessup, thank you for the countless Cs you have given me on my best work in your class, despite me being there every single day, taking notes, diligently trying to show you I was working hard for at least a B.
- Really enjoyed the content of your class and the outside reading available! The powerpoints have also gotten much better than they were in marketing research- I appreciate the pictures and colors. Also, good call on the extra credit coin flips!
- This is one of the hardest classes I have taken during the time at ACU. Jessup does a great job with helping students understand course material, and group projects are challenging but he does his best to help with all parts of this course
- Keep the same attendance policy. However, in order to encourage student attendance cover some material in class that is not in the textbook and will be on the test. Students had the mindset if they read the textbook and made the review they could do fine in the class.
- For the most part, I enjoyed this course and the professor. I greatly appreciated when he started reading a "Verse of the Day" (or sometimes week). However, sometimes it felt as if he was more concerned about sharing his research articles with the class and bragging on his work being published than about actually teaching the material. Despite this, I am thankful that he cared enough to try to make us think and to change the way we view education.

What specific actions and attitudes did you notice from your instructor that demonstrated his/her Christ-like character and conduct? -**A**

- N/A
- Jessup has exhibited Christ-like behavior in the way that he gets to know each and every student and will take extra time out just to explain something to his students. He takes (quite honestly) unenjoyable subjects and makes them light-hearted and enjoyable for students. Thanks Jessup, you da best!
- I enjoyed your kindness (but firmness) and the family oriented values that you exhibited in the course!

B

- He prayed before class everyday
- He was always helpful and we always started our classes with a prayer and a little tidbit of wisdom
- He prayed before every class.
- He prays before each class
- He prayed before each class and was encouraging.
- Funny, really enjoys his job, prayers at the beginning of each class
- He really cares about his family and he wants his students to learn and succeed well into the future.
- personal involvement with students
- He prayed for our class at the beginning of every class and that showed his character and that he cares about his students.
- He prayed for us before every class and talked about honoring Christ with our lives
- Always prayed before class started
- Behaviors and prayer before class
- Incorporating prayer and scripture to the content and applying it to personal life and business life.

What specific actions and attitudes did you notice from your instructor that demonstrated his/her Christ-like character and conduct? -**C**

- Praying before class and tests
- I like the verse of the week and how you incorporate your family and Christian values in our classes.
- Not applicable. I'm sure Dr. Jessup is a wonderful father, but he's not a good teacher.
- Dr. Jessup cares about students and applies different theoretical concepts to our daily lives. He encourages us to think critically about the world around us and apply it to our worldview.
- The verse of the day was really the only thing I remember doing that had a spiritual aspect. Sometimes he seemed kind of racist in the way he spoke or stereotyped different races/ethnicities.
- Reading verses of the week
- Caring for and being attentive to students. He truly cares about how much they are learning
- It was awkward how he tried to incorporate faith into this class. It did not seem natural, but forced.