

Instructor Full Term Summary Report Fall 2018 for Ryan Jessup: MKTG 341.01 - Marketing Research - 10717-201910, MKTG 342.01 - Consumer Behavior - 10845-201910, MKTG 432.01 - Data Mining - 10857-201910

Project Title: **Student Opinion of Instruction Fall 2018**

Courses Audience: **63**

Responses Received: **28**

Response Ratio: **44.44%**

Report Comments

Course evaluations are a good tool you can use to adapt your course and teaching styles and methods to be as effective as possible in future classes. They're also an important element of your annual evaluations and tenure and promotion processes. We encourage you to save each report each semester for your reference.

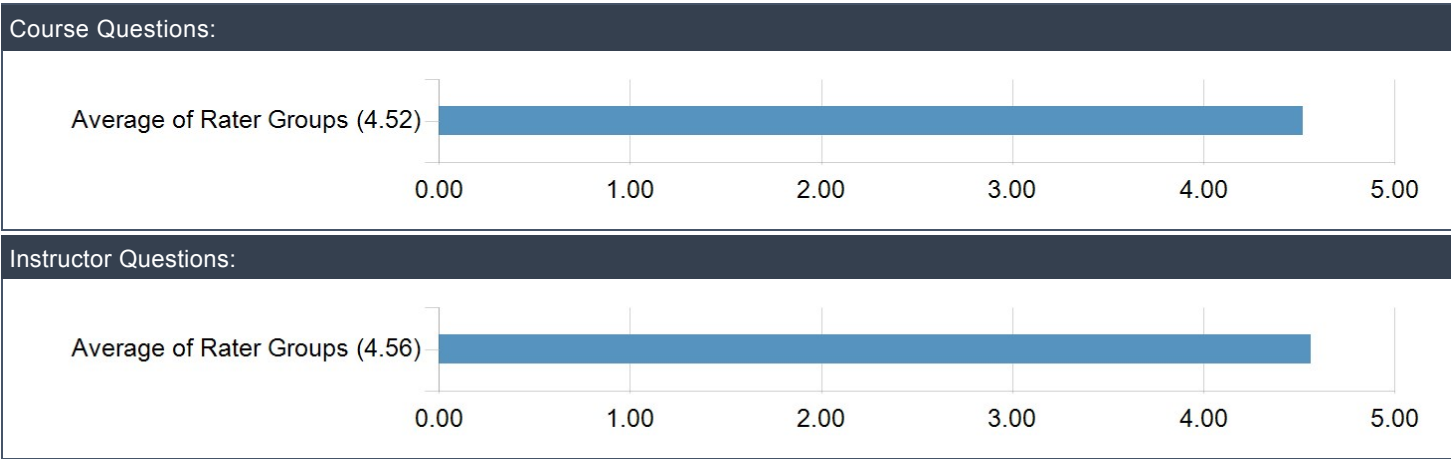
Uploading the reports in your Scheduled Teaching listings in Activity Insight can be a good place to keep track of them.

If you have technical problems accessing a report, please contact Educational Technology at courseeval@acu.edu. If you would like help interpreting your results or looking for teaching techniques to respond to this feedback, please contact Cliff Barbarick, the director of faculty development in the Adams Center, at cab11c@acu.edu.

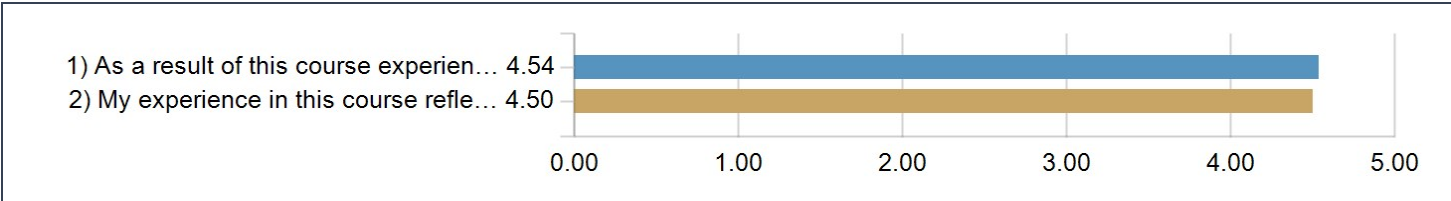
Creation Date: **Tuesday, August 20, 2019**

Summary

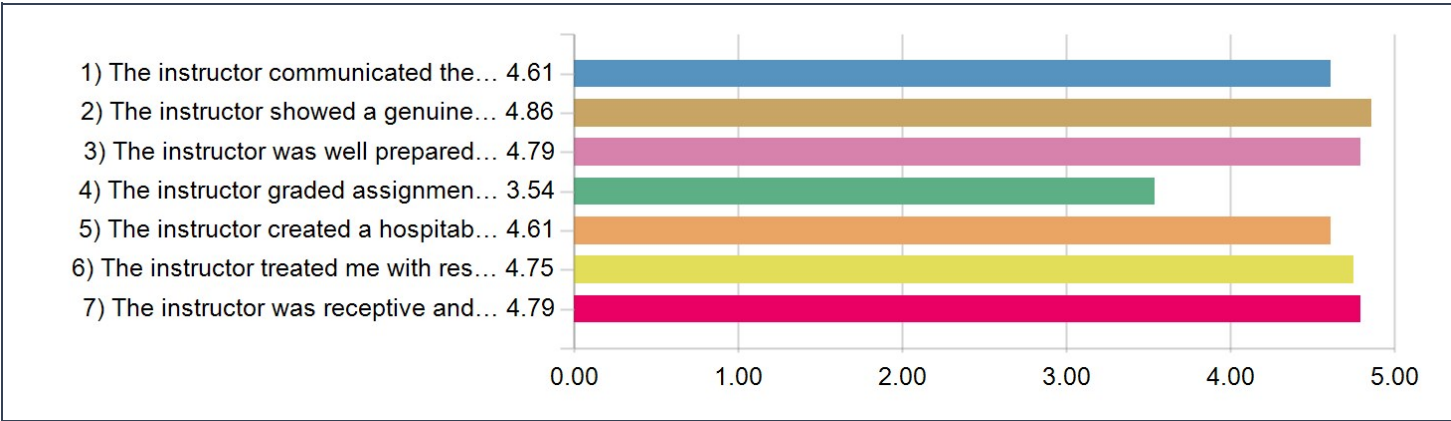
Course and Instructor Means



Course Questions:



Instructor Questions:





Instructor Strengths and Improvements

Instructor Strengths and Areas of Improvement

Top Questions			
1	The instructor showed a genuine interest in the subject and a desire to share it with the students.	Instructor Questions:	4.86
2	The instructor was well prepared for class.	Instructor Questions:	4.79
3	The instructor was receptive and responsive to my questions and concerns.	Instructor Questions:	4.79
Lowest Questions			
1	The instructor graded assignments and/or exams in a timely manner.	Instructor Questions:	3.54
2	The instructor communicated the course material clearly.	Instructor Questions:	4.61
3	The instructor created a hospitable environment for learning.	Instructor Questions:	4.61

Quantitative Analysis

Course Questions:

As a result of this course experience, I have a better understanding of the subject matter.													
Name	Invited	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely		Dept Avg	College Avg	Univ Avg
Overall	63	44.44%	4.56	0.51	0	0	0	13	15		4.23	4.32	4.35
MKTG 341.01 - Marketing Research - 10717-201910	25	40.00%	4.50	0.53	0	0	0	5	5		4.23	4.32	4.35
MKTG 342.01 - Consumer Behavior - 10845-201910	27	44.44%	4.50	0.52	0	0	0	6	6		4.23	4.32	4.35
MKTG 432.01 - Data Mining - 10857-201910	11	54.55%	4.67	0.52	0	0	0	2	4		4.23	4.32	4.35
My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.													
Name	Invited	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely		Dept Avg	College Avg	Univ Avg
Overall	63	44.44%	4.44	0.64	0	0	2	10	16		4.30	4.31	4.34
MKTG 341.01 - Marketing Research - 10717-201910	25	40.00%	4.50	0.53	0	0	0	5	5		4.30	4.31	4.34
MKTG 342.01 - Consumer Behavior - 10845-201910	27	44.44%	4.67	0.65	0	0	1	2	9		4.30	4.31	4.34
MKTG 432.01 - Data Mining - 10857-201910	11	54.55%	4.17	0.75	0	0	1	3	2		4.30	4.31	4.34

Instructor Questions:

The instructor communicated the course material clearly.

Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
Overall	63	44.44%	4.63	0.69	0	1	0	8	19	4.17	4.22	4.28
MKTG 341.01 - Marketing Research - 10717-201910	25	40.00%	4.30	0.95	0	1	0	4	5	4.17	4.22	4.28
MKTG 342.01 - Consumer Behavior - 10845-201910	27	44.44%	4.75	0.45	0	0	0	3	9	4.17	4.22	4.28
MKTG 432.01 - Data Mining - 10857-201910	11	54.55%	4.83	0.41	0	0	0	1	5	4.17	4.22	4.28

The instructor showed a genuine interest in the subject and a desire to share it with the students.

Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
Overall	63	44.44%	4.85	0.36	0	0	0	4	24	4.69	4.67	4.63
MKTG 341.01 - Marketing Research - 10717-201910	25	40.00%	4.80	0.42	0	0	0	2	8	4.69	4.67	4.63
MKTG 342.01 - Consumer Behavior - 10845-201910	27	44.44%	4.92	0.29	0	0	0	1	11	4.69	4.67	4.63
MKTG 432.01 - Data Mining - 10857-201910	11	54.55%	4.83	0.41	0	0	0	1	5	4.69	4.67	4.63

The instructor was well prepared for class.

Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
Overall	63	44.44%	4.74	0.50	0	0	1	4	23	4.51	4.50	4.50
MKTG 341.01 - Marketing Research - 10717-201910	25	40.00%	4.80	0.42	0	0	0	2	8	4.51	4.50	4.50
MKTG 342.01 - Consumer Behavior - 10845-201910	27	44.44%	4.92	0.29	0	0	0	1	11	4.51	4.50	4.50
MKTG 432.01 - Data Mining - 10857-201910	11	54.55%	4.50	0.84	0	0	1	1	4	4.51	4.50	4.50

The instructor graded assignments and/or exams in a timely manner.

Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
Overall	63	44.44%	3.52	1.20	2	4	5	11	6	4.35	4.39	4.30
MKTG 341.01 - Marketing Research - 10717-201910	25	40.00%	3.40	1.43	2	0	2	4	2	4.35	4.39	4.30
MKTG 342.01 - Consumer Behavior - 10845-201910	27	44.44%	3.67	1.07	0	2	3	4	3	4.35	4.39	4.30
MKTG 432.01 - Data Mining - 10857-201910	11	54.55%	3.50	1.22	0	2	0	3	1	4.35	4.39	4.30

The instructor created a hospitable environment for learning.

Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
Overall	63	44.44%	4.63	0.57	0	0	1	9	18	4.48	4.51	4.49
MKTG 341.01 - Marketing Research - 10717-201910	25	40.00%	4.30	0.67	0	0	1	5	4	4.48	4.51	4.49
MKTG 342.01 - Consumer Behavior - 10845-201910	27	44.44%	4.75	0.45	0	0	0	3	9	4.48	4.51	4.49
MKTG 432.01 - Data Mining - 10857-201910	11	54.55%	4.83	0.41	0	0	0	1	5	4.48	4.51	4.49

The instructor treated me with respect and fairness.

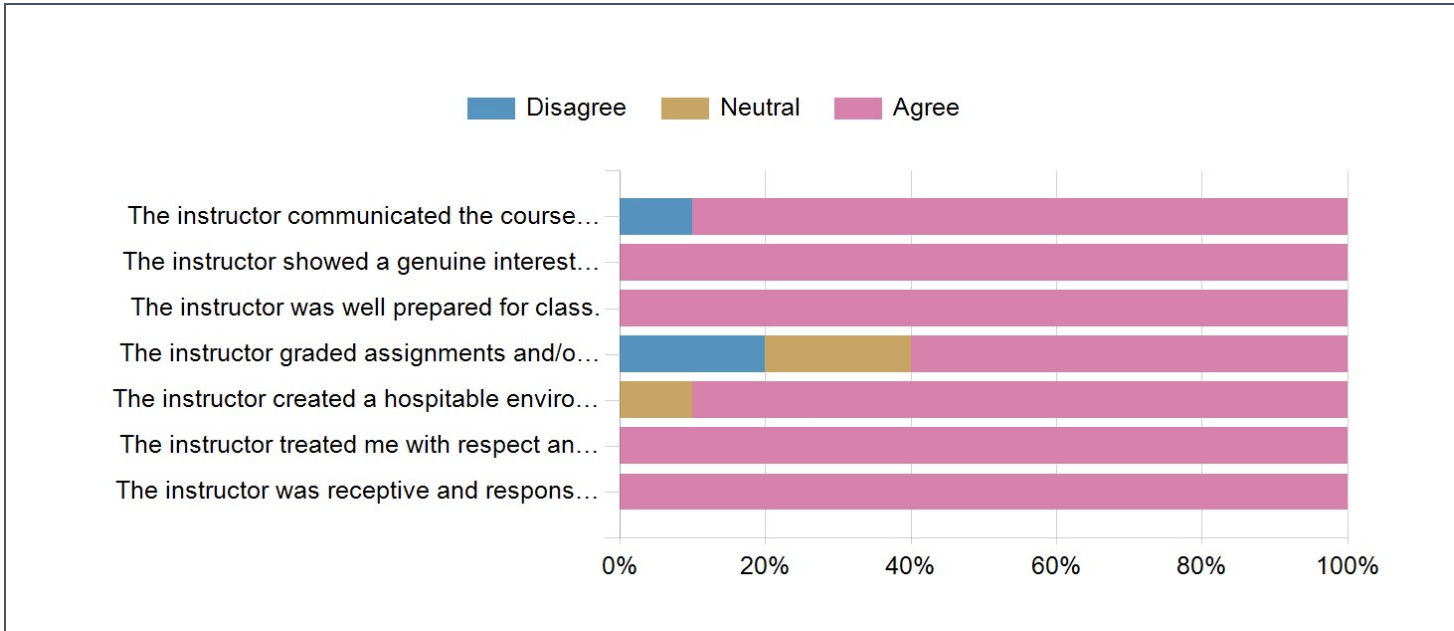
Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
Overall	63	44.44%	4.75	0.44	0	0	0	7	21	4.62	4.66	4.62
MKTG 341.01 - Marketing Research - 10717-201910	25	40.00%	4.50	0.53	0	0	0	5	5	4.62	4.66	4.62
MKTG 342.01 - Consumer Behavior - 10845-201910	27	44.44%	4.92	0.29	0	0	0	1	11	4.62	4.66	4.62
MKTG 432.01 - Data Mining - 10857-201910	11	54.55%	4.83	0.41	0	0	0	1	5	4.62	4.66	4.62

The instructor was receptive and responsive to my questions and concerns.											Dept Avg	College Avg	Univ Avg
Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely				
Overall	63	44.44%	4.78	0.42	0	0	0	6	22		4.52	4.57	4.54
MKTG 341.01 - Marketing Research - 10717-201910	25	40.00%	4.60	0.52	0	0	0	4	6		4.52	4.57	4.54
MKTG 342.01 - Consumer Behavior - 10845-201910	27	44.44%	4.92	0.29	0	0	0	1	11		4.52	4.57	4.54
MKTG 432.01 - Data Mining - 10857-201910	11	54.55%	4.83	0.41	0	0	0	1	5		4.52	4.57	4.54

Breakdown by Course

Details for the course MKTG 341.01 - Marketing Research - 10717-201910

Instructor Questions:



Instructor Questions:

	Invited	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
The instructor communicated the course material clearly.	25	40.00%	4.30	0.95	0	1	0	4	5	4.17	4.22	4.28
The instructor showed a genuine interest in the subject and a desire to share it with the students.	25	40.00%	4.80	0.42	0	0	0	2	8	4.69	4.67	4.63
The instructor was well prepared for class.	25	40.00%	4.80	0.42	0	0	0	2	8	4.51	4.50	4.50
The instructor graded assignments and/or exams in a timely manner.	25	40.00%	3.40	1.43	2	0	2	4	2	4.35	4.39	4.30
The instructor created a hospitable environment for learning.	25	40.00%	4.30	0.67	0	0	1	5	4	4.48	4.51	4.49
The instructor treated me with respect and fairness.	25	40.00%	4.50	0.53	0	0	0	5	5	4.62	4.66	4.62
The instructor was receptive and responsive to my questions and concerns.	25	40.00%	4.60	0.52	0	0	0	4	6	4.52	4.57	4.54

What did the instructor do that made the course effective? Be specific (for example: particular assignments, discussions, presentations, etc.).

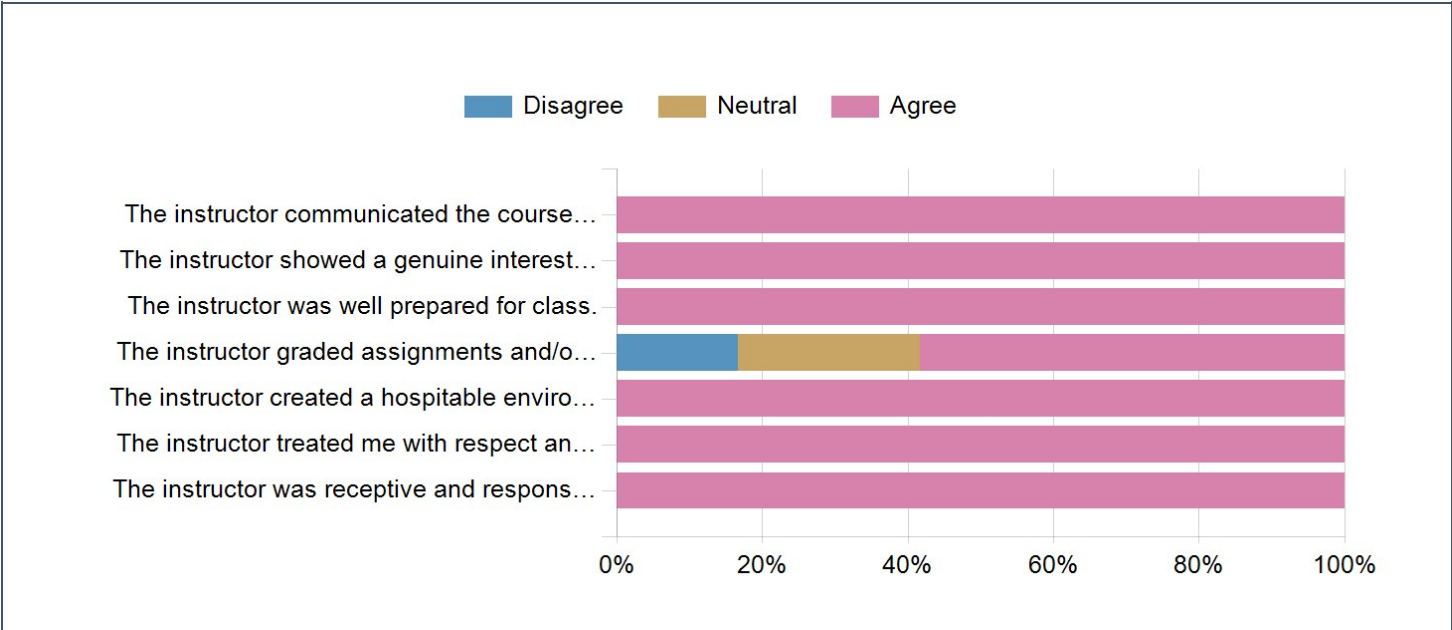
Comments
Requiring us to do work outside of ACU with local businesses
Dr. Jessup was helpful and demanding. He expected a lot of us, but was also more than willing to offer up his own resources for us to do well.
The class was really interesting and I enjoyed it. The project was the hardest part but we learned a lot from it.
He had us apply the information that we would practice later on in the course through assignments and everyday discussions, demonstrating each kind of sampling and analyzing with good examples
Offer meeting times.
Project
His knowledge of the subject made it easier to follow him, He used a lot of examples Ppt were very clear and easy to understand
He knew what he was talking about, but seemed to lack the marketing aspect of the course.
Dr. Jessup was very engaged and passionate about the importance of the principals that we were learning.
Professor Jessup is the man. He has the unique ability to make very back-handed compliments sound quite flattering. The way he teaches is a good mix of lecture and class discussion/interaction, which I am a fan of. Also, the semester-long project he had us work on is a great way to actually get in there and see what's like to ask a question, do the research, and make conclusions. I will also say that I enjoyed his curtness; he really wanted us to learn something and he was not willing to trade decent grades for poor demonstrations of knowledge. He slammed my team on some of the stuff we turned in and even when we had a chance to make corrections on it he still didn't get lazy. He kept points off for the things we still hadn't nailed, and rightly so. It's important to note that he was very helpful during the process and any mistakes we made were not caused by a lack of effort or communication on the part of Professor Jessup. Our mistakes were our own. Now, I know that sounds like an obvious thing to do, but it's not. Some professors care so much about their students that they enable them by giving easy tests and dropping homework and stuff, but Professor Jessup wouldn't do it. The guy wanted us to learn, he wanted us to want to learn, and he wanted us to take responsibility for our learning. At the end of the day that's about all that you can ask from the guy.

What could the instructor do to improve the effectiveness of this course? Be specific.

Comments
Try to focus more on the collection and analysis of data if possible
More, heavier content. Until the very end (calculations and statistics), the subject matter was extremely simple, albeit necessary.
Use canvas for our grades!!!
He told us beforehand how difficult the course would be and grades us on a scale of being real professionals. This is a difficult course, but he prepares us well
Format tests more clearly; tests do not reflect all material taught.
Not sure
I really liked it But the group project is to much worth of the overall grade. Since you can't really choose your group members
Really needs to use canvas for grading, hard to know what you have and where you stand. didn't love the attendance policy. The final project is way to much at the end, and students need more time to complete the analytics and survey part for sure.
The time period to collect data was so short and even shorter for learning to analyze and prepare it for the report. If quality research is to be done, there needs to be more time given to the difficult, experiential leaning, and less time for the more easy, conceptual learning material.
One very large problem: Canvas. Professor Jessup did not use Canvas. There was nothing uploaded on the page for his class. No syllabus, assignments, grades, schedules, documents, files, folders, or anything that could possibly be mistaken for information. Everything we used was shared with us through Google Drive, which wasn't terrible, but did make accessing that information difficult at times. There's a reason we have Canvas. It's there to make things simple for all of us. Not only did he not use Canvas, but he took an insane amount of time to get our test grades back to us, and when he finally did they would be on an excel sheet that was impossible to understand because it came with three grades! Factoring all of the potential outcomes that our peer reviews may cause, Jessup would send you a high and low estimate of where your grade might be. Also, all homework assignments were included on the spreadsheet, meaning that we would not know any of the grades we got on assignments between the last test and the next one until he finally graded those tests a week later and put all assignments for that time on the spreadsheet.

Details for the course MKTG 342.01 - Consumer Behavior - 10845-201910

Instructor Questions:



Instructor Questions:

	Invited	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
The instructor communicated the course material clearly.	27	44.44%	4.75	0.45	0	0	0	3	9	4.17	4.22	4.28
The instructor showed a genuine interest in the subject and a desire to share it with the students.	27	44.44%	4.92	0.29	0	0	0	1	11	4.69	4.67	4.63
The instructor was well prepared for class.	27	44.44%	4.92	0.29	0	0	0	1	11	4.51	4.50	4.50
The instructor graded assignments and/or exams in a timely manner.	27	44.44%	3.67	1.07	0	2	3	4	3	4.35	4.39	4.30
The instructor created a hospitable environment for learning.	27	44.44%	4.75	0.45	0	0	0	3	9	4.48	4.51	4.49
The instructor treated me with respect and fairness.	27	44.44%	4.92	0.29	0	0	0	1	11	4.62	4.66	4.62
The instructor was receptive and responsive to my questions and concerns.	27	44.44%	4.92	0.29	0	0	0	1	11	4.52	4.57	4.54

What did the instructor do that made the course effective? Be specific (for example: particular assignments, discussions, presentations, etc.).

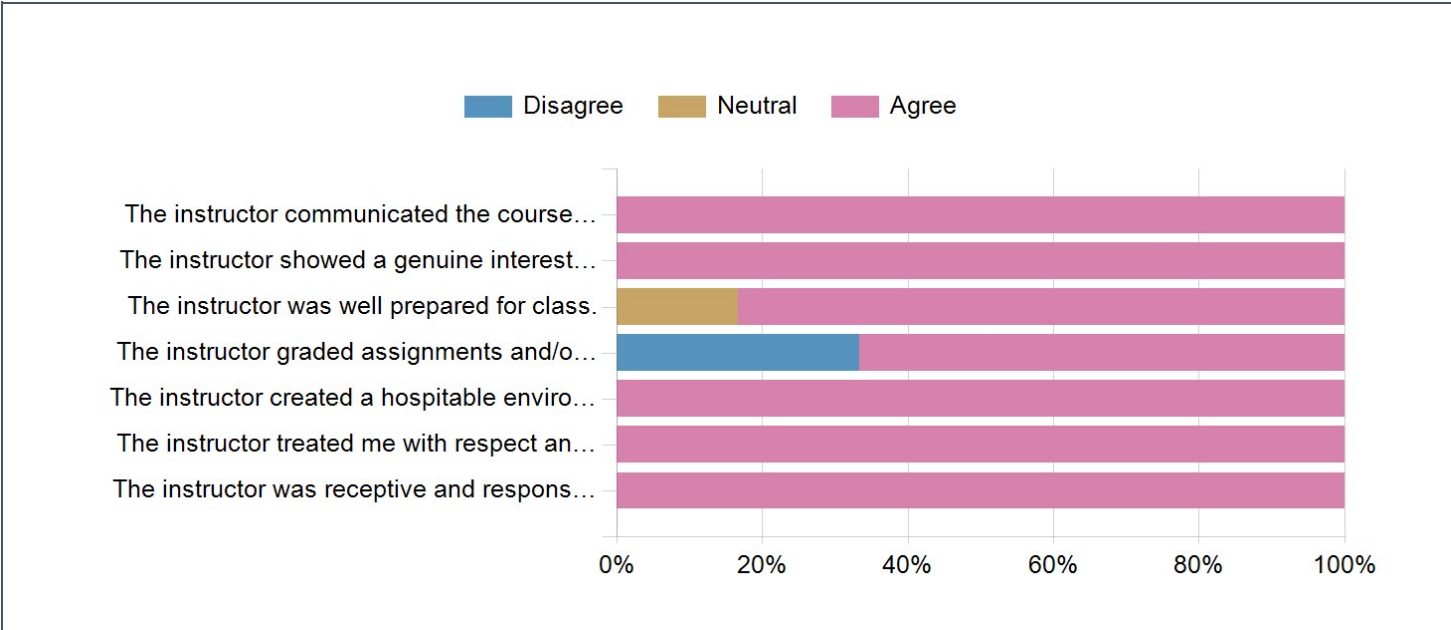
Comments
He kept students engaged through projects and presentations. He constantly used different teaching methods that engaged all learning types and kept the class interesting.
Dr. Jessup was very relatable and understanding with his students. His high expectations and openness for help made the class very enjoyable and facilitated learning.
He actually made us do the research and produce actual data. This class is a good class for actually learning material.
good guy
This course is a challenge, dr Jessup really makes you have to work through stuff
Real life examples, practical projects
Class activities as well as stories to mix it up. More emphasis on presentations than any other class.
The project was helpful as it was hands on application. The books we read were also very helpful in gaining a deeper understanding.
Class was entertaining and I felt that I learned what I needed to know
Great teacher keeps it interesting
He was very open and thorough during discussions.
Presentations, Research Project, Commercial videos, etc

What could the instructor do to improve the effectiveness of this course? Be specific.

Comments
Place files on canvas not on google drive. It was difficult to navigate the shared google drive and find the correct files.
More, heavier content.
Getting grades back on time would be better, and grading out tests faster. Also having those available in canvas.
have grades available on canvas!!!!!!!
Difficult to say, probably use canvas like the rest of the teachers
Let our grades be readily available throughout the semester!
Grading mostly.
A little less lecture.
I think more use of campus would help with the class, that way students could do more assignments
class presentations were interesting at times but i felt like i did not learn near as much as professor taught classes
Give actual reviews for the test not generic ideas and terms to explain
Great course! No complaints

Details for the course MKTG 432.01 - Data Mining - 10857-201910

Instructor Questions:



Instructor Questions:

	Invited	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
The instructor communicated the course material clearly.	11	54.55%	4.83	0.41	0	0	0	1	5	4.17	4.22	4.28
The instructor showed a genuine interest in the subject and a desire to share it with the students.	11	54.55%	4.83	0.41	0	0	0	1	5	4.69	4.67	4.63
The instructor was well prepared for class.	11	54.55%	4.50	0.84	0	0	1	1	4	4.51	4.50	4.50
The instructor graded assignments and/or exams in a timely manner.	11	54.55%	3.50	1.22	0	2	0	3	1	4.35	4.39	4.30
The instructor created a hospitable environment for learning.	11	54.55%	4.83	0.41	0	0	0	1	5	4.48	4.51	4.49
The instructor treated me with respect and fairness.	11	54.55%	4.83	0.41	0	0	0	1	5	4.62	4.66	4.62
The instructor was receptive and responsive to my questions and concerns.	11	54.55%	4.83	0.41	0	0	0	1	5	4.52	4.57	4.54

What did the instructor do that made the course effective? Be specific (for example: particular assignments, discussions, presentations, etc.).

Comments
He understood all of the subject matter very well, and was therefore extremely well prepared for class and was able to explain everything very well, even though the material could get confusing.
It helps that he worked through problems with us in class
The topics covered all were relevant and important
Running data in class to reinforce learning.
I thought the homework was very helpful to learning the content.
Weekly homework assignments, in-class examples, realistic project, cheese day

What could the instructor do to improve the effectiveness of this course? Be specific.

Comments
I think grading things faster would be helpful.
Use Canvas for grades!
I think the in-class problems could be made to be more like the homework. By that I mean some of the examples we walked through were considerably easier to understand and interpret based on the very small number of data. Also, homework answers need to be updated.
Maybe go through homework very briefly
Maybe either incorporate freakonomics into class more or get rid of it because it did not really relate to anything super specific in class.
Nothing! Great class