

Individual Instructor Report for MKTG 341.01 - Marketing Research - 10717-201910 Ryan Jessup

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

Project Audience: **25**

Responses Received: **10**

Response Ratio: **40.0%**

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: **Fri, Jan 04, 2019**

Course Questions:

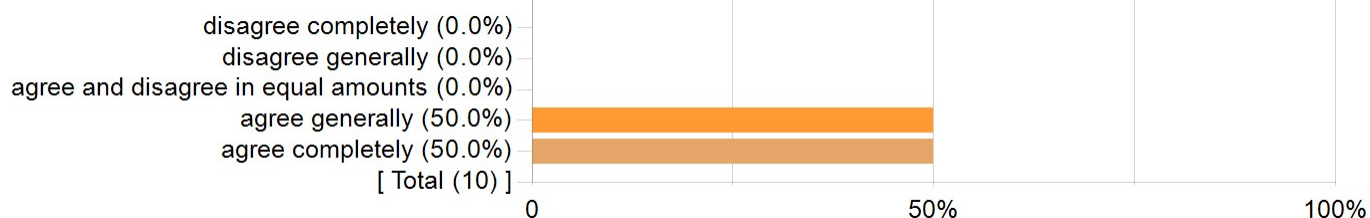
	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
As a result of this course experience, I have a better understanding of the subject matter.	4.50	10	0.0 %	0.0 %	0.0 %	50.0 %	50.0 %
My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	4.50	10	0.0 %	0.0 %	0.0 %	50.0 %	50.0 %

Instructor Questions:

	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
The instructor communicated the course material clearly.	4.30	10	0.0 %	10.0 %	0.0 %	40.0 %	50.0 %
The instructor showed a genuine interest in the subject and a desire to share it with the students.	4.80	10	0.0 %	0.0 %	0.0 %	20.0 %	80.0 %
The instructor was well prepared for class.	4.80	10	0.0 %	0.0 %	0.0 %	20.0 %	80.0 %
The instructor graded assignments and/or exams in a timely manner.	3.40	10	20.0 %	0.0 %	20.0 %	40.0 %	20.0 %
The instructor created a hospitable environment for learning.	4.30	10	0.0 %	0.0 %	10.0 %	50.0 %	40.0 %
The instructor treated me with respect and fairness.	4.50	10	0.0 %	0.0 %	0.0 %	50.0 %	50.0 %
The instructor was receptive and responsive to my questions and concerns.	4.60	10	0.0 %	0.0 %	0.0 %	40.0 %	60.0 %

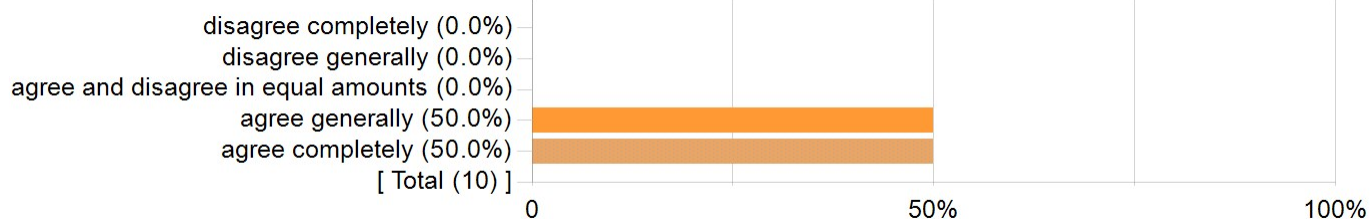
Course Questions:

1. As a result of this course experience, I have a better understanding of the subject matter.



Statistics	Value
Mean	4.50
Standard Deviation	0.53

2. My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.



Statistics	Value
Mean	4.50
Standard Deviation	0.53

As a result of this course experience, I have a better understanding of the subject matter.

Comment

- Extremely thorough, emphasizes how to do the research practically

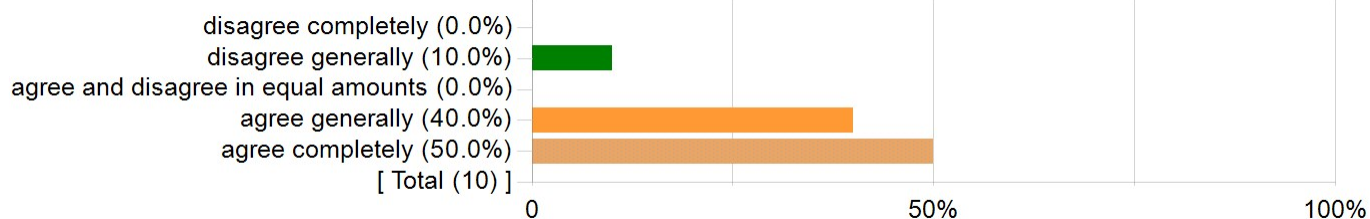
My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.

Comment

[No Response]

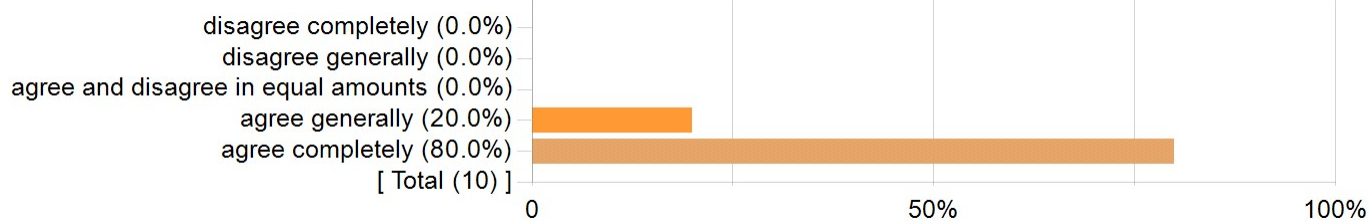
Instructor Questions:

1. The instructor communicated the course material clearly.



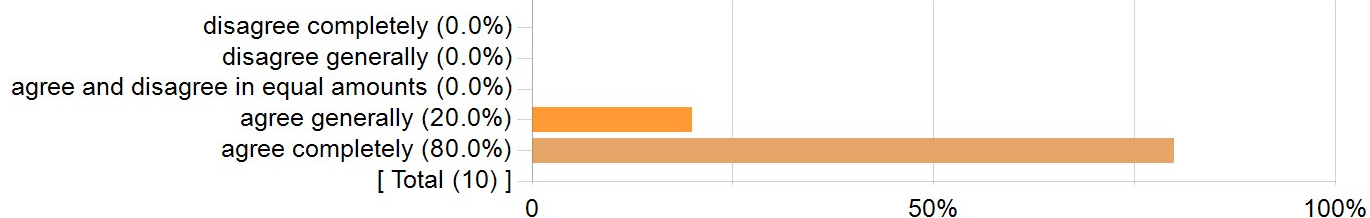
Statistics	Value
Mean	4.30
Standard Deviation	0.95

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



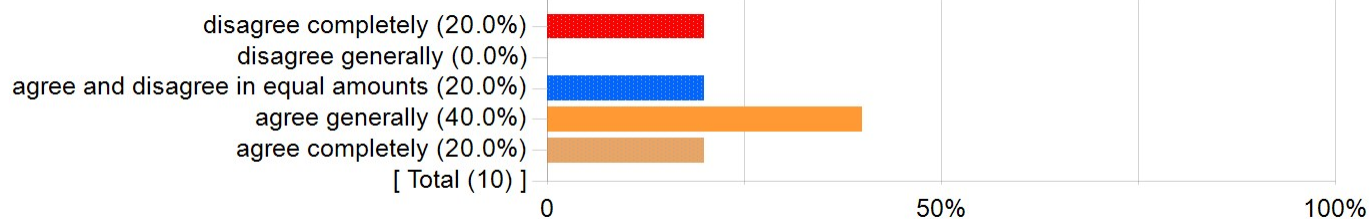
Statistics	Value
Mean	4.80
Standard Deviation	0.42

3. The instructor was well prepared for class.



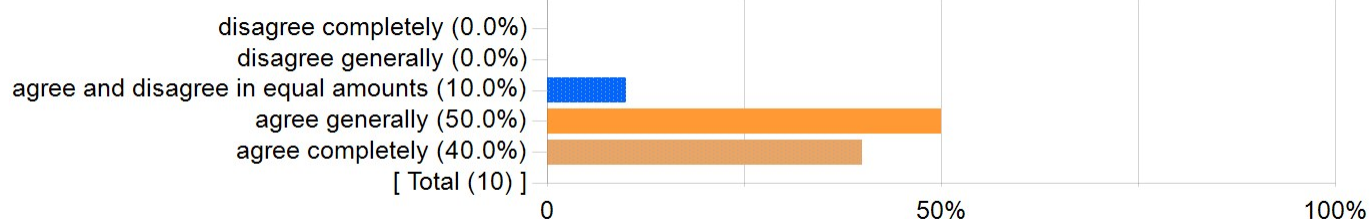
Statistics	Value
Mean	4.80
Standard Deviation	0.42

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



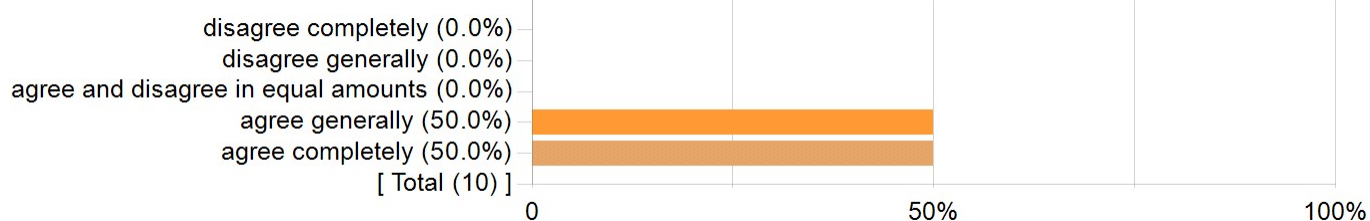
Statistics	Value
Mean	3.40
Standard Deviation	1.43

5. The instructor created a hospitable environment for learning.



Statistics	Value
Mean	4.30
Standard Deviation	0.67

6. The instructor treated me with respect and fairness.



Statistics	Value
Mean	4.50
Standard Deviation	0.53

7. The instructor was receptive and responsive to my questions and concerns.



Statistics	Value
Mean	4.60
Standard Deviation	0.52

The instructor communicated the course material clearly.

Comment

- Just went a little fast sometimes

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

Comment

[No Response]

The instructor was well prepared for class.

Comment

[No Response]

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

Comment

[No Response]

The instructor created a hospitable environment for learning.

Comment

[No Response]

The instructor treated me with respect and fairness.

Comment

[No Response]

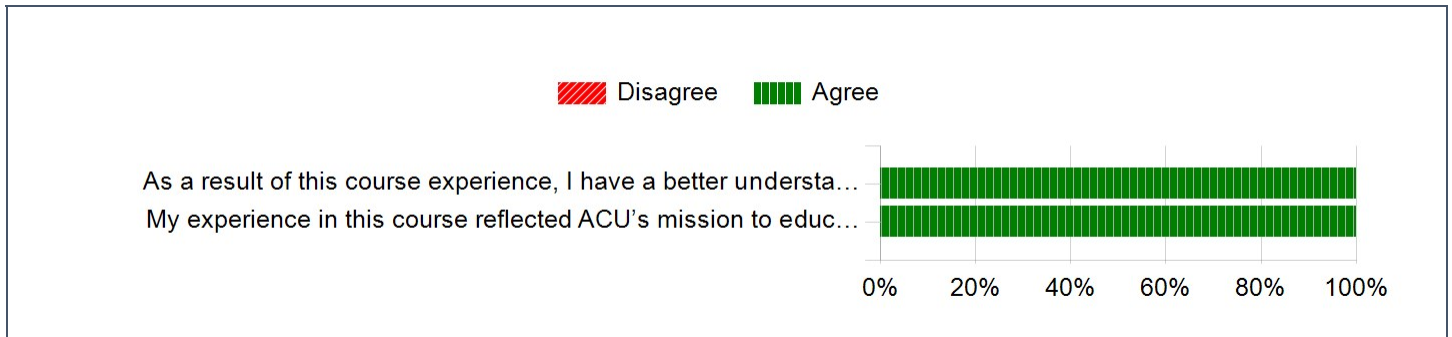
The instructor was receptive and responsive to my questions and concerns.

Comment

[No Response]

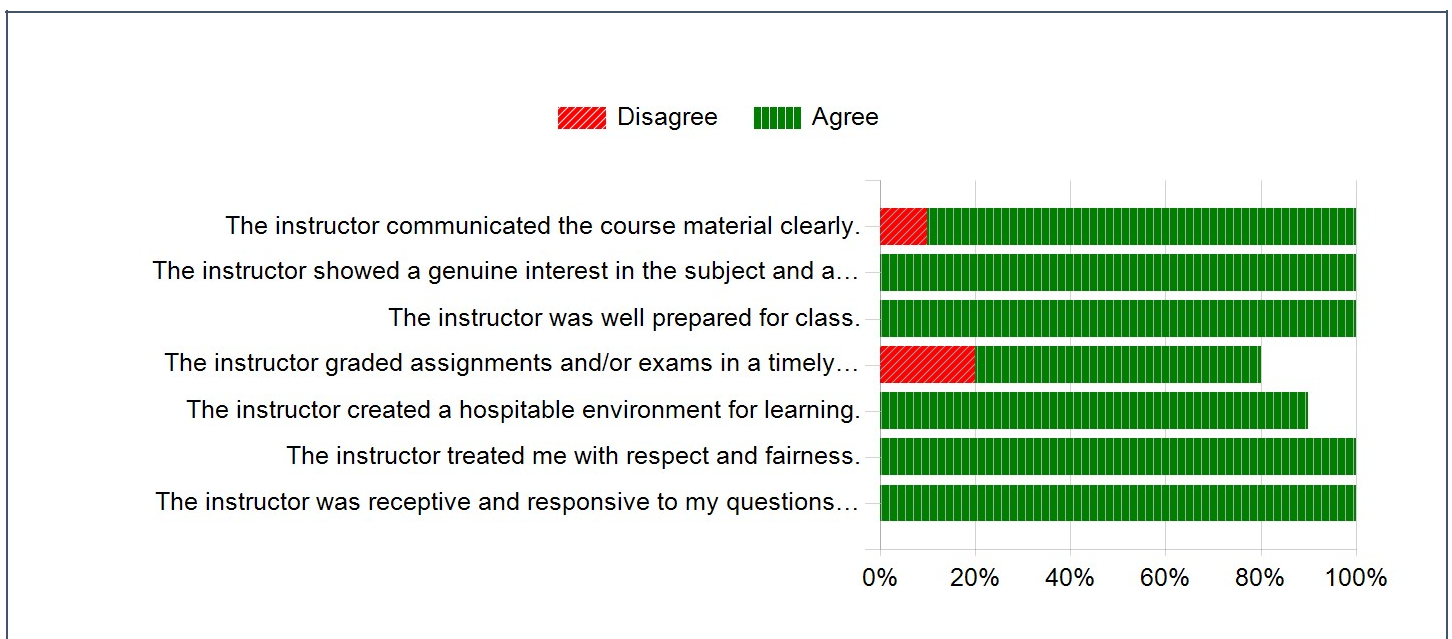
Course Questions: - Aggregate Chart

Note that in the following aggregate chart "Agree Completely" and "Agree" have been grouped together as "Agree" while "Disagree Completely" and "Disagree" have been grouped together as "Disagree" and "agree and disagree in equal amounts" is not included on this chart.

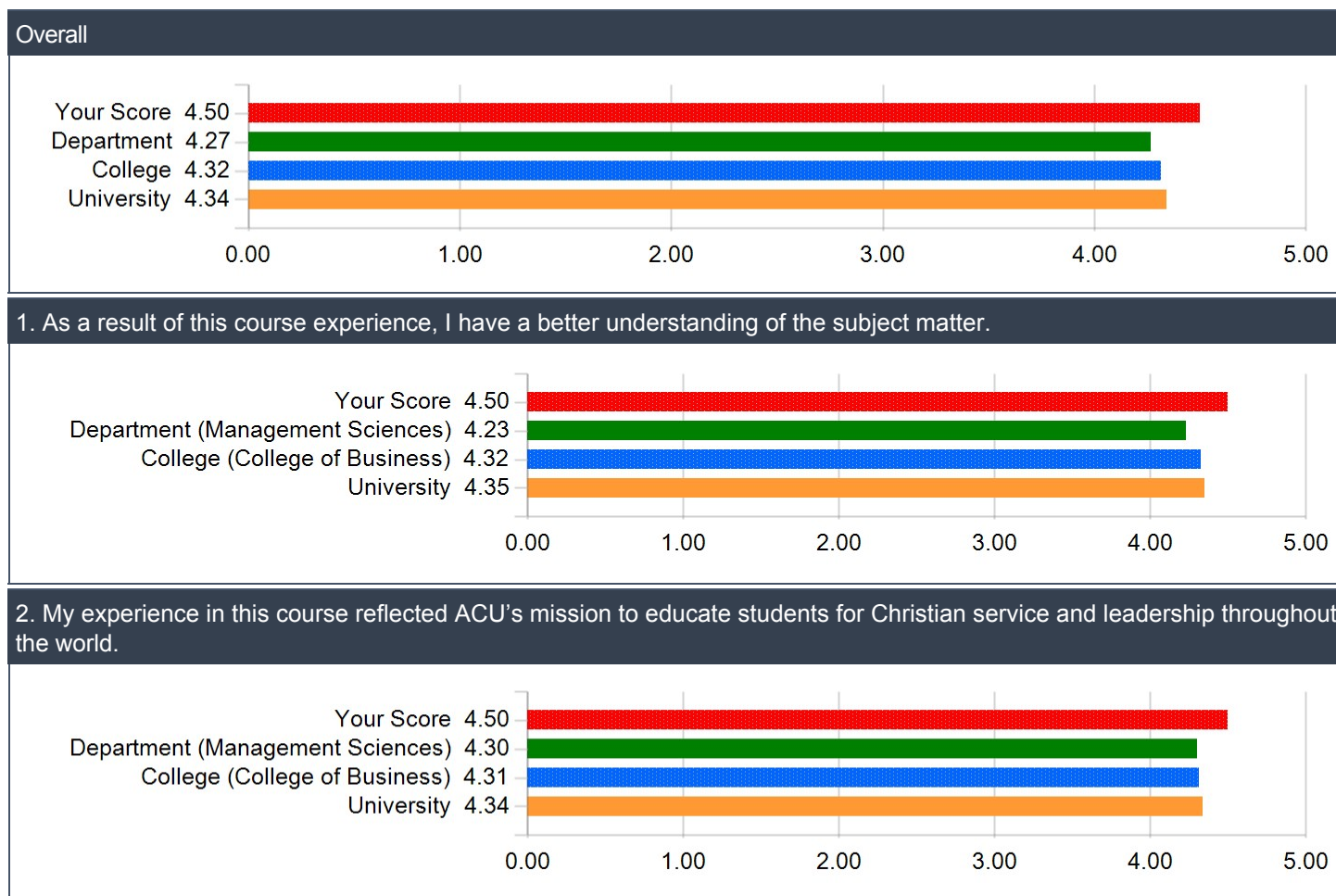


Instructor Questions: - Aggregate Chart

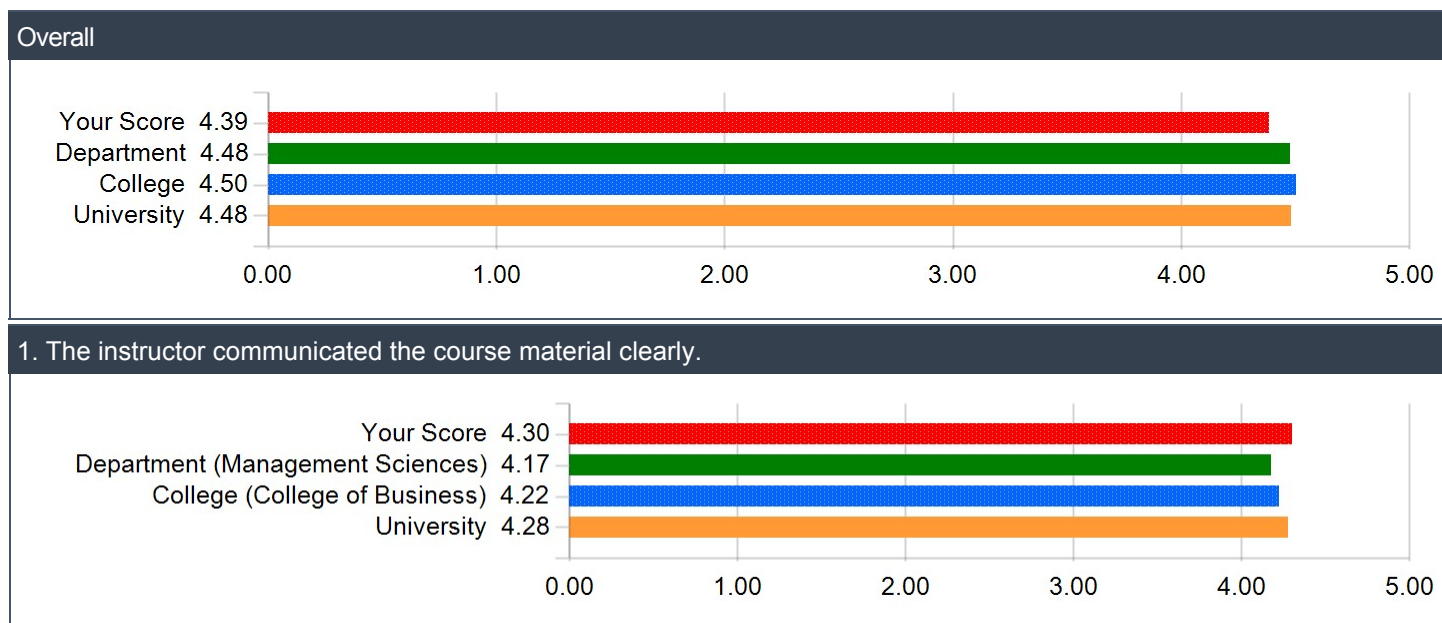
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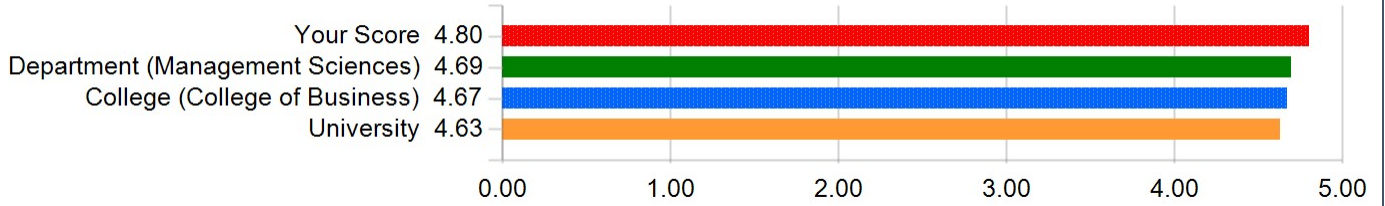
Course Questions: - Comparative Scores



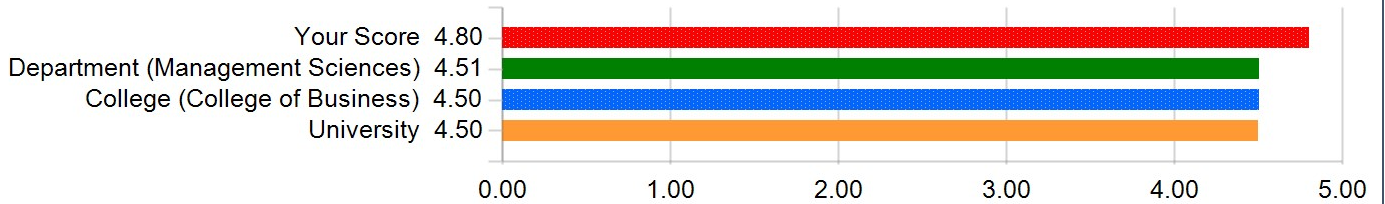
Instructor Questions: - Comparative Scores



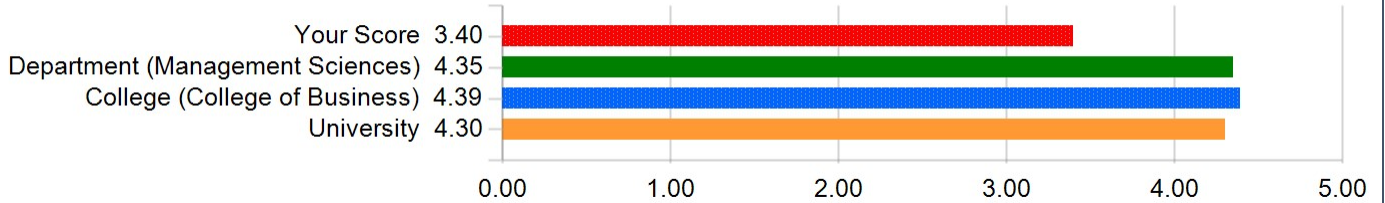
2. The instructor showed a genuine interest in the subject and a desire to share it with the students.



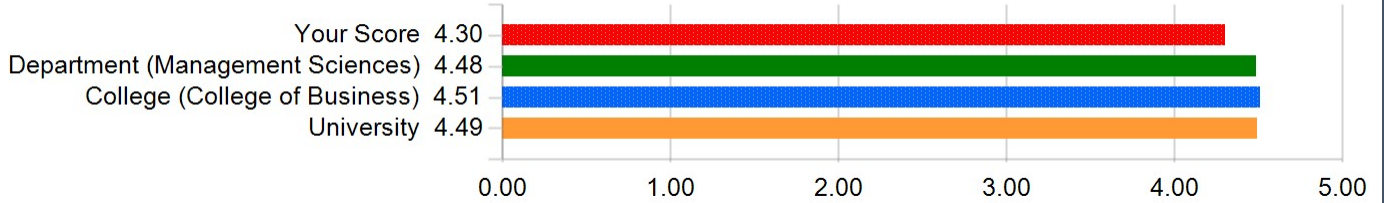
3. The instructor was well prepared for class.



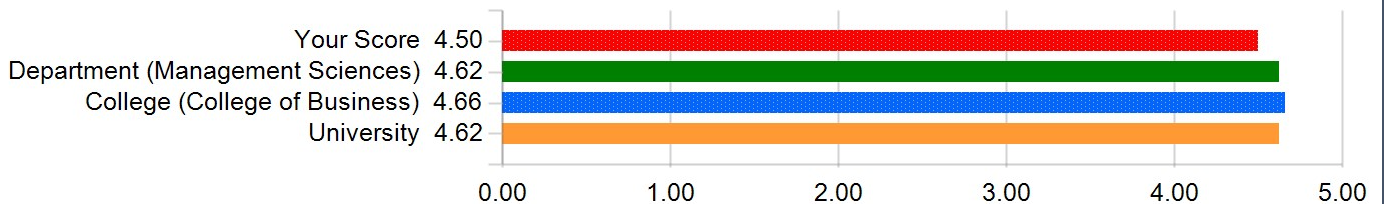
4. The instructor graded assignments and/or exams in a timely manner.



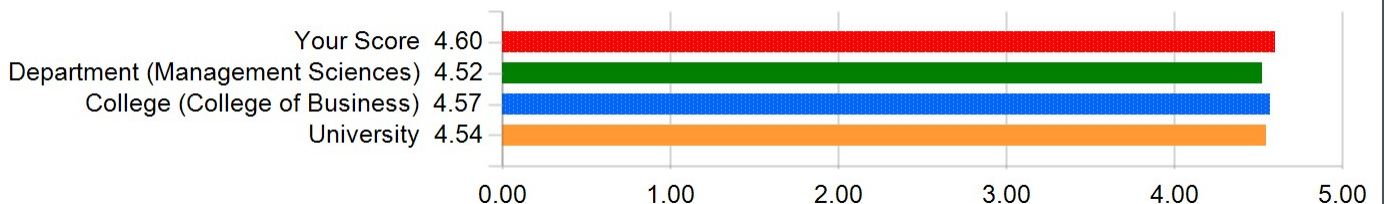
5. The instructor created a hospitable environment for learning.



6. The instructor treated me with respect and fairness.



7. The instructor was receptive and responsive to my questions and concerns.



Rating scale questions, top and bottom ranks

Strengths			
1	The instructor showed a genuine interest in the subject and a desire to share it with the students.	Instructor Questions:	4.80
2	The instructor was well prepared for class.	Instructor Questions:	4.80
3	The instructor was receptive and responsive to my questions and concerns.	Instructor Questions:	4.60

Areas for Improvement			
1	The instructor graded assignments and/or exams in a timely manner.	Instructor Questions:	3.40
2	The instructor communicated the course material clearly.	Instructor Questions:	4.30
3	The instructor created a hospitable environment for learning.	Instructor Questions:	4.30

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

Comments
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.
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
He knew what he was talking about, but seemed to lack the marketing aspect of the course.
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
Requiring us to do work outside of ACU with local businesses

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

Comments
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 learning, 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.
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
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.
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
Try to focus more on the collection and analysis of data if possible

Do you have additional comments about your experience in this course?

Comments
Dr. Jessup is great and I can't wait to take more classes from him!
I enjoyed having Professor Jessup this semester; he's a cool guy and the two of us got along well. Maybe this is not what was going on at all, but I felt that he saw me as a peer, not in the field of marketing research, but as another adult man. It was really cool because school is the ultimate hierarchy and the student/teacher relationship is defined by differences in age, knowledge and maturity, which often makes me, the student, feel like I'm still a little kid dealing with a "grown-up" instead of just another dude. The point is that I'm 22 and a grown man and I should be treated as such, but that's not always the case in this setting so I'm glad that Professor Jessup treated me how he did. Also, the other day after class he told me he thought I should be taking data mining because I'm smart and appear "intuitively good at math" which nobody has ever said to me, ever. I genuinely believe that he believes that, though, and it's really encouraging to hear it from someone in his position who can only learn about students from their time together in class and the work they turn in, and since he never grades anything he must have formed that opinion in class!
N/A
Dr. Jessup is a good teacher and I enjoyed being in his class
Need to use canvas
Students should just choose their group, so everyone is more happy