

Individual Instructor Report for MKTG 342.01 - Consumer Behavior - 10845-201910 Ryan Jessup

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

Project Audience: **27**

Responses Received: **12**

Response Ratio: **44.4%**

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:

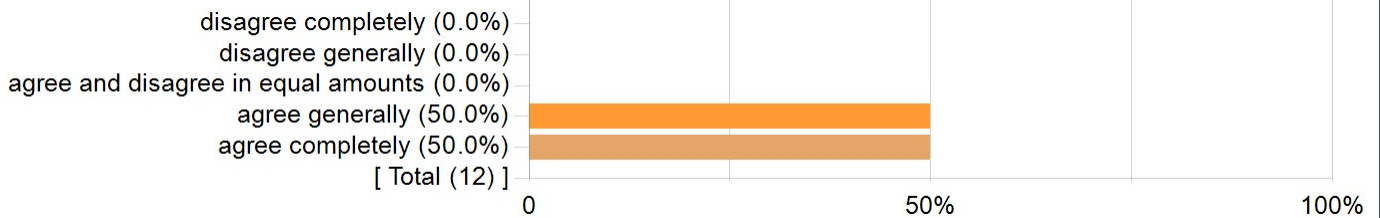
	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
As a result of this course experience, I have a better understanding of the subject matter.	4.50	12	0.0 %	0.0 %	0.0 %	50.0 %	50.0 %
My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	4.67	12	0.0 %	0.0 %	8.3 %	16.7 %	75.0 %

Instructor Questions:

	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
The instructor communicated the course material clearly.	4.75	12	0.0 %	0.0 %	0.0 %	25.0 %	75.0 %
The instructor showed a genuine interest in the subject and a desire to share it with the students.	4.92	12	0.0 %	0.0 %	0.0 %	8.3 %	91.7 %
The instructor was well prepared for class.	4.92	12	0.0 %	0.0 %	0.0 %	8.3 %	91.7 %
The instructor graded assignments and/or exams in a timely manner.	3.67	12	0.0 %	16.7 %	25.0 %	33.3 %	25.0 %
The instructor created a hospitable environment for learning.	4.75	12	0.0 %	0.0 %	0.0 %	25.0 %	75.0 %
The instructor treated me with respect and fairness.	4.92	12	0.0 %	0.0 %	0.0 %	8.3 %	91.7 %
The instructor was receptive and responsive to my questions and concerns.	4.92	12	0.0 %	0.0 %	0.0 %	8.3 %	91.7 %

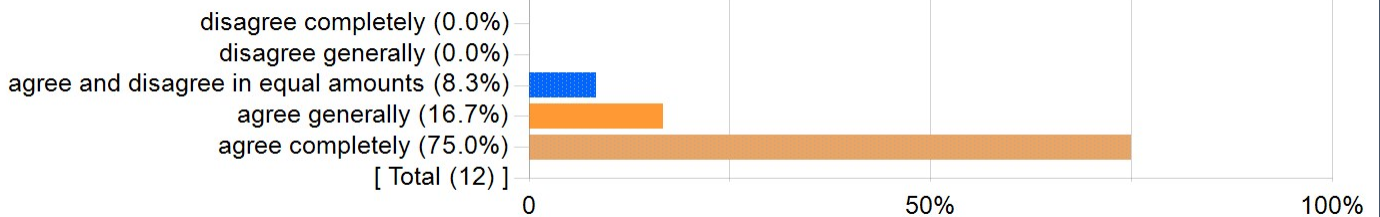
Course Questions:

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



Statistics	Value
Mean	4.50
Standard Deviation	0.52

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



Statistics	Value
Mean	4.67
Standard Deviation	0.65

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

Comment

[No Response]

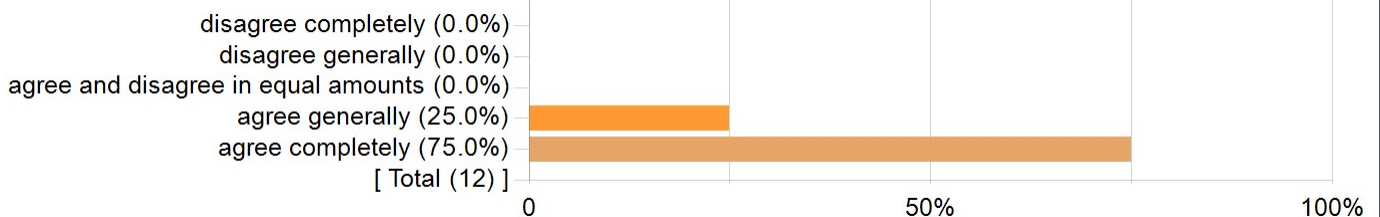
My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.

Comment

[No Response]

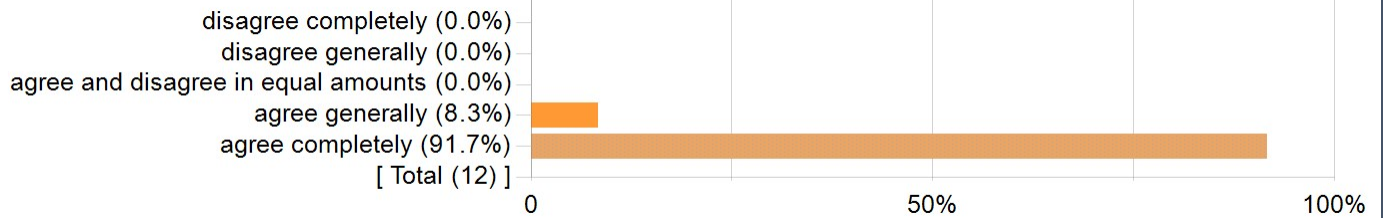
Instructor Questions:

1. The instructor communicated the course material clearly.



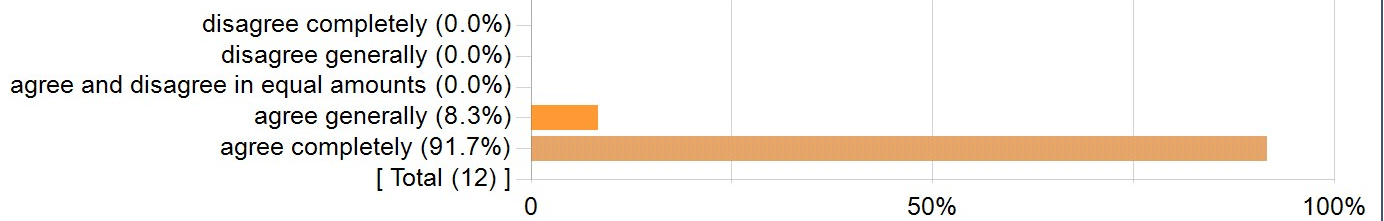
Statistics	Value
Mean	4.75
Standard Deviation	0.45

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



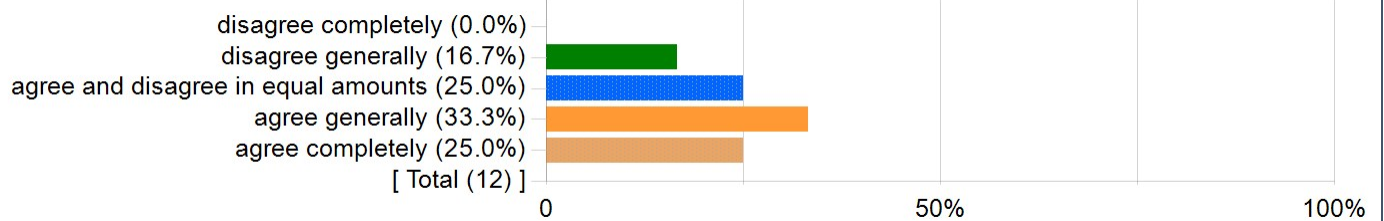
Statistics	Value
Mean	4.92
Standard Deviation	0.29

3. The instructor was well prepared for class.



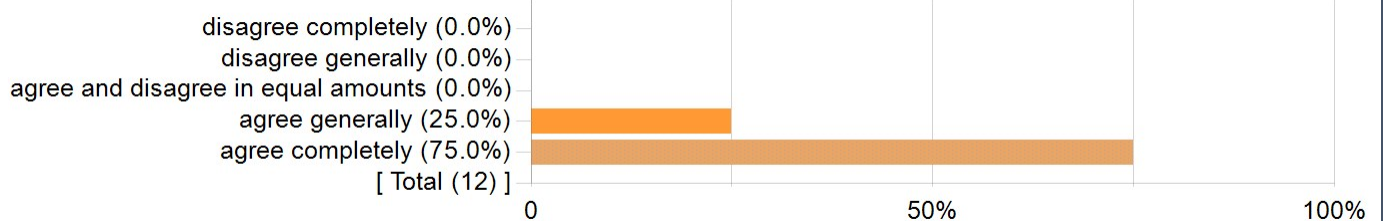
Statistics	Value
Mean	4.92
Standard Deviation	0.29

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



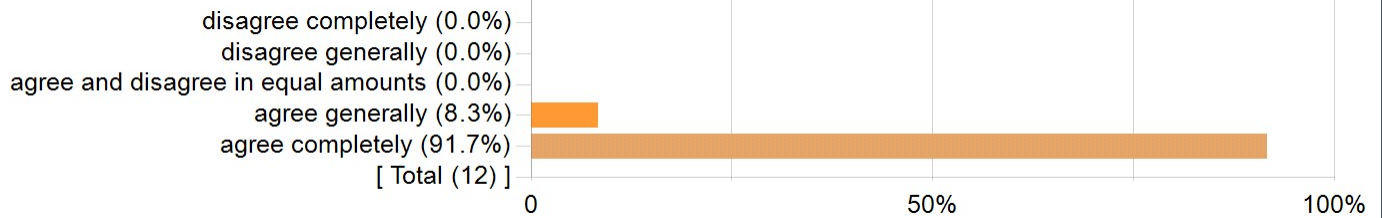
Statistics	Value
Mean	3.67
Standard Deviation	1.07

5. The instructor created a hospitable environment for learning.



Statistics	Value
Mean	4.75
Standard Deviation	0.45

6. The instructor treated me with respect and fairness.

**Statistics****Value**

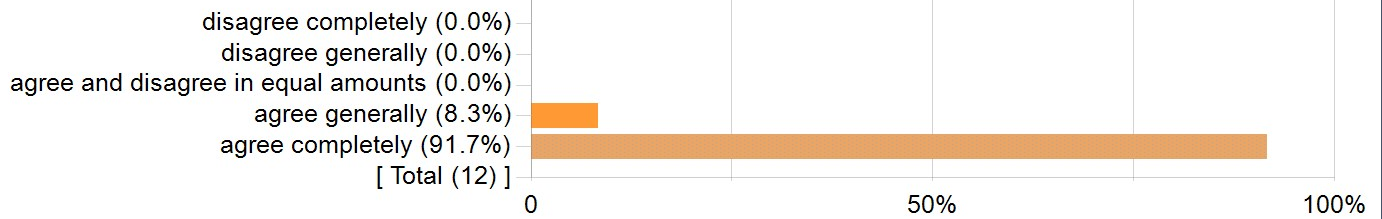
Mean

4.92

Standard Deviation

0.29

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

**Statistics****Value**

Mean

4.92

Standard Deviation

0.29

The instructor communicated the course material clearly.

Comment

[No Response]

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

- Sometimes waiting for grade reports took awhile.

- This is the only thing that was a little frustrating, not having our grades in canvas to see all the time.

- Should use canvas more cause it's someromes hard to find out where I am in the class.

The instructor created a hospitable environment for learning.

Comment

[No Response]

The instructor treated me with respect and fairness.

Comment

[No Response]

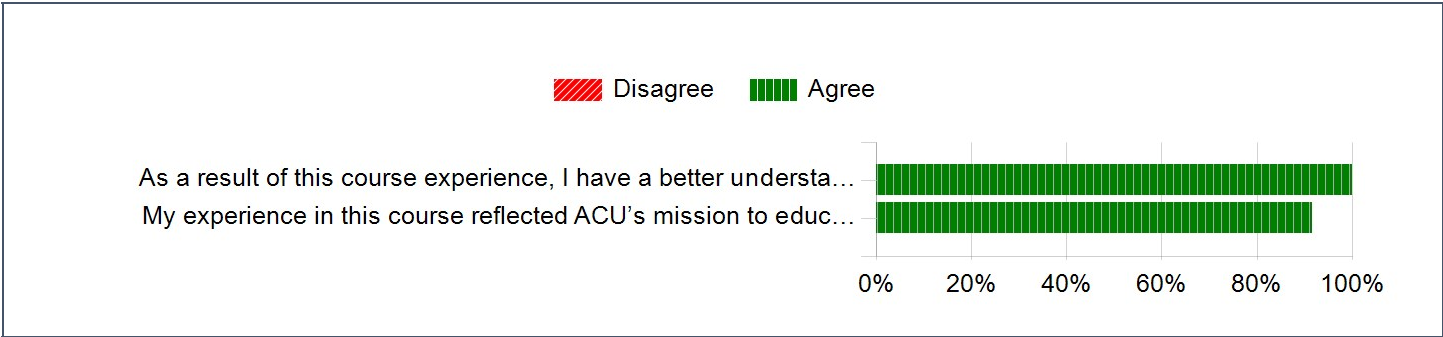
The instructor was receptive and responsive to my questions and concerns.

Comment

Comment
[No Response]

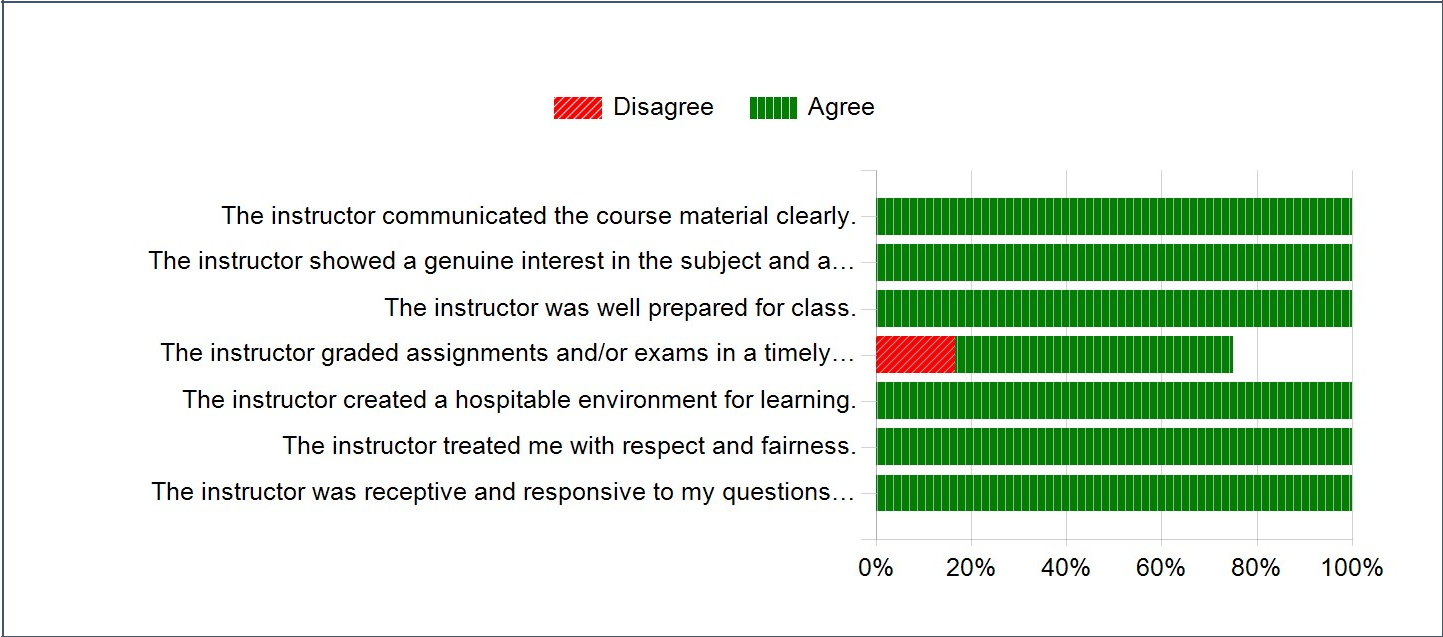
Course Questions: - Aggregate Chart

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.

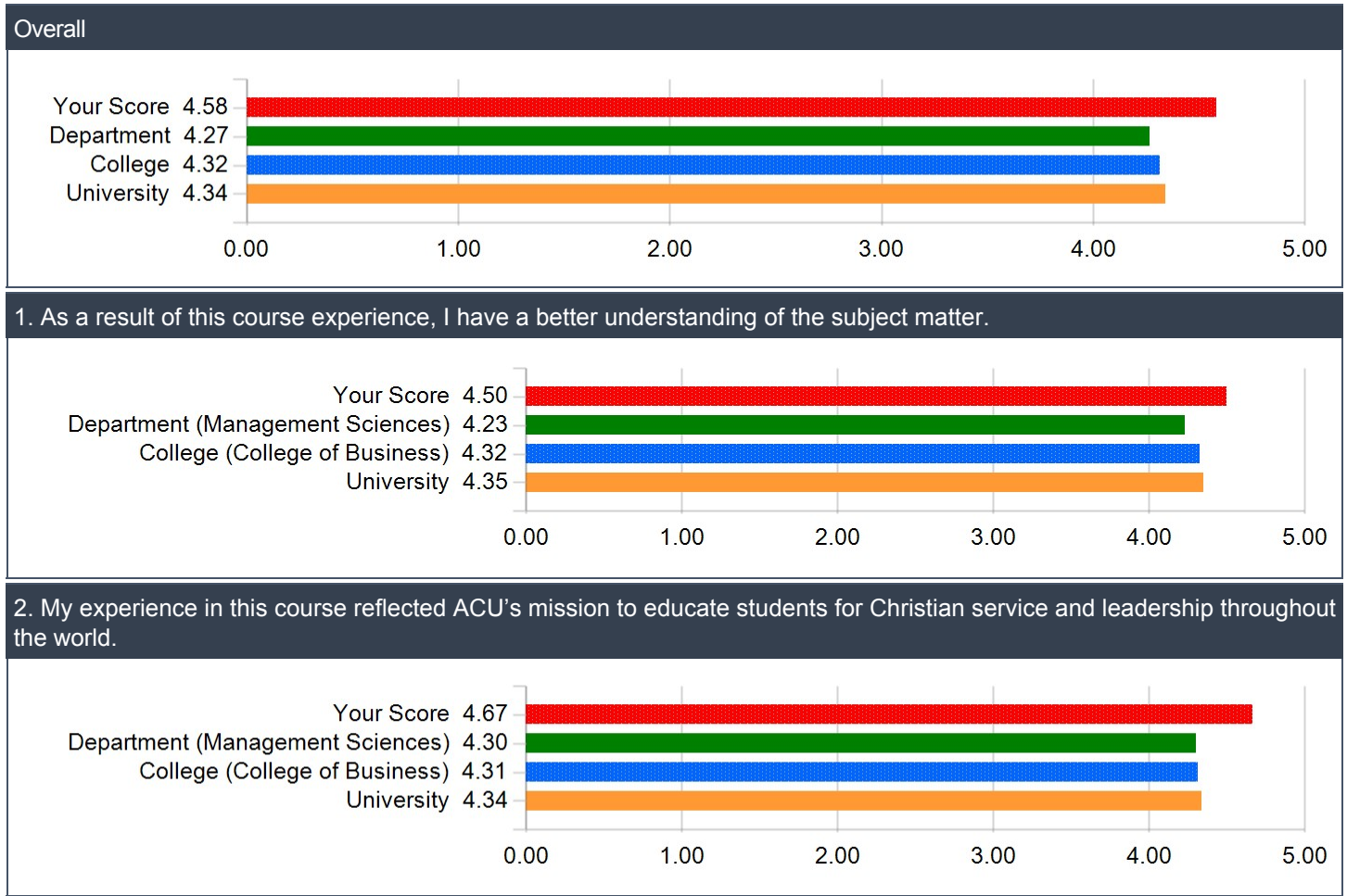


Instructor Questions: - Aggregate Chart

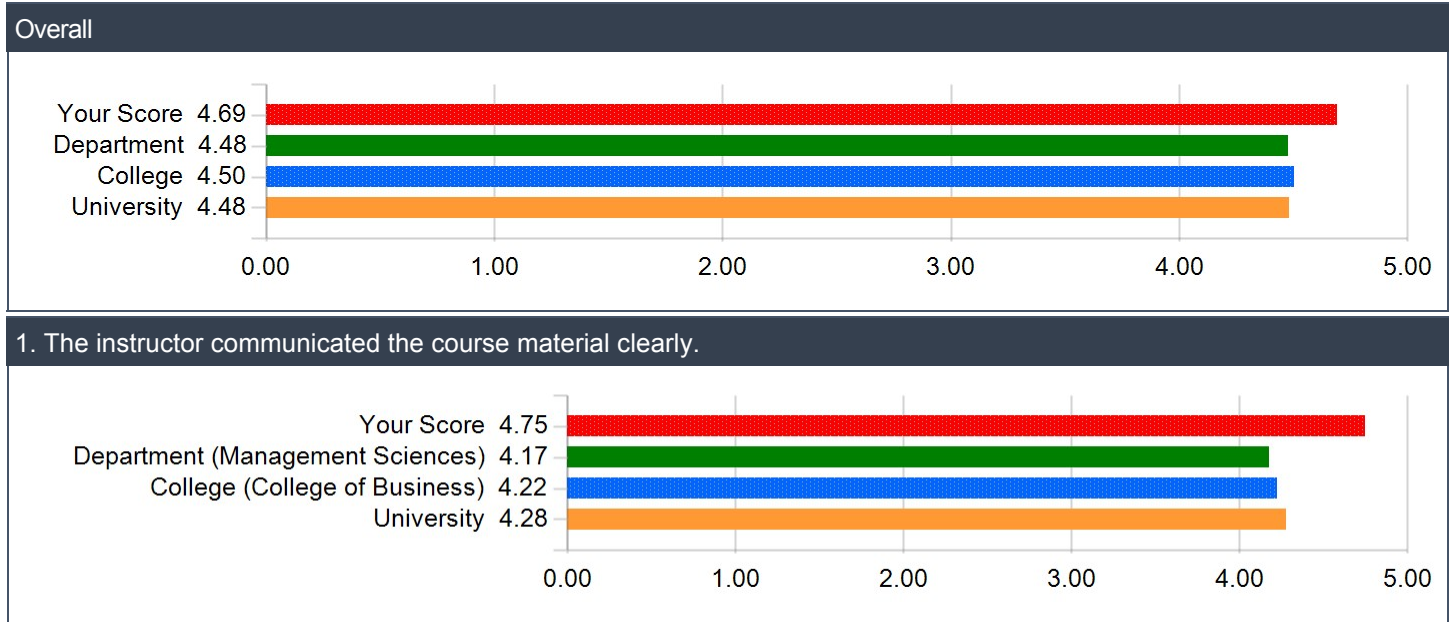
Note that in the following aggregate chart "Agree Completely" and "Agree" have been grouped together as "Agree" while "Disagree Completely" and "Disagree" have been grouped together as "Disagree" and "agree and disagree in equal amounts" is not included on this chart.



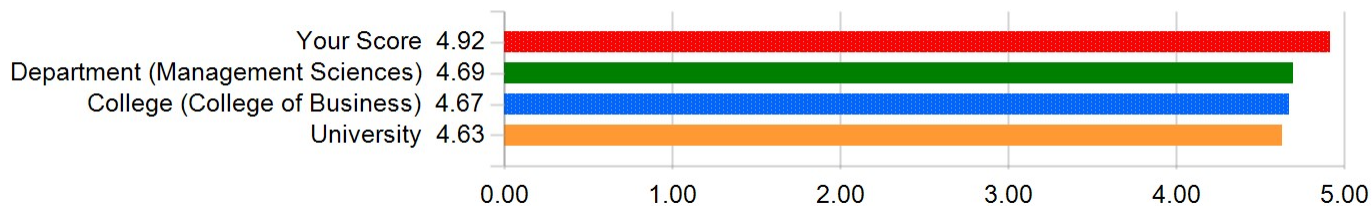
Course Questions: - Comparative Scores



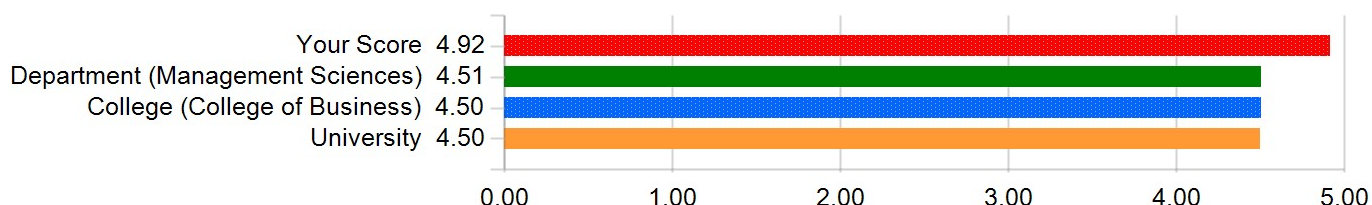
Instructor Questions: - Comparative Scores



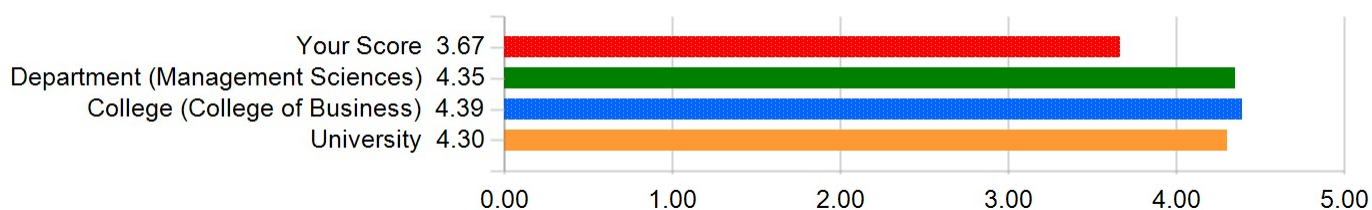
2. The instructor showed a genuine interest in the subject and a desire to share it with the students.



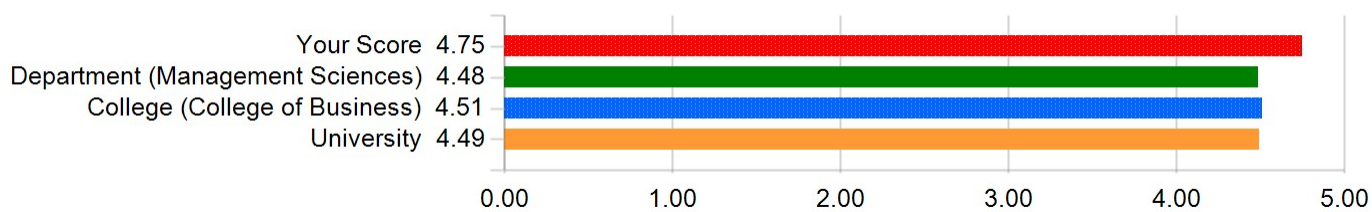
3. The instructor was well prepared for class.



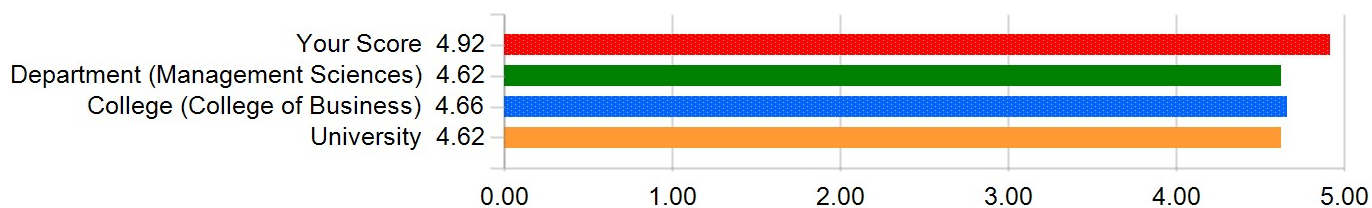
4. The instructor graded assignments and/or exams in a timely manner.



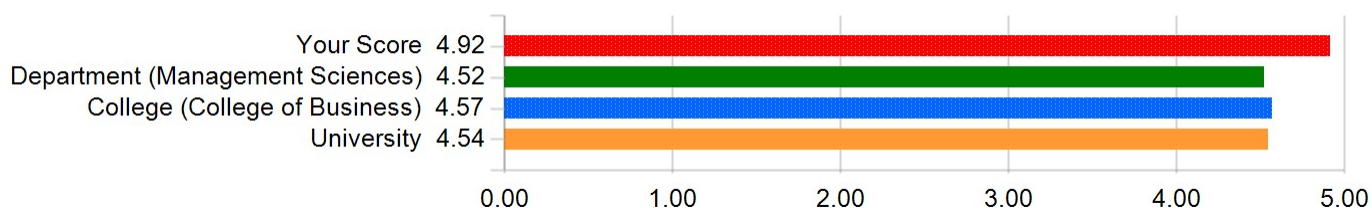
5. The instructor created a hospitable environment for learning.



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:	4.92
2	The instructor was well prepared for class.	Instructor Questions:	4.92
3	The instructor treated me with respect and fairness.	Instructor Questions:	4.92
Areas for Improvement			
1	The instructor graded assignments and/or exams in a timely manner.	Instructor Questions:	3.67
2	As a result of this course experience, I have a better understanding of the subject matter.	Course Questions:	4.50
3	My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	Course Questions:	4.67

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.
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.
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 was very open and thorough during discussions.
Great teacher keeps it interesting
Presentations, Research Project, Commercial videos, etc
Class was entertaining and I felt that I learned what I needed to know

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.
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.
More, heavier content.
Give actual reviews for the test not generic ideas and terms to explain
class presentations were interesting at times but i felt like i did not learn near as much as professor taught classes
Great course! No complaints
I think more use of campus would help with the class, that way students could do more assignments

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

Comments
Both of the classes I have taken with Ryan Jessup have been phenomenal. This class in particular is my favorite that I have taken in COBA and is the class I have learned the most in.
Really enjoyed this class, much more than marketing research. Overall enjoy Jessup as a professor, he genuinely cares for his students and their success.
N/A