

Individual Instructor Report for MKTG 341.01 - Marketing Research - 20879-201920 Ryan Jessup

Project Title: **Student Opinion of Instruction Spring 2019**

Courses Audience: **27**

Responses Received: **8**

Response Ratio: **29.6%**

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: **Thursday, May 16, 2019**

Course Questions:

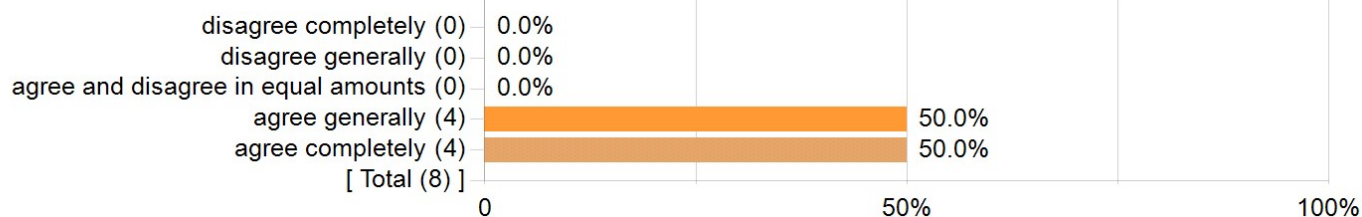
	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
As a result of this course experience, I have a better understanding of the subject matter.	4.50	8	0.0%	0.0%	0.0%	50.0%	50.0%
My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	4.63	8	0.0%	0.0%	0.0%	37.5%	62.5%

Instructor Questions:

	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
The instructor communicated the course material clearly.	4.13	8	0.0%	0.0%	25.0%	37.5%	37.5%
The instructor showed a genuine interest in the subject and a desire to share it with the students.	4.88	8	0.0%	0.0%	0.0%	12.5%	87.5%
The instructor was well prepared for class.	4.88	8	0.0%	0.0%	0.0%	12.5%	87.5%
The instructor graded assignments and/or exams in a timely manner.	4.50	8	0.0%	0.0%	25.0%	0.0%	75.0%
The instructor created a hospitable environment for learning.	4.50	8	0.0%	0.0%	12.5%	25.0%	62.5%
The instructor treated me with respect and fairness.	4.75	8	0.0%	0.0%	12.5%	0.0%	87.5%
The instructor was receptive and responsive to my questions and concerns.	4.38	8	0.0%	0.0%	25.0%	12.5%	62.5%

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	4.63
Standard Deviation	0.52

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

Comment

[No Response]

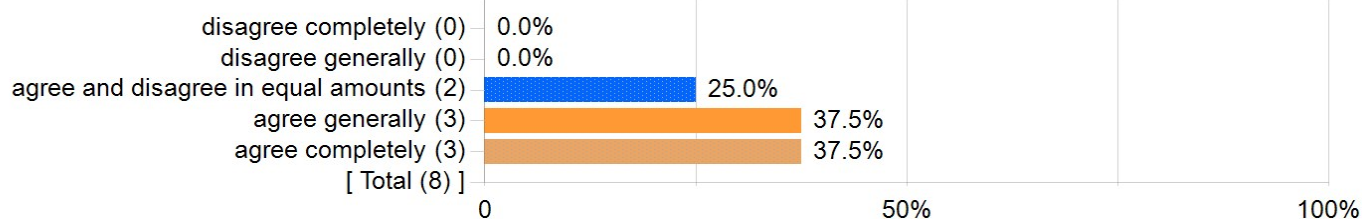
My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.

Comment

[No Response]

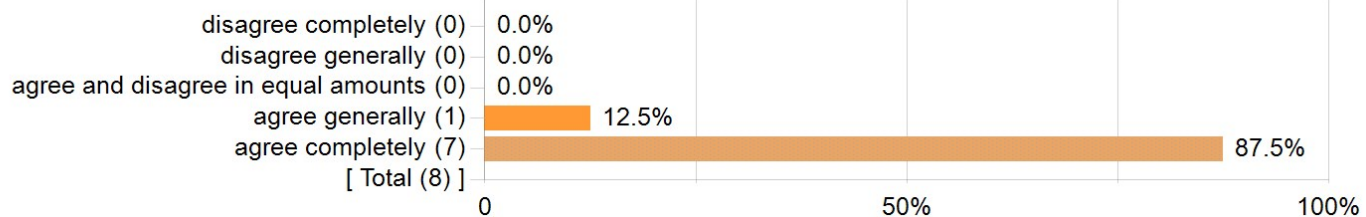
Instructor Questions:

1. The instructor communicated the course material clearly.



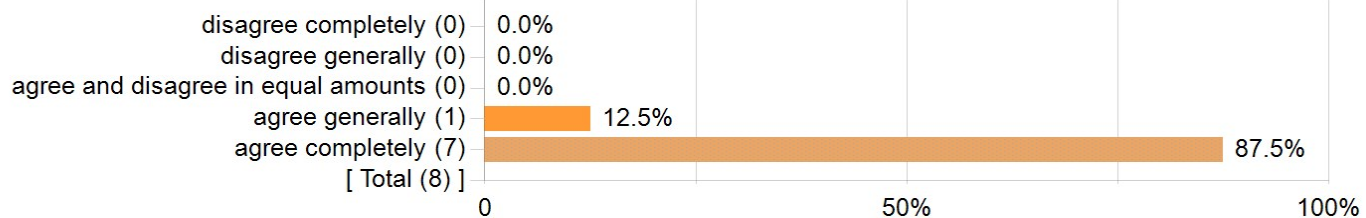
Statistics	Value
Mean	4.13
Standard Deviation	0.83

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



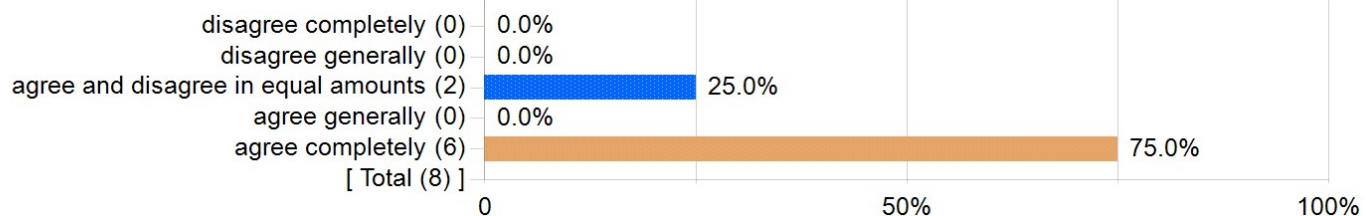
Statistics	Value
Mean	4.88
Standard Deviation	0.35

3. The instructor was well prepared for class.



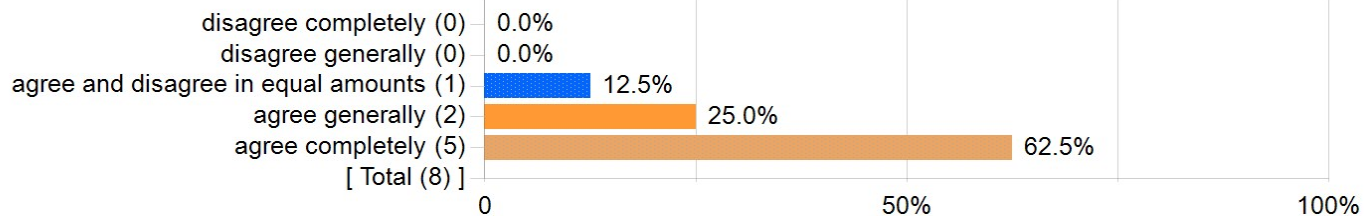
Statistics	Value
Mean	4.88
Standard Deviation	0.35

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



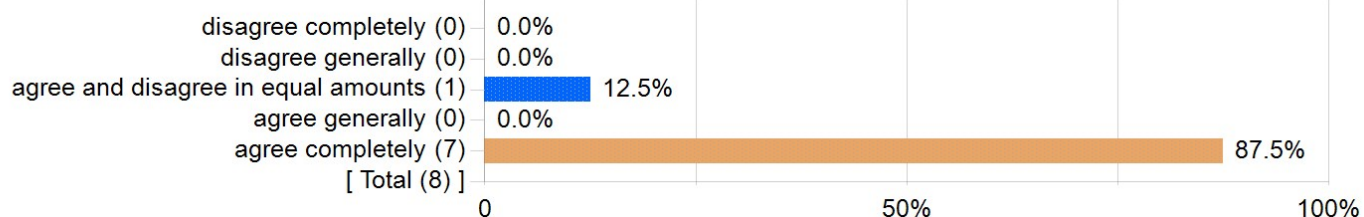
Statistics	Value
Mean	4.50
Standard Deviation	0.93

5. The instructor created a hospitable environment for learning.



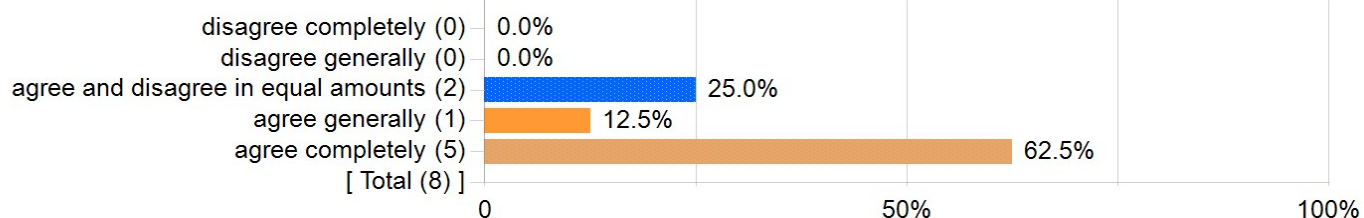
Statistics	Value
Mean	4.50
Standard Deviation	0.76

6. The instructor treated me with respect and fairness.



Statistics	Value
Mean	4.75
Standard Deviation	0.71

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



Statistics	Value
Mean	4.38
Standard Deviation	0.92

The instructor communicated the course material clearly.

Comment

- Jessup metaphors are either really helpful or really confusing

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]

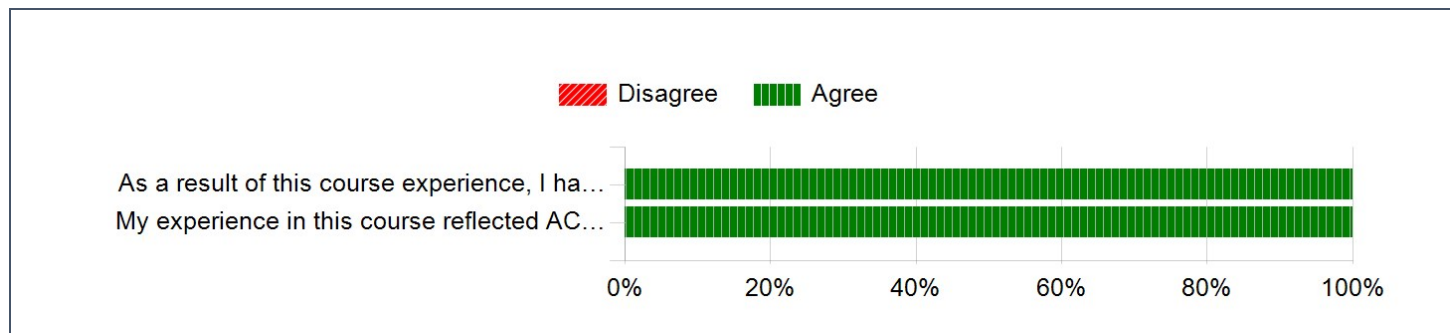
The instructor was receptive and responsive to my questions and concerns.

Comment

[No Response]

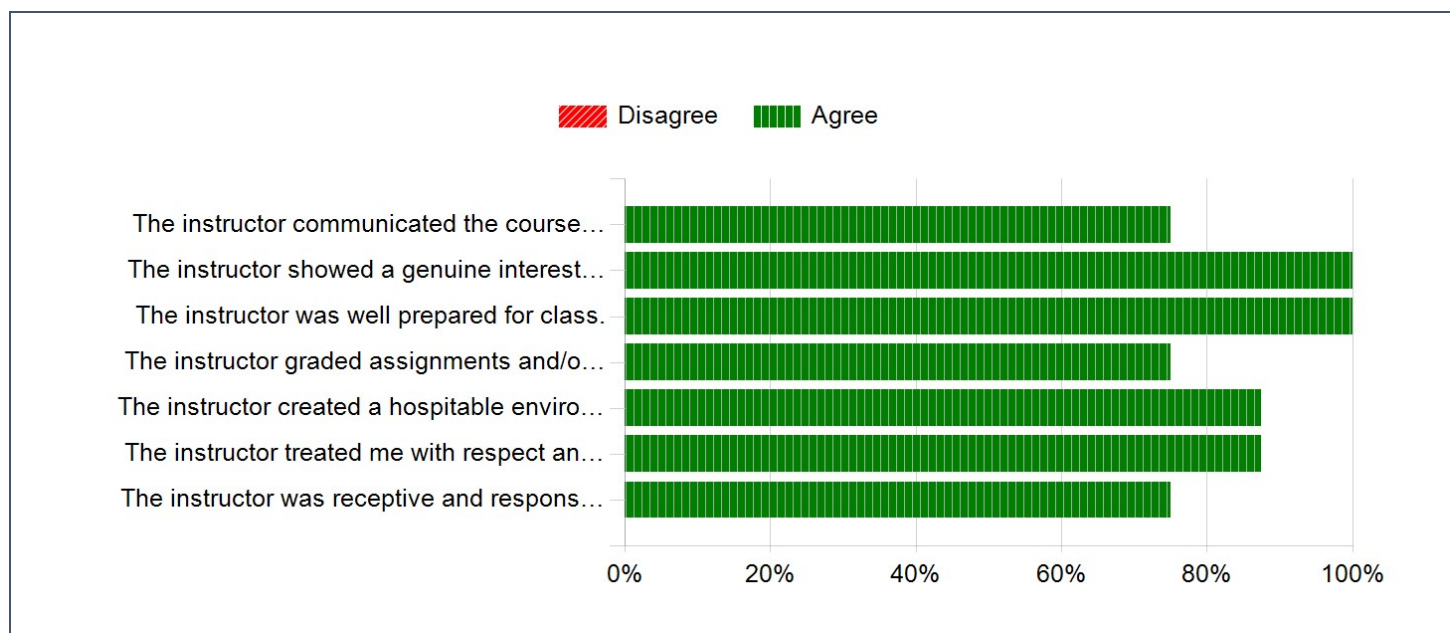
Course Questions: - Aggregate Chart

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

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.



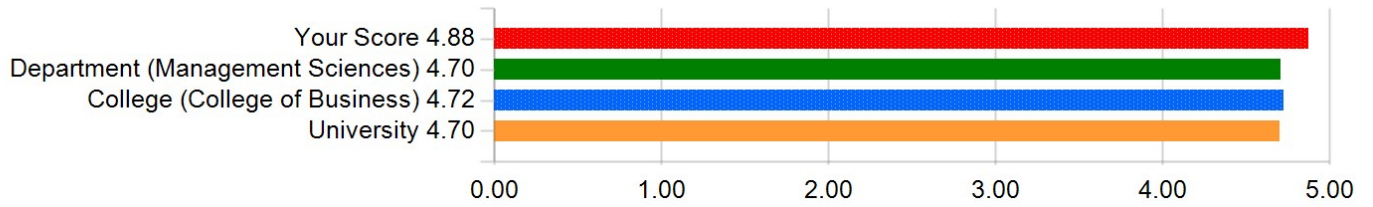
Course Questions: - Comparative Scores



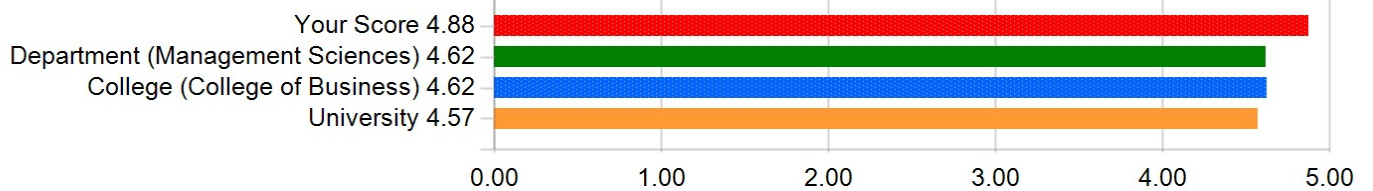
Instructor Questions: - Comparative Scores



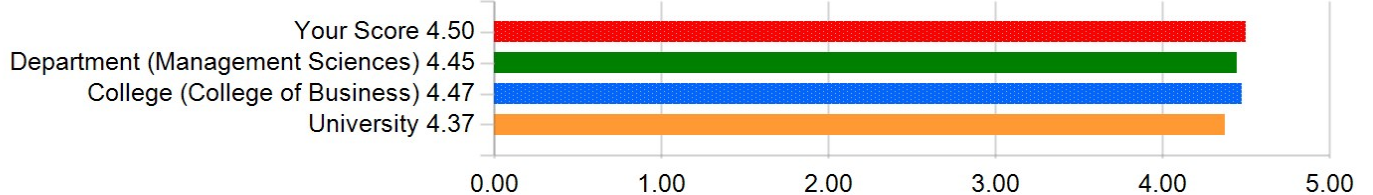
2. The instructor showed a genuine interest in the subject and a desire to share it with the students.



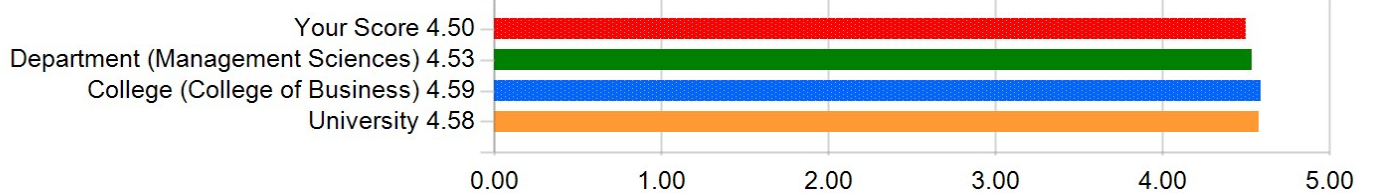
3. The instructor was well prepared for class.



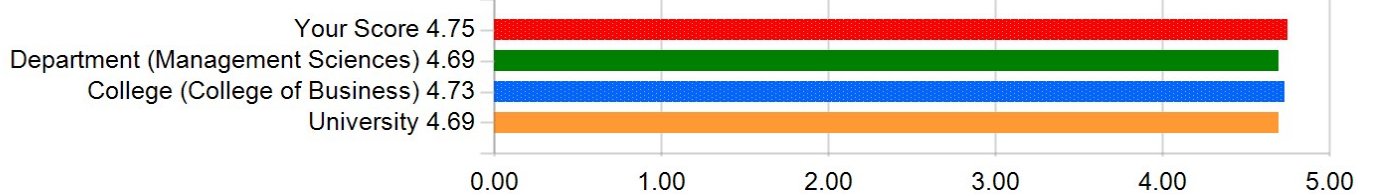
4. The instructor graded assignments and/or exams in a timely manner.



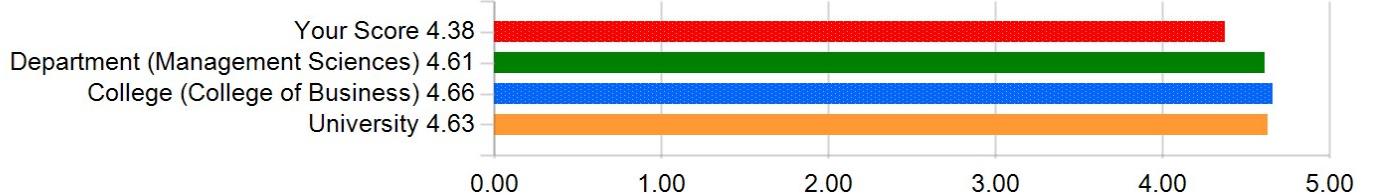
5. The instructor created a hospitable environment for learning.



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:	4.88
2	The instructor was well prepared for class.	Instructor Questions:	4.88
3	The instructor treated me with respect and fairness.	Instructor Questions:	4.75
Areas for Improvement			
1	The instructor communicated the course material clearly.	Instructor Questions:	4.13
2	The instructor was receptive and responsive to my questions and concerns.	Instructor Questions:	4.38
3	As a result of this course experience, I have a better understanding of the subject matter.	Course Questions:	4.50

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

Comments
I really did enjoy the research project. Dr. Jessup constantly gave us feedback on how we could improve our work and that helped us to learn so much. He always explained stuff and helped us to understand everything. He made it a super comfortable environment so we were able to speak up and ask questions without being scared.c
made all learning materials interesting to learn about
I liked it that we were required meetings with the instructor so that our group was on top of what we were supposed to be doing
Brought what we were learning to life by the marketing research project.
He was clear and concise
The project initially seemed crazy and unreasonable to me, but the more I worked on it, the more I grew to appreciate the format of it, with the opportunity for revisions, and the structure of the class which is more focused on the hands on projects than any silly test. Tests were challenging but not impossible, and class was often engaging despite being at 8am. Dr. Jessup really grew on us as the semester went on.
Grade the research projects more fairly and give more small assignments.
Jessup prayed before every class. He also took the time to break down data mining as well as other difficult material from the class

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

Comments
Spend more time getting ready for exams
not a bad thing to say, enjoyed this class very much.
Be more clear about assignments
Be more precise on what he wants on the research proposal and report.
Nothing
If there was a better way to communicate homework assignments, such as through email or specific assignment documents on the google drive, that would be helpful because they were often forgotten in the craziness of life.
More small assignments and be more clear with project instructions.
Nothing.

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

Comments
I really enjoyed it! Which is a surprise since it was at 8 am
Thank you for teaching us this semester
Dr. Jessup has lit a fire inside of me and sparked new interests in data that had been near dead inside of me. Aside from being a great professor, he as also become a bit of a mentor and friend and I'm very thankful for the opportunity God gave me to cross paths with him.
Jessup is a great professor! One of my favorites.

