



Individual Instructor Report for MKTG 342.02 - Consumer Behavior - 20880-201920 Ryan Jessup

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

Courses Audience: **20**

Responses Received: **7**

Response Ratio: **35.0%**

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: **Thursday, May 16, 2019**

Course Questions:

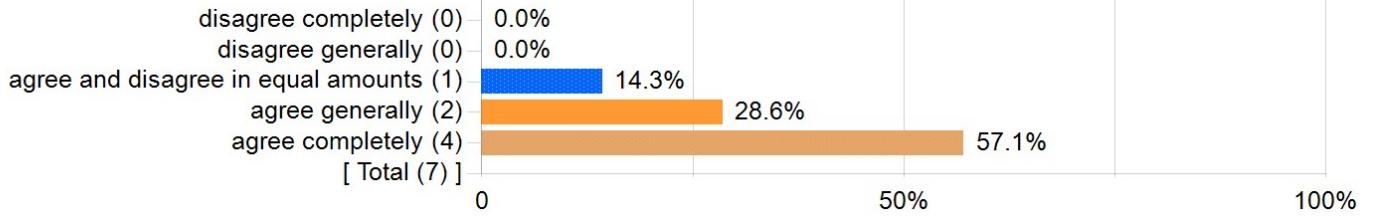
	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
As a result of this course experience, I have a better understanding of the subject matter.	4.43	7	0.0%	0.0%	14.3%	28.6%	57.1%
My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	4.86	7	0.0%	0.0%	0.0%	14.3%	85.7%

Instructor Questions:

	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
The instructor communicated the course material clearly.	4.43	7	0.0%	0.0%	0.0%	57.1%	42.9%
The instructor showed a genuine interest in the subject and a desire to share it with the students.	4.71	7	0.0%	0.0%	0.0%	28.6%	71.4%
The instructor was well prepared for class.	4.71	7	0.0%	0.0%	0.0%	28.6%	71.4%
The instructor graded assignments and/or exams in a timely manner.	4.43	7	0.0%	0.0%	0.0%	57.1%	42.9%
The instructor created a hospitable environment for learning.	4.43	7	0.0%	0.0%	0.0%	57.1%	42.9%
The instructor treated me with respect and fairness.	4.14	7	0.0%	0.0%	14.3%	57.1%	28.6%
The instructor was receptive and responsive to my questions and concerns.	4.71	7	0.0%	0.0%	0.0%	28.6%	71.4%

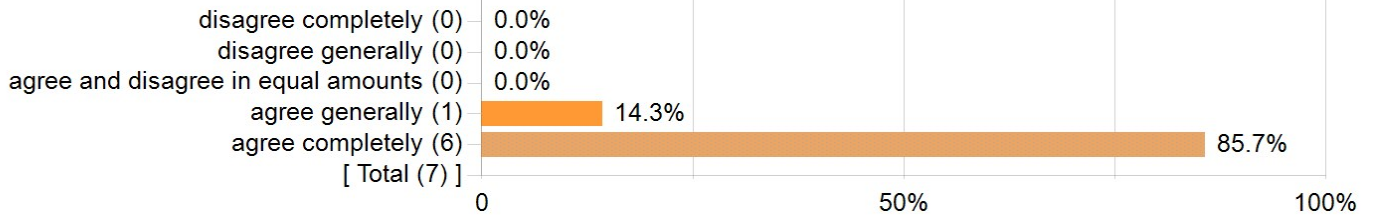
Course Questions:

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



Statistics	Value
Mean	4.43
Standard Deviation	0.79

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



Statistics	Value
Mean	4.86
Standard Deviation	0.38

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

Comment

- He ties the subject matter into real-world examples that gives us a more rounded understanding of the information

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

Comment

[No Response]

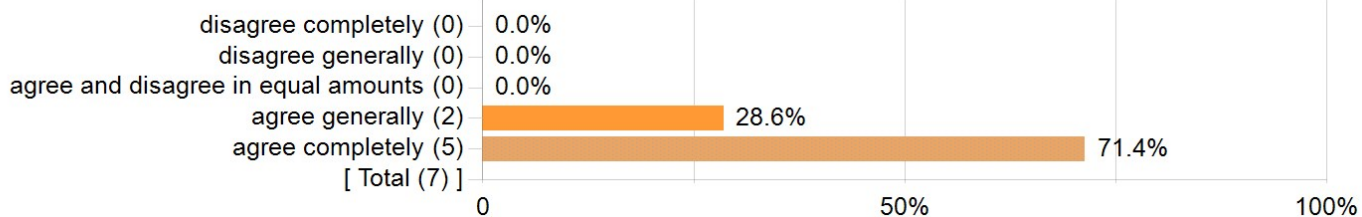
Instructor Questions:

1. The instructor communicated the course material clearly.



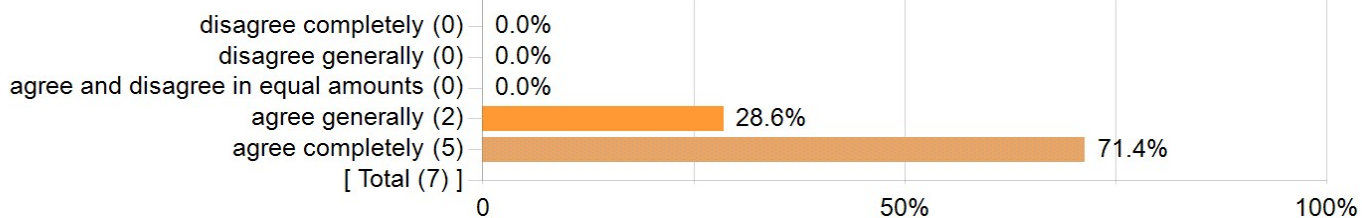
Statistics	Value
Mean	4.43
Standard Deviation	0.53

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



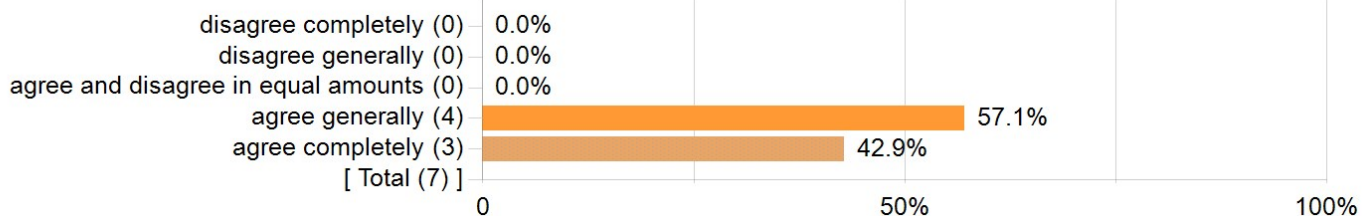
Statistics	Value
Mean	4.71
Standard Deviation	0.49

3. The instructor was well prepared for class.



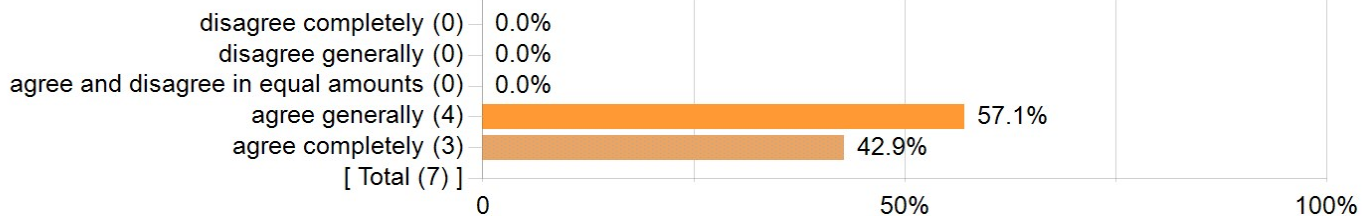
Statistics	Value
Mean	4.71
Standard Deviation	0.49

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



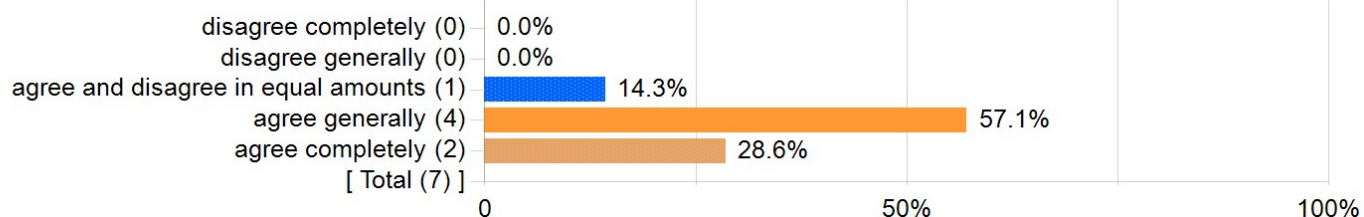
Statistics	Value
Mean	4.43
Standard Deviation	0.53

5. The instructor created a hospitable environment for learning.



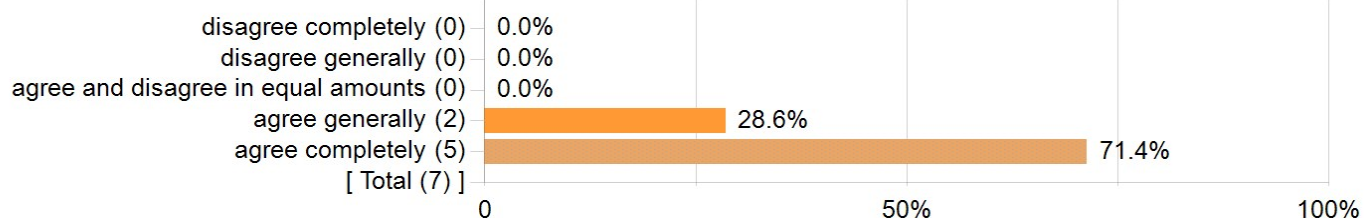
Statistics	Value
Mean	4.43
Standard Deviation	0.53

6. The instructor treated me with respect and fairness.



Statistics	Value
Mean	4.14
Standard Deviation	0.69

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



Statistics	Value
Mean	4.71
Standard Deviation	0.49

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

[No Response]

The instructor created a hospitable environment for learning.

Comment

- He encourages students to visit his office with questions, helps us with rounding out our data analysis, etc.

The instructor treated me with respect and fairness.

Comment

[No Response]

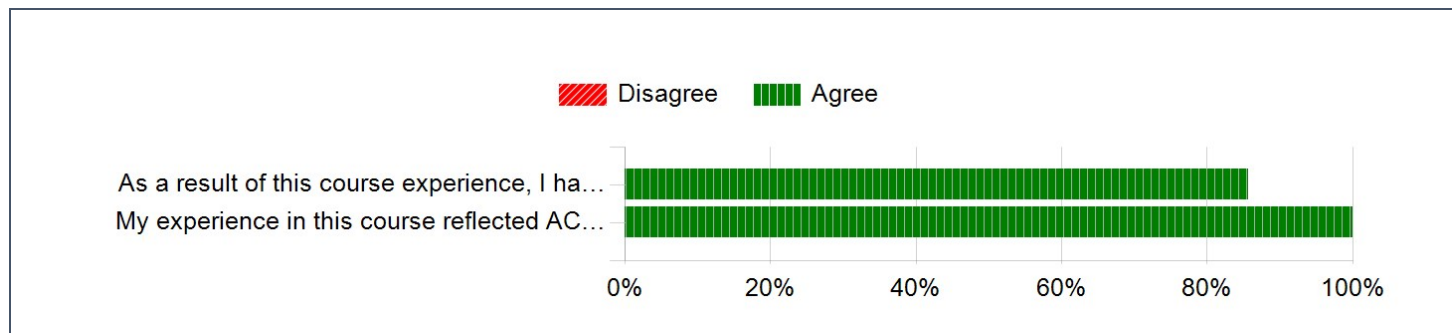
The instructor was receptive and responsive to my questions and concerns.

Comment

[No Response]

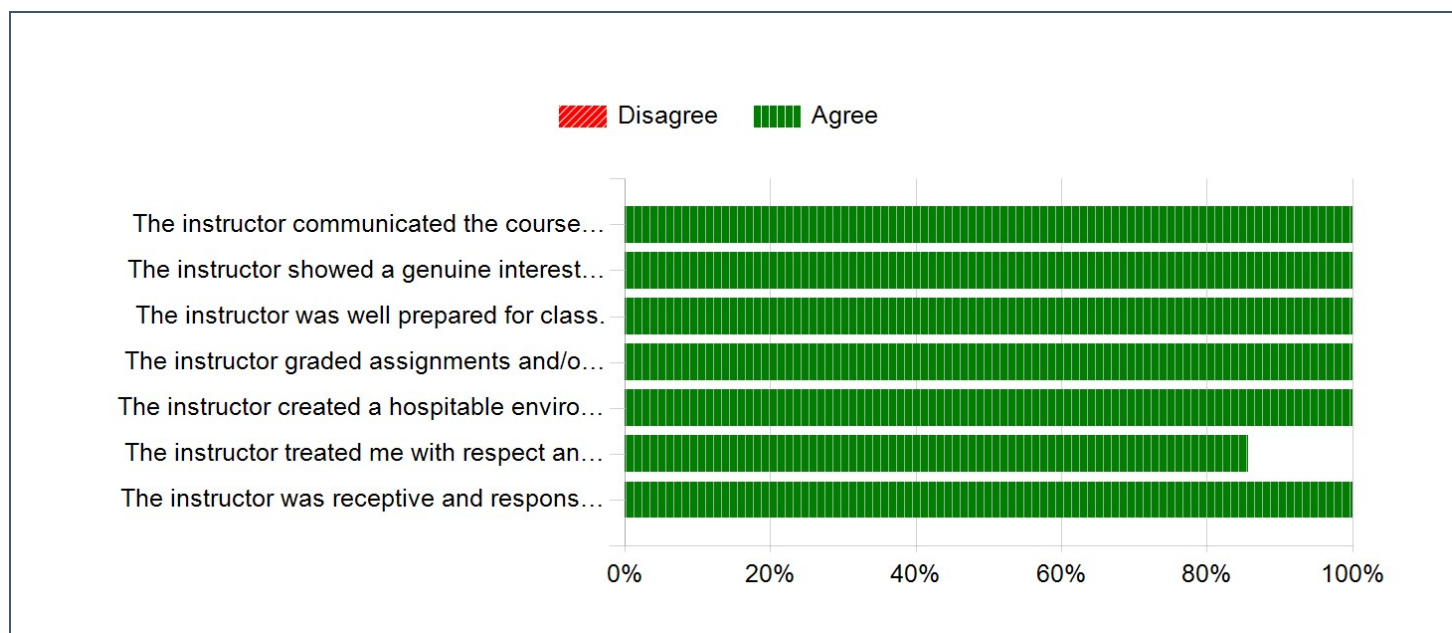
Course Questions: - Aggregate Chart

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.



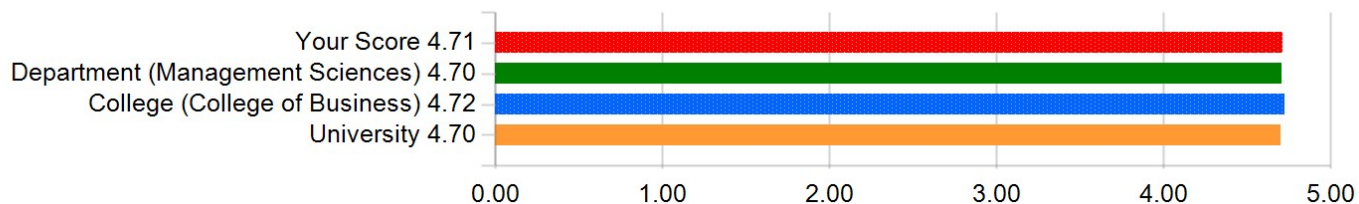
Course Questions: - Comparative Scores



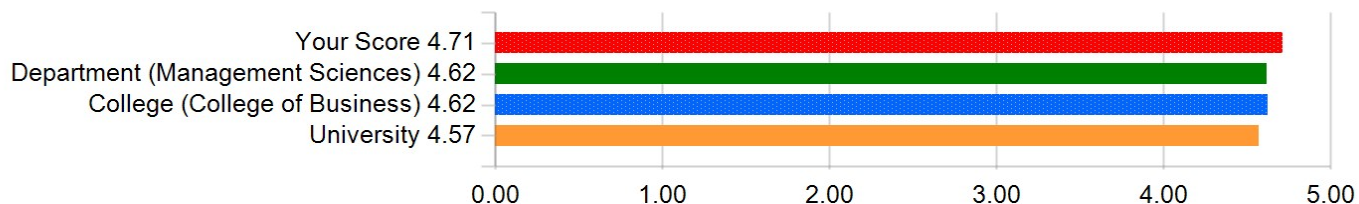
Instructor Questions: - Comparative Scores



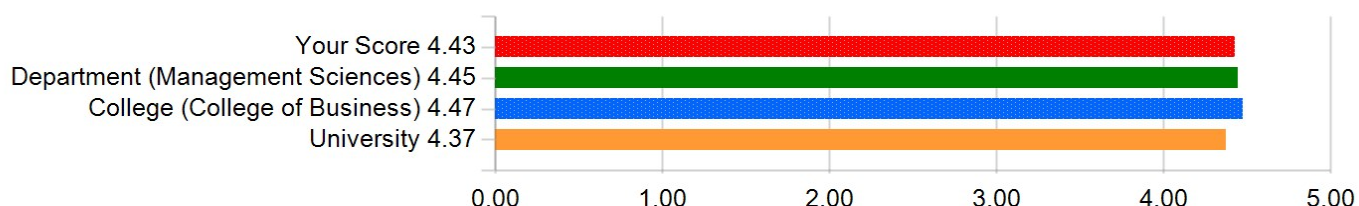
2. The instructor showed a genuine interest in the subject and a desire to share it with the students.



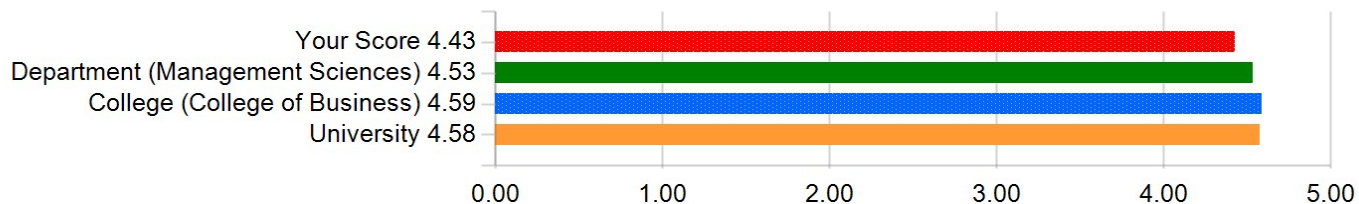
3. The instructor was well prepared for class.



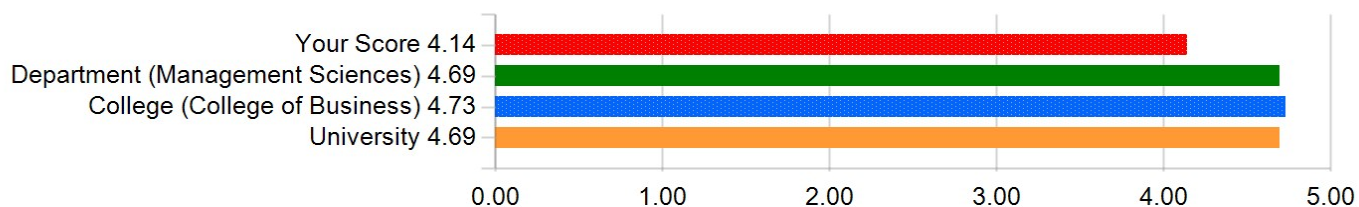
4. The instructor graded assignments and/or exams in a timely manner.



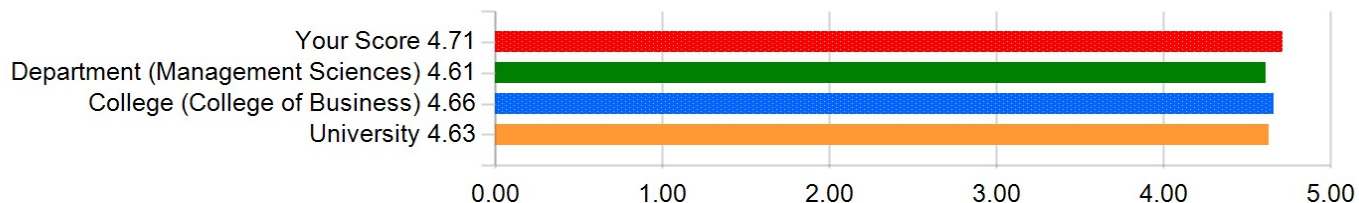
5. The instructor created a hospitable environment for learning.



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	My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	Course Questions:	4.86
2	The instructor showed a genuine interest in the subject and a desire to share it with the students.	Instructor Questions:	4.71
3	The instructor was well prepared for class.	Instructor Questions:	4.71
Areas for Improvement			
1	The instructor treated me with respect and fairness.	Instructor Questions:	4.14
2	As a result of this course experience, I have a better understanding of the subject matter.	Course Questions:	4.43
3	The instructor communicated the course material clearly.	Instructor Questions:	4.43

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

Comments
He encouraged us to improve all of our work throughout the semester, both in Marketing Research and Consumer Behavior.
Lots of class discussion.
He was very prepared for class and had all assignments prepared for our class with good instruction.
I always think he slides help a lot to follow the class materials especially when i looke back at it before an exam
Collaboration and self learning
RJ is a good teacher.
He created group settings to make us work independently.

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

Comments
Nothing, though the exams are quite difficult
Use canvas!
I personally do not enjoy Dr. Jessup's lectures. I think that he is sarcastic but not in a respectful way and I am glad that it is my last class with him, I was continually confused with how he taught.
I dont know, I enjoy the teaching style
N/a
I would say a little more guidance on the research paper would be nice
Be more clear on what will be on the test! Make the reviews relevant.

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

Comments
Use CANVAS!
Thank you for sharing your knowledge with us