



Instructor Full Term Summary Report Fall 2019 for Ryan Jessup MKTG 341.01 - Marketing Research - 10275-202010, MKTG 342.01 - Consumer Behavior - 10276-202010, MKTG 432.01 - Data Mining - 10280-202010

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

Courses Audience: **55**

Responses Received: **27**

Response Ratio: **49.09%**

Report Comments

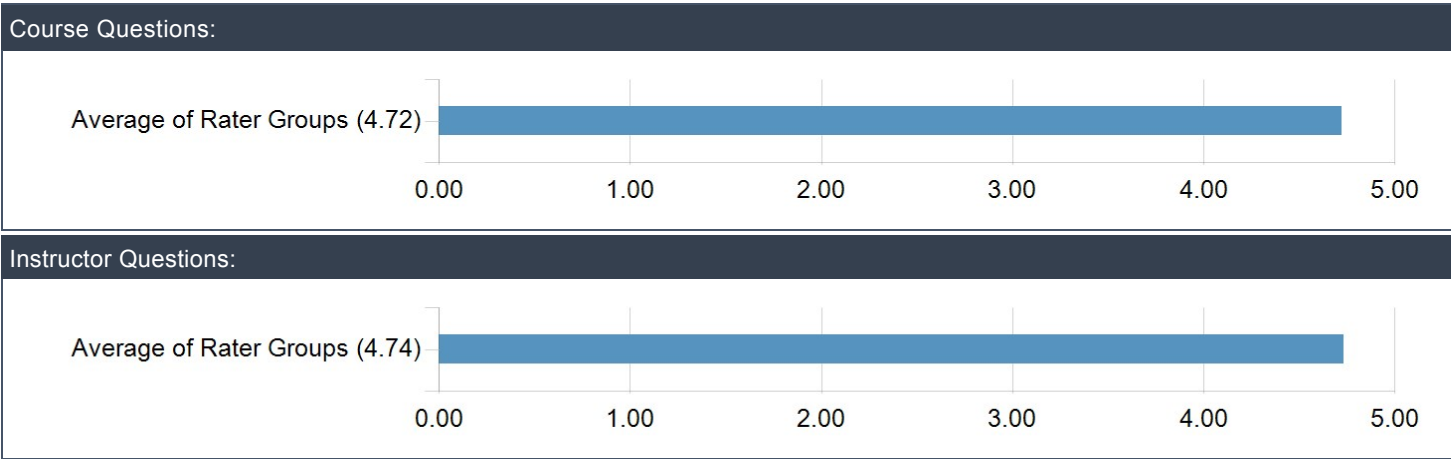
Course evaluations are a good tool you can use to adapt your course and teaching styles and methods to be as effective as possible in future classes. They're also an important element of your annual evaluations and tenure and promotion processes. We encourage you to save each report each semester for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

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

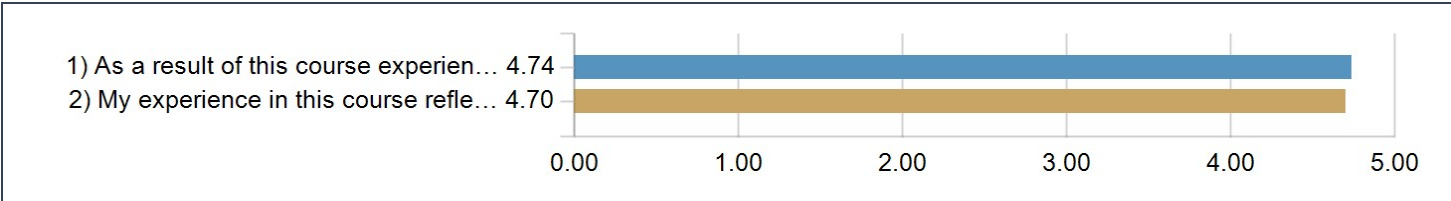
If you have technical problems accessing a report, please contact Educational Technology at courseeval@acu.edu. If you would like help interpreting your results or looking for teaching techniques to respond to this feedback, please contact Cliff Barbarick, the director of faculty development in the Adams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

Summary

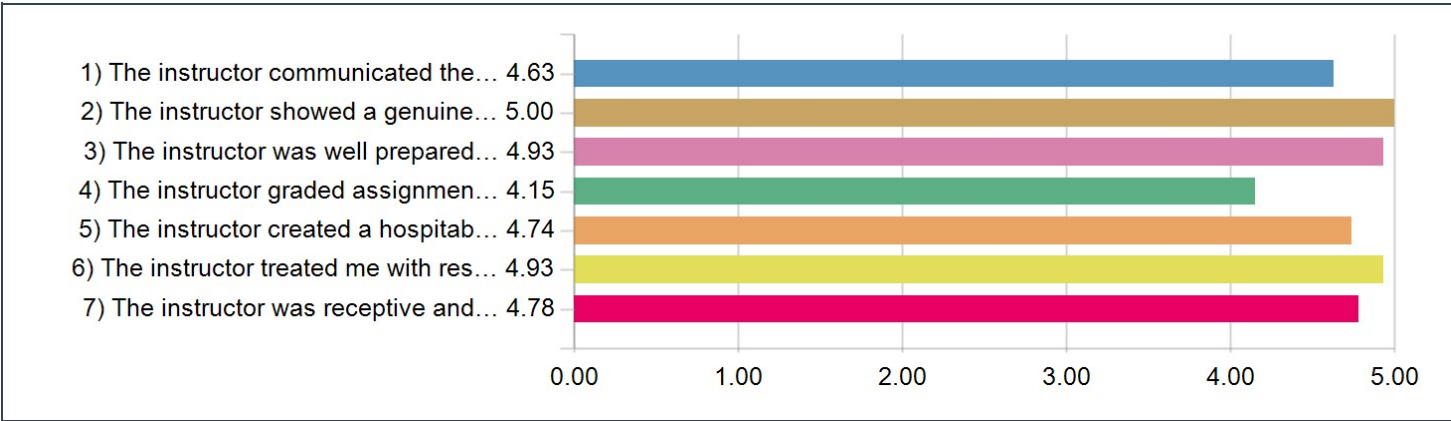
Course and Instructor Means



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:	5.00
2	The instructor was well prepared for class.	Instructor Questions:	4.93
3	The instructor treated me with respect and fairness.	Instructor Questions:	4.93
Lowest Questions			
1	The instructor graded assignments and/or exams in a timely manner.	Instructor Questions:	4.15
2	The instructor communicated the course material clearly.	Instructor Questions:	4.63
3	The instructor created a hospitable environment for learning.	Instructor Questions:	4.74

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	55	49.09%	4.80	0.53	0	0	1	5	21		4.44	4.42	4.43
MKTG 341.01 - Marketing Research - 10275-202010	21	47.62%	4.60	0.70	0	0	1	2	7		4.44	4.42	4.43
MKTG 342.01 - Consumer Behavior - 10276-202010	27	51.85%	4.79	0.43	0	0	0	3	11		4.44	4.42	4.43
MKTG 432.01 - Data Mining - 10280-202010	7	42.86%	5.00	0.00	0	0	0	0	3		4.44	4.42	4.43
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	55	49.09%	4.60	0.47	0	0	0	8	19		4.58	4.51	4.47
MKTG 341.01 - Marketing Research - 10275-202010	21	47.62%	4.60	0.52	0	0	0	4	6		4.58	4.51	4.47
MKTG 342.01 - Consumer Behavior - 10276-202010	27	51.85%	4.86	0.36	0	0	0	2	12		4.58	4.51	4.47
MKTG 432.01 - Data Mining - 10280-202010	7	42.86%	4.33	0.58	0	0	0	2	1		4.58	4.51	4.47

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	55	49.09%	4.55	0.56	0	0	1	8	18	4.43	4.39	4.37
MKTG 341.01 - Marketing Research - 10275-202010	21	47.62%	4.60	0.70	0	0	1	2	7	4.43	4.39	4.37
MKTG 342.01 - Consumer Behavior - 10276-202010	27	51.85%	4.71	0.47	0	0	0	4	10	4.43	4.39	4.37
MKTG 432.01 - Data Mining - 10280-202010	7	42.86%	4.33	0.58	0	0	0	2	1	4.43	4.39	4.37

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	55	49.09%	5.00	0.00	0	0	0	0	27	4.75	4.72	4.68
MKTG 341.01 - Marketing Research - 10275-202010	21	47.62%	5.00	0.00	0	0	0	0	10	4.75	4.72	4.68
MKTG 342.01 - Consumer Behavior - 10276-202010	27	51.85%	5.00	0.00	0	0	0	0	14	4.75	4.72	4.68
MKTG 432.01 - Data Mining - 10280-202010	7	42.86%	5.00	0.00	0	0	0	0	3	4.75	4.72	4.68

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	55	49.09%	4.94	0.27	0	0	0	2	25	4.71	4.61	4.57
MKTG 341.01 - Marketing Research - 10275-202010	21	47.62%	4.90	0.32	0	0	0	1	9	4.71	4.61	4.57
MKTG 342.01 - Consumer Behavior - 10276-202010	27	51.85%	4.93	0.27	0	0	0	1	13	4.71	4.61	4.57
MKTG 432.01 - Data Mining - 10280-202010	7	42.86%	5.00	0.00	0	0	0	0	3	4.71	4.61	4.57

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	55	49.09%	4.27	0.82	0	1	4	12	10	4.54	4.47	4.38
MKTG 341.01 - Marketing Research - 10275-202010	21	47.62%	4.00	0.94	0	1	1	5	3	4.54	4.47	4.38
MKTG 342.01 - Consumer Behavior - 10276-202010	27	51.85%	4.14	0.77	0	0	3	6	5	4.54	4.47	4.38
MKTG 432.01 - Data Mining - 10280-202010	7	42.86%	4.67	0.58	0	0	0	1	2	4.54	4.47	4.38

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	55	49.09%	4.72	0.53	0	0	1	5	21	4.69	4.63	4.57
MKTG 341.01 - Marketing Research - 10275-202010	21	47.62%	4.70	0.67	0	0	1	1	8	4.69	4.63	4.57
MKTG 342.01 - Consumer Behavior - 10276-202010	27	51.85%	4.79	0.43	0	0	0	3	11	4.69	4.63	4.57
MKTG 432.01 - Data Mining - 10280-202010	7	42.86%	4.67	0.58	0	0	0	1	2	4.69	4.63	4.57

The instructor treated me with respect and fairness.

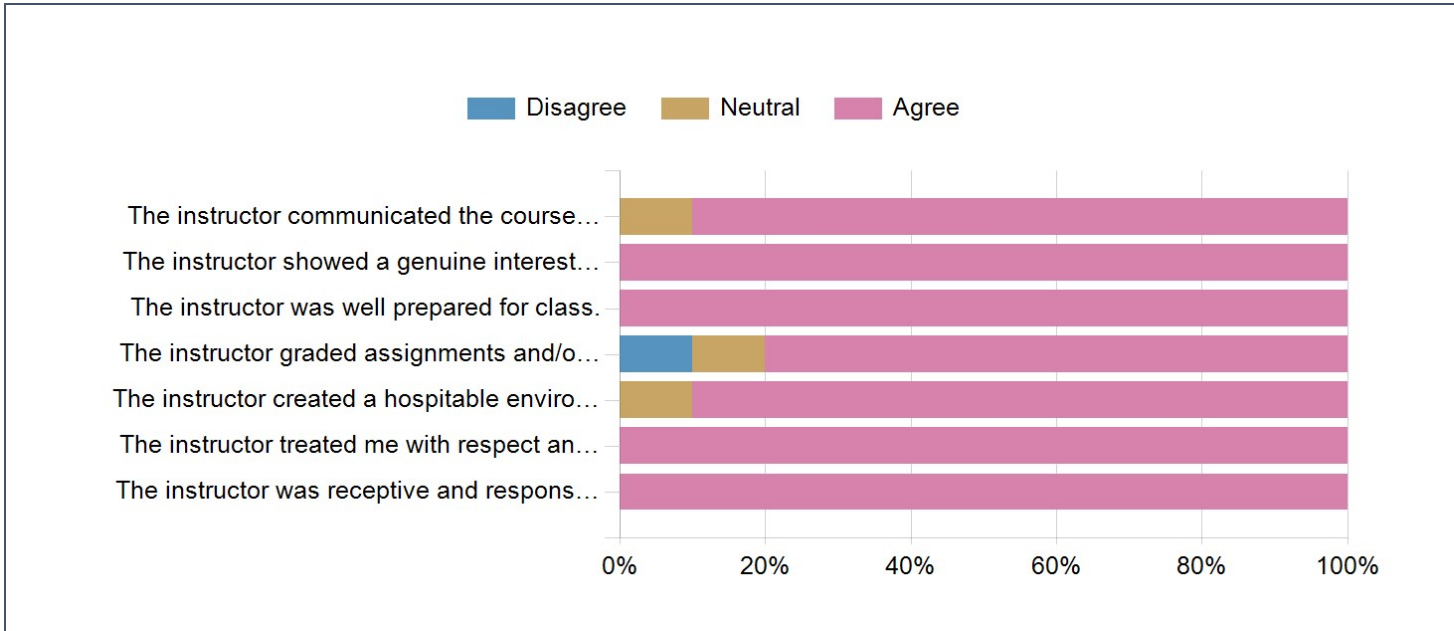
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Overall	55	49.09%	4.93	0.27	0	0	0	2	25	4.78	4.75	4.69
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The instructor was receptive and responsive to my questions and concerns.													
Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely		Dept Avg	College Avg	Univ Avg
Overall	55	49.09%	4.75	0.42	0	0	0	6	21		4.71	4.68	4.63
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MKTG 432.01 - Data Mining - 10280-202010	7	42.86%	4.67	0.58	0	0	0	1	2		4.71	4.68	4.63

Breakdown by Course

Details for the course MKTG 341.01 - Marketing Research - 10275-202010

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.	21	47.62%	4.60	0.70	0	0	1	2	7	4.43	4.39	4.37
The instructor showed a genuine interest in the subject and a desire to share it with the students.	21	47.62%	5.00	0.00	0	0	0	0	10	4.75	4.72	4.68
The instructor was well prepared for class.	21	47.62%	4.90	0.32	0	0	0	1	9	4.71	4.61	4.57
The instructor graded assignments and/or exams in a timely manner.	21	47.62%	4.00	0.94	0	1	1	5	3	4.54	4.47	4.38
The instructor created a hospitable environment for learning.	21	47.62%	4.70	0.67	0	0	1	1	8	4.69	4.63	4.57
The instructor treated me with respect and fairness.	21	47.62%	4.80	0.42	0	0	0	2	8	4.78	4.75	4.69
The instructor was receptive and responsive to my questions and concerns.	21	47.62%	4.80	0.42	0	0	0	2	8	4.71	4.68	4.63

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

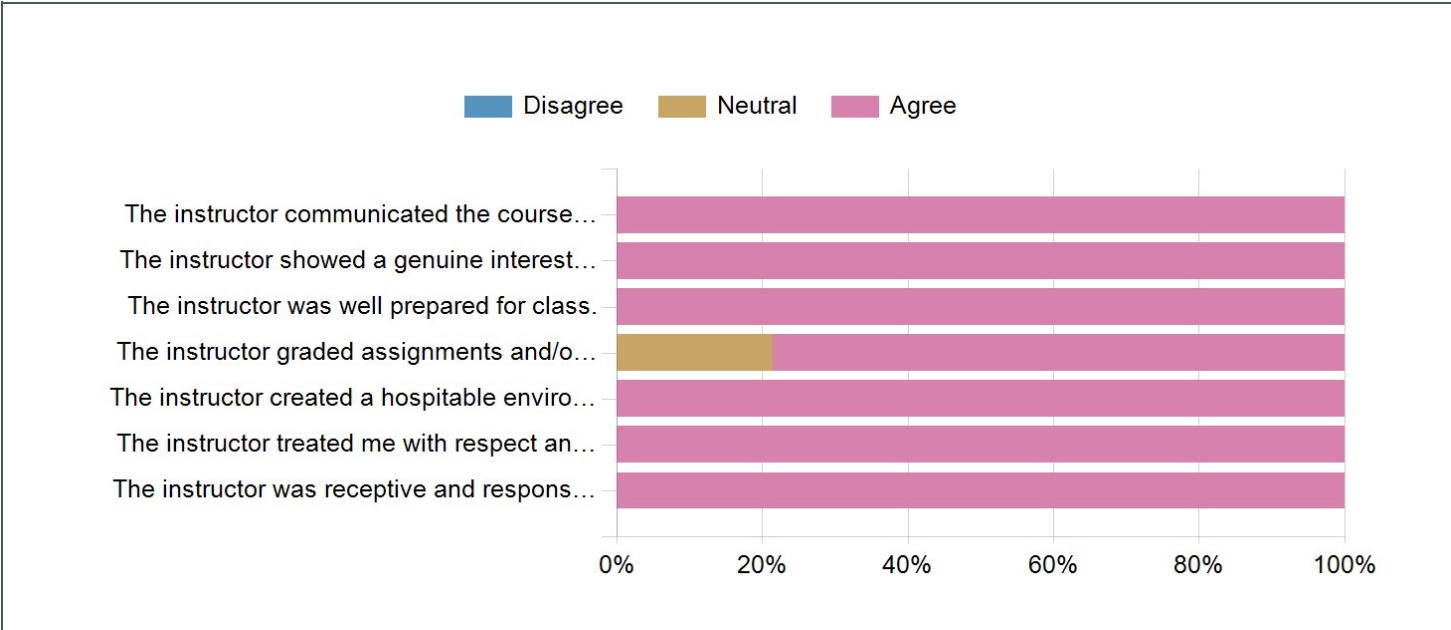
Comments
Showed how what we are learning will be useful in the real world.
The project gave us great experience starting a market research job from scratch and seeing it through to the recommendations.
Dr. Jessup is really good at being available to help us and makes the class a good environment for learning
Graded hard but gave feedback
Usually his presentations were engaging and discussions were helpful and imformative
the project was hard and hard work but overall was a realistic example of what we would see in the workforce.
The project went with the class and made it clear what the goal was
good lectures and helpful with project
Professor Jessup gave great examples in class to help us understand concepts. A lot more examples would be useful.
walked us through assignment

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

Comments
Spend more class time on the project itself.
Offer the class at a different time besides MWF at 8:00
It would be nice if the class/grades were available on canvas
Have everything on canvas
The biggest issue i see most people having with this course is that it is only offered at 8am a change of that would be greatly helpful
more examples and meeting with teams more to show what you are expecting
The time is hard to focus, not much you can fix but hard to stay awake during lecture
nothing
In the group project, divided grades into two sections, a portion of the grade being based on our group grade as a whole and another portion for the part of the project that we individually completed (ask professor Daniel Garcia about how he does this for Personal Selling). That way students are motivated to actually work and not depend on only a few people from the group to do all the work. Also, please show us how to run ANOVA, chi-square, and other tests during class in the computer lab—this would be EXTREMELY HELPFUL.
go over the project more—what exactly we need to do and especially how to do it (specifically like what tests to run and how to run them on the project)

Details for the course MKTG 342.01 - Consumer Behavior - 10276-202010

Instructor Questions:



Instructor Questions:

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The instructor communicated the course material clearly.	27	51.85%	4.71	0.47	0	0	0	4	10	4.43	4.39	4.37
The instructor showed a genuine interest in the subject and a desire to share it with the students.	27	51.85%	5.00	0.00	0	0	0	0	14	4.75	4.72	4.68
The instructor was well prepared for class.	27	51.85%	4.93	0.27	0	0	0	1	13	4.71	4.61	4.57
The instructor graded assignments and/or exams in a timely manner.	27	51.85%	4.14	0.77	0	0	3	6	5	4.54	4.47	4.38
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What did the instructor do that made the course effective? Be specific (for example: particular assignments, discussions, presentations, etc.).

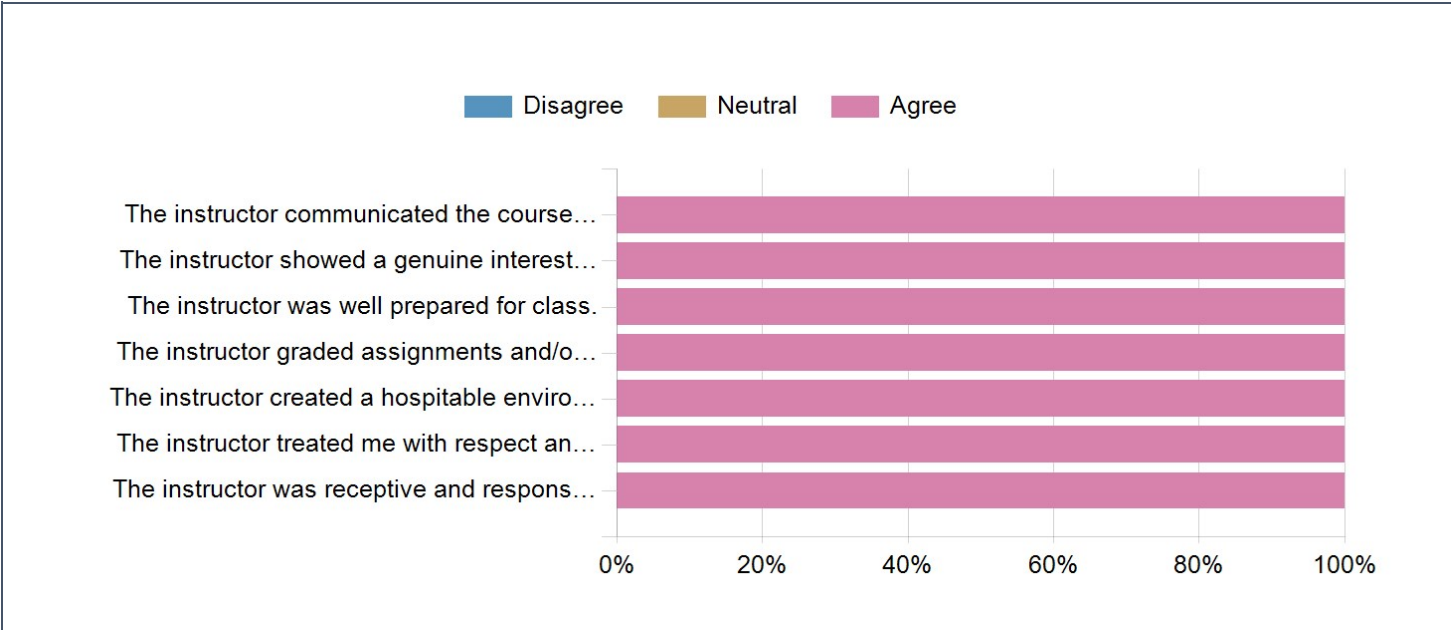
Comments
Allowing students to teach chapters of the material, assisted in committing concepts to memory. The mix of integration of real world research with in class theory makes for an excellent class structure.
Was passionate about his subject and that it made learning fun and interesting.
We actually put the tools that we are learning about to use. He makes us think about why we are doing things and to critically evaluate course material.
Learning from mistakes of homework and projects.
He came to class prepared and did not waste time with busy work. He cared about every student and offer great feedback
I love the way Dr. Jessup conducts his projects, because they force us to see what we can do on our own before receiving his help and improve the way we think critically.
He made the course very interesting with real world examples.
By giving us the project I felt like I was able to know how I would conduct these experiments when I get out into the real world.
He was very interested in teaching the material
he made his class very interactive
He was intentional on making sure he taught the course material well and brought a great amount of enthusiasm to the course.
He made the class very discussion oriented and was very interesting by the way he talked and interacted with the class.
He is a fantastic teacher. He is flexible with his office hours, he doesn't just read off the slides, he elaborates when he teaches and is very responsive to the class.
The course was very effective in all departments– projects, discussions, and presentations.

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

Comments
Never openly stating or addressing the attendance policy at the beginning of the semester, then weighting it 10% of the overall grade and misrepresenting it as a participation score. Due to most of the class being structured as student teaching and presentations, not much actual participation could happen besides being present. An amazing professor, however a slightly confusing and hypocritical attendance policy or lack thereof.
Be more timely with grades.
There is probably too much material to cover in one semester. More focus could help students grasp then material better for tests.
Honestly nothing it was a great class
More homework
Just grade a little faster.
Nothing!
We would get off topic sometimes because of other students and that made us miss out on class time to learn.
Remind students more of upcoming assignments in the class
not much
If you could make the exams less challenging that would be great.
N/A
If there was one thing I would change about this course is that Jessup does not use canvas. All of his course materials are used through google drive. Canvas is much easier to navigate in my opinion and easier to check your grades. I wish he would use Canvas.
The random assignments at the beginning were a little unimportant and I feel like we could've been focusing on other things.

Details for the course MKTG 432.01 - Data Mining - 10280-202010

Instructor Questions:



Instructor Questions:

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The instructor was receptive and responsive to my questions and concerns.	7	42.86%	4.67	0.58	0	0	0	1	2	4.71	4.68	4.63

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

Comments
He was very thorough with how he would teach and it helped us to learn very well. He would go in depth about the algorithms and would explain them in great detail.
His knowledge stuck out and that made him look very confident and easy to follow. And it made us students excited to learn about it.
Weekly in–depth homework assignments that prepared us for exams and real–world application. Utilized helpful examples in class.

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

Comments
The only thing is that it would maybe help students to understand some stuff better if he was to include some real world examples into these problems that way we as students can apply it to something we know.
Update the homework so there are not that many problems, especially when somethings are just not possible in the new program. Maybe we could have also wasted less time on reviewing at the beginning of every class and went threw the material and after a week just go over the main things again as a review rather than every day a little bit. But in general the reviews were helpful
n/a