

Individual Instructor Report for MKTG 341.01 - Marketing Research - 10275-202010 Ryan Jessup

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

Courses Audience: **21**

Responses Received: **10**

Response Ratio: **47.6%**

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, December 19, 2019**

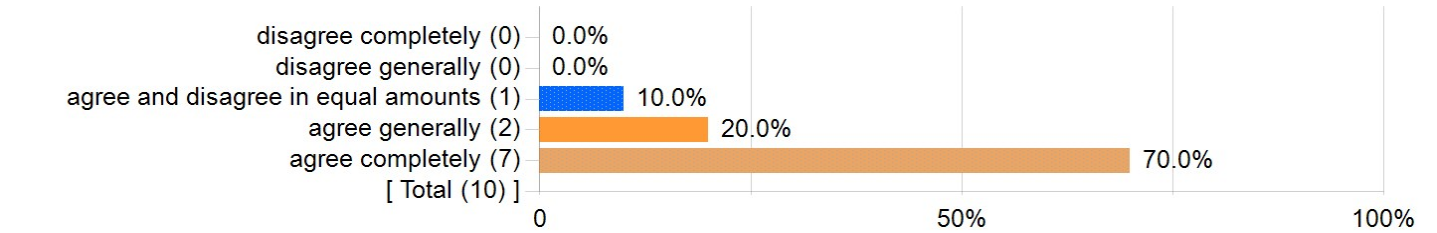
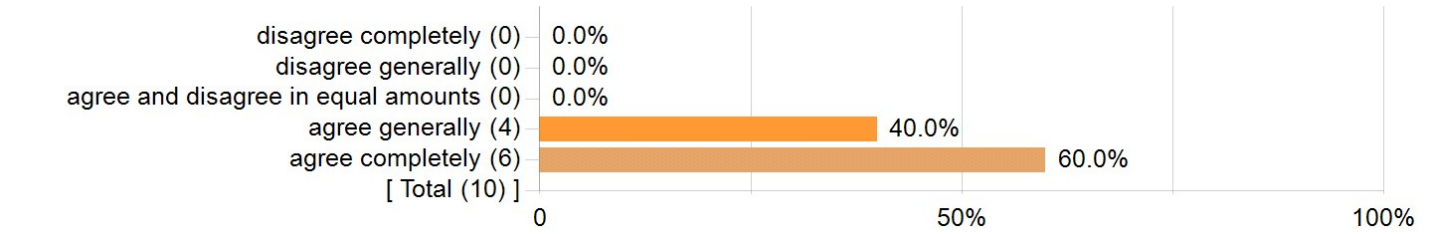
Course Questions:

	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
As a result of this course experience, I have a better understanding of the subject matter.	4.60	10	0.0%	0.0%	10.0%	20.0%	70.0%
My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	4.60	10	0.0%	0.0%	0.0%	40.0%	60.0%

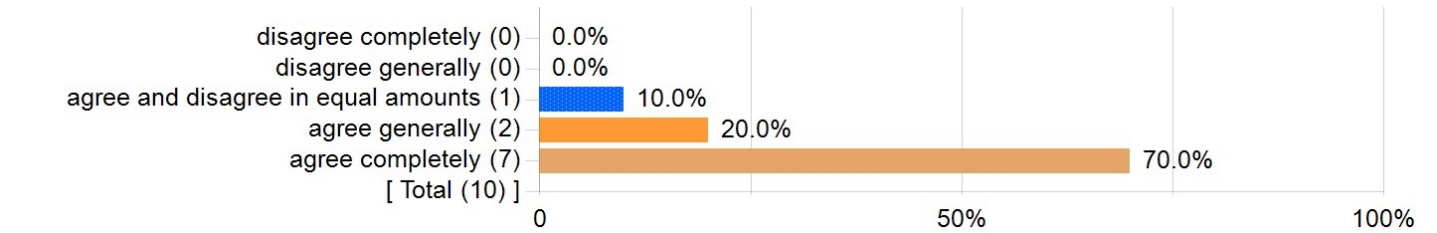
Instructor Questions:

	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
The instructor communicated the course material clearly.	4.60	10	0.0%	0.0%	10.0%	20.0%	70.0%
The instructor showed a genuine interest in the subject and a desire to share it with the students.	5.00	10	0.0%	0.0%	0.0%	0.0%	100.0%
The instructor was well prepared for class.	4.90	10	0.0%	0.0%	0.0%	10.0%	90.0%
The instructor graded assignments and/or exams in a timely manner.	4.00	10	0.0%	10.0%	10.0%	50.0%	30.0%
The instructor created a hospitable environment for learning.	4.70	10	0.0%	0.0%	10.0%	10.0%	80.0%
The instructor treated me with respect and fairness.	4.80	10	0.0%	0.0%	0.0%	20.0%	80.0%
The instructor was receptive and responsive to my questions and concerns.	4.80	10	0.0%	0.0%	0.0%	20.0%	80.0%

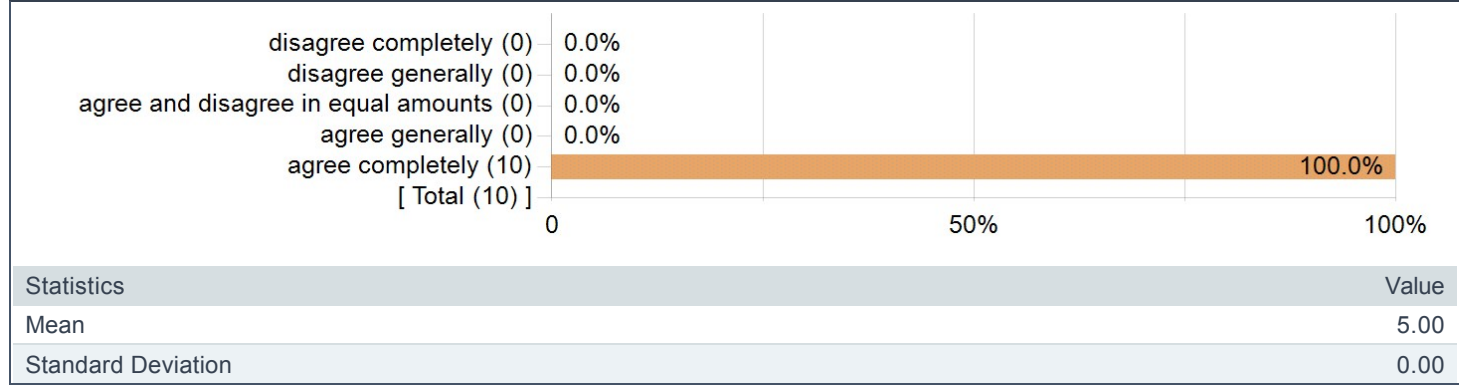
Course Questions:

1. As a result of this course experience, I have a better understanding of the subject matter.	
	
Statistics	Value
Mean	4.60
Standard Deviation	0.70
2. My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	
	
Statistics	Value
Mean	4.60
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]	

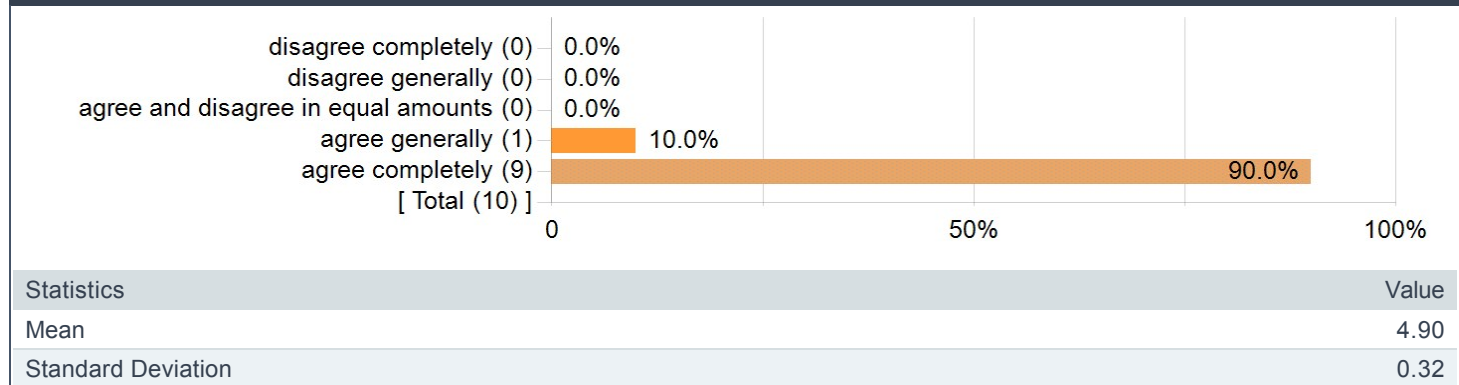
Instructor Questions:

1. The instructor communicated the course material clearly.	
	
Statistics	Value
Mean	4.60
Standard Deviation	0.70

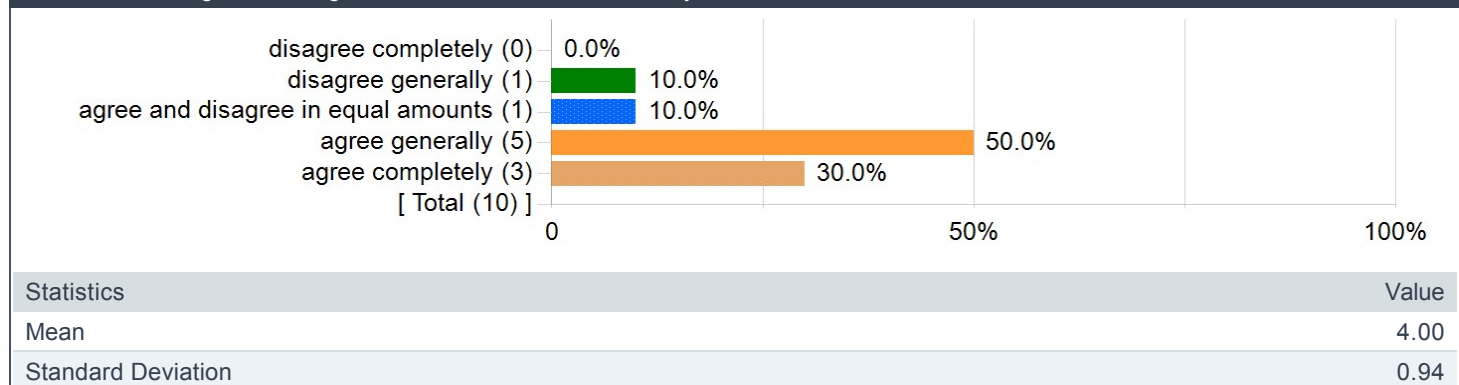
2. The instructor showed a genuine interest in the subject and a desire to share it with the students.



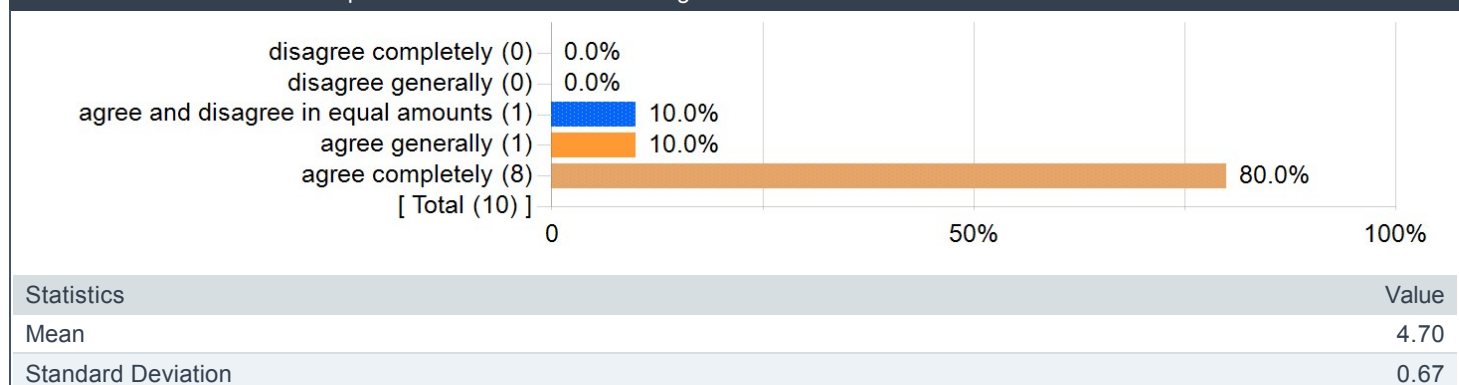
3. The instructor was well prepared for class.



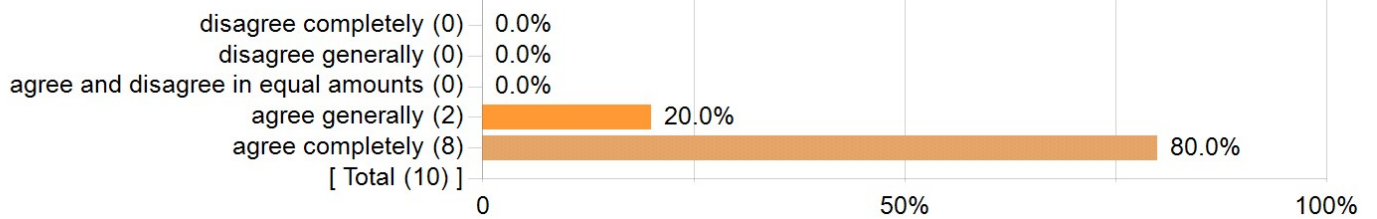
4. The instructor graded assignments and/or exams in a timely manner.



5. The instructor created a hospitable environment for learning.

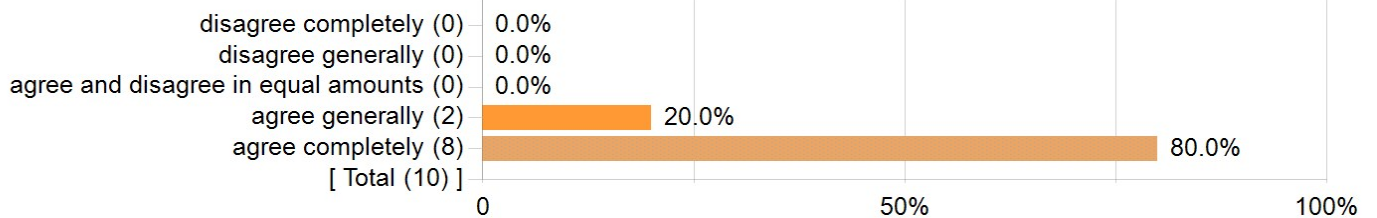


6. The instructor treated me with respect and fairness.



Statistics	Value
Mean	4.80
Standard Deviation	0.42

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



Statistics	Value
Mean	4.80
Standard Deviation	0.42

The instructor communicated the course material clearly.

Comment

- He knew the material but did not explain it in detail. A lot of marketing research is new for students so it would help if he gave more detail on how different tests/concepts/error are different from each other.

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

- really quick with project items, but slower grading tests

The instructor created a hospitable environment for learning.

Comment

[No Response]

The instructor treated me with respect and fairness.

Comment

[No Response]

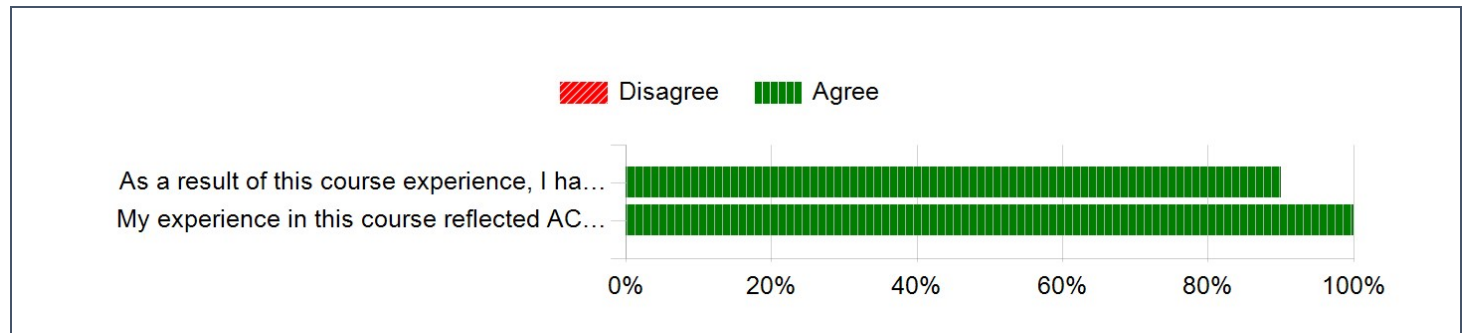
The instructor was receptive and responsive to my questions and concerns.

Comment

[No Response]

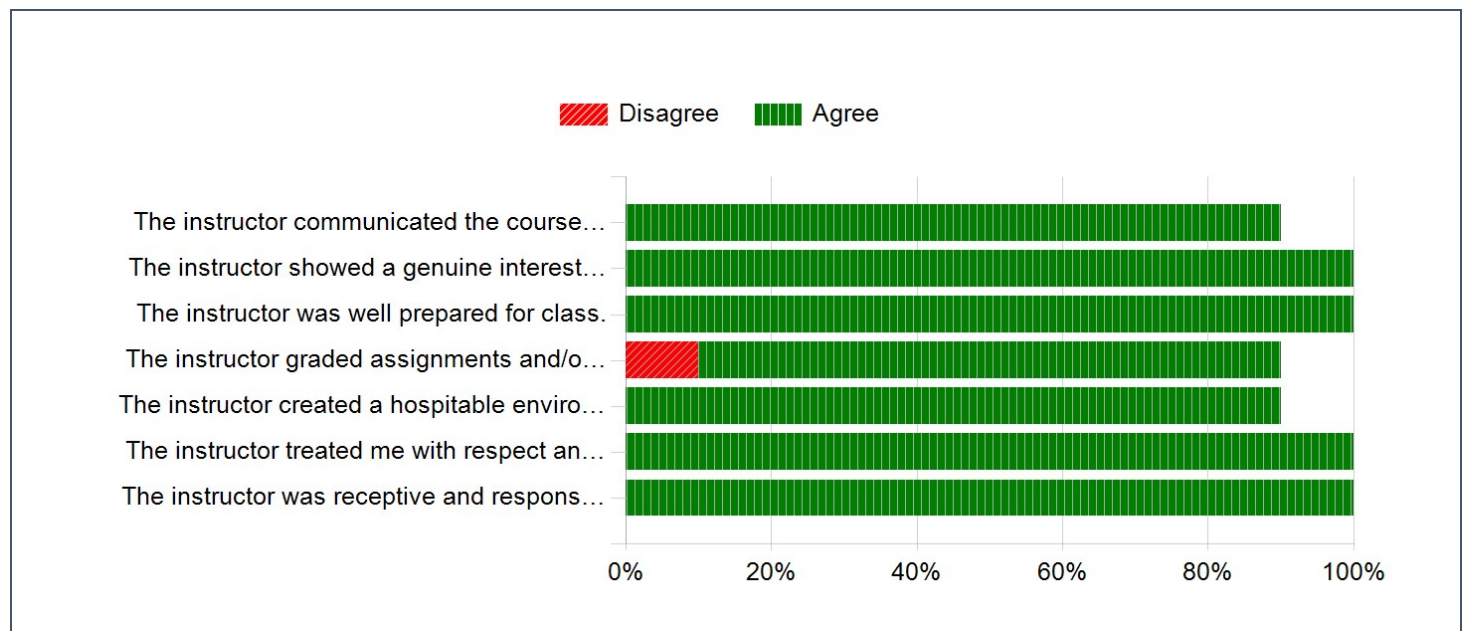
Course Questions: - Aggregate Chart

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.



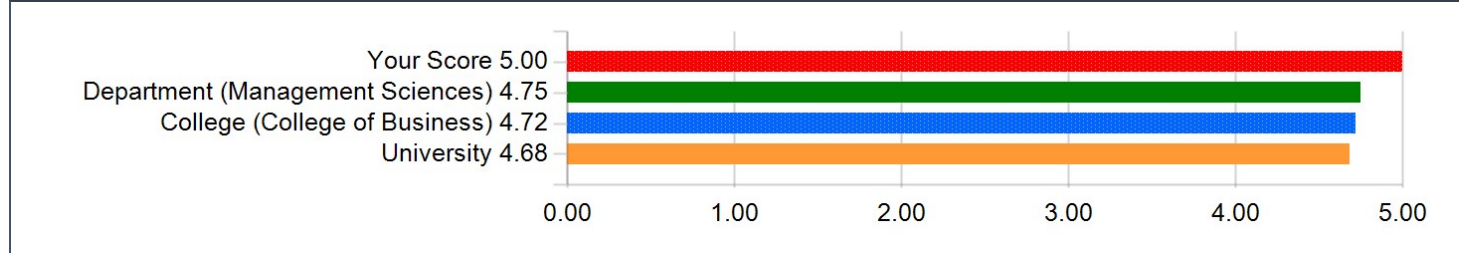
Course Questions: - Comparative Scores



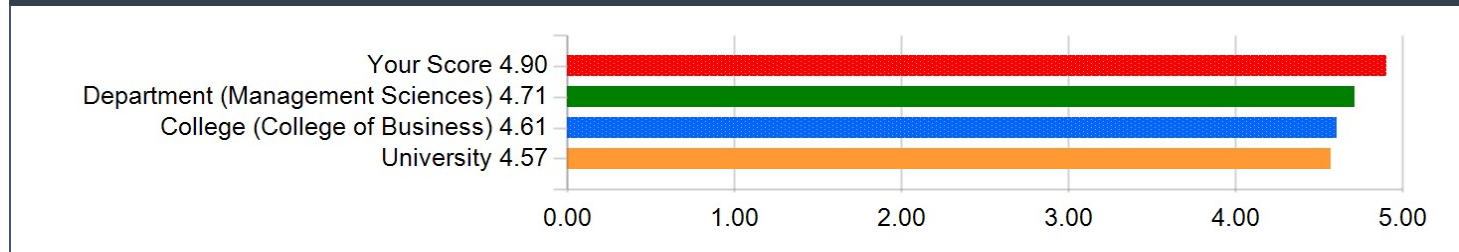
Instructor Questions: - Comparative Scores



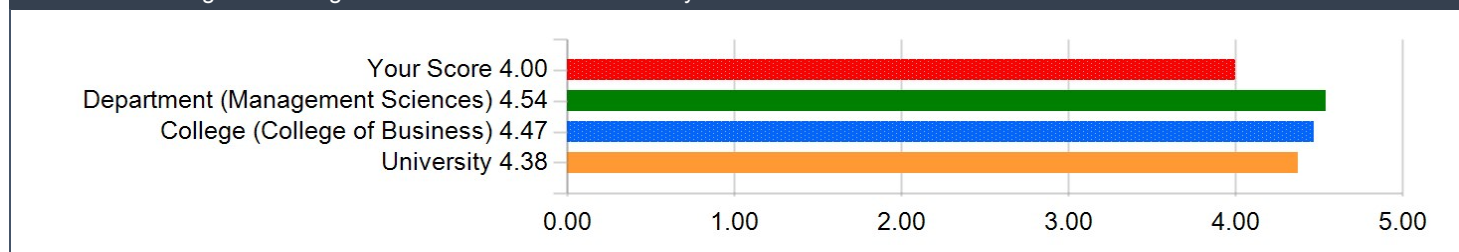
2. The instructor showed a genuine interest in the subject and a desire to share it with the students.



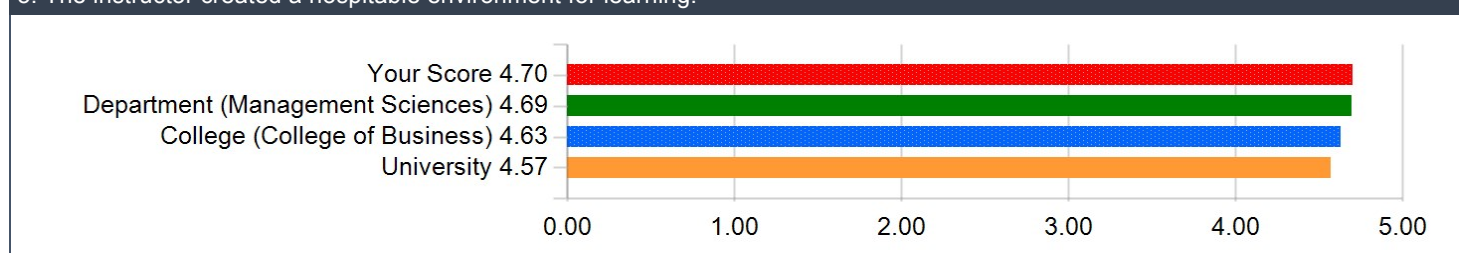
3. The instructor was well prepared for class.



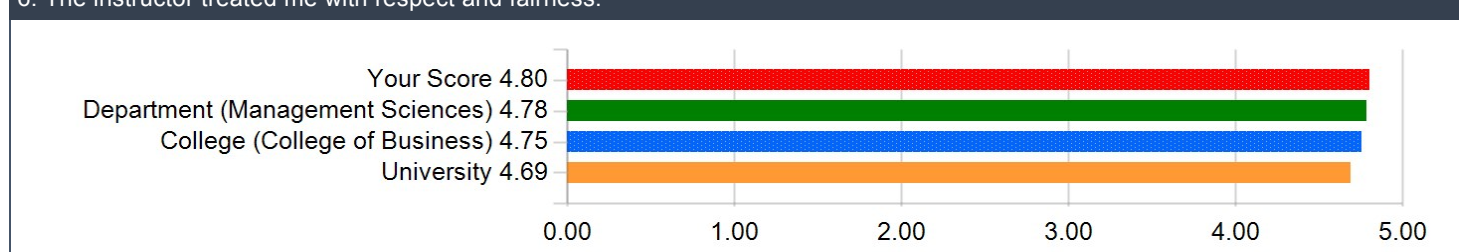
4. The instructor graded assignments and/or exams in a timely manner.



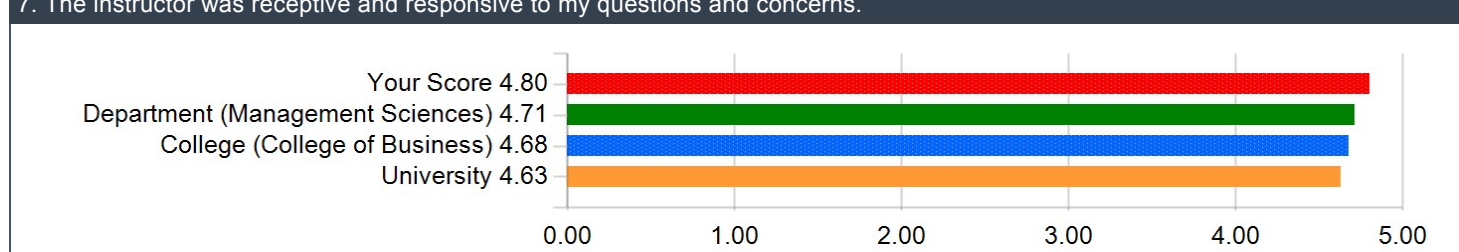
5. The instructor created a hospitable environment for learning.



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:	5.00
2	The instructor was well prepared for class.	Instructor Questions:	4.90
3	The instructor treated me with respect and fairness.	Instructor Questions:	4.80
Areas for Improvement			
1	The instructor graded assignments and/or exams in a timely manner.	Instructor Questions:	4.00
2	As a result of this course experience, I have a better understanding of the subject matter.	Course Questions:	4.60
3	My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	Course Questions:	4.60

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

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

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

Comments
It would be nice if the class/grades were available on canvas
nothing
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
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.
Spend more class time on the project itself.
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)
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
Offer the class at a different time besides MWF at 8:00

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

Comments
I enjoyed it
Thank you Professor Jessup!! appreciate all of your hard work and for teaching me what marketing research can do and how to do it.
Amazing class