

Individual Instructor Report for MKTG 342.01 - Consumer Behavior - 10276-202010 Ryan Jessup

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

Courses Audience: **27**

Responses Received: **14**

Response Ratio: **51.9%**

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.	4.79	14	0.0%	0.0%	0.0%	21.4%	78.6%
My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	4.86	14	0.0%	0.0%	0.0%	14.3%	85.7%

Instructor Questions:

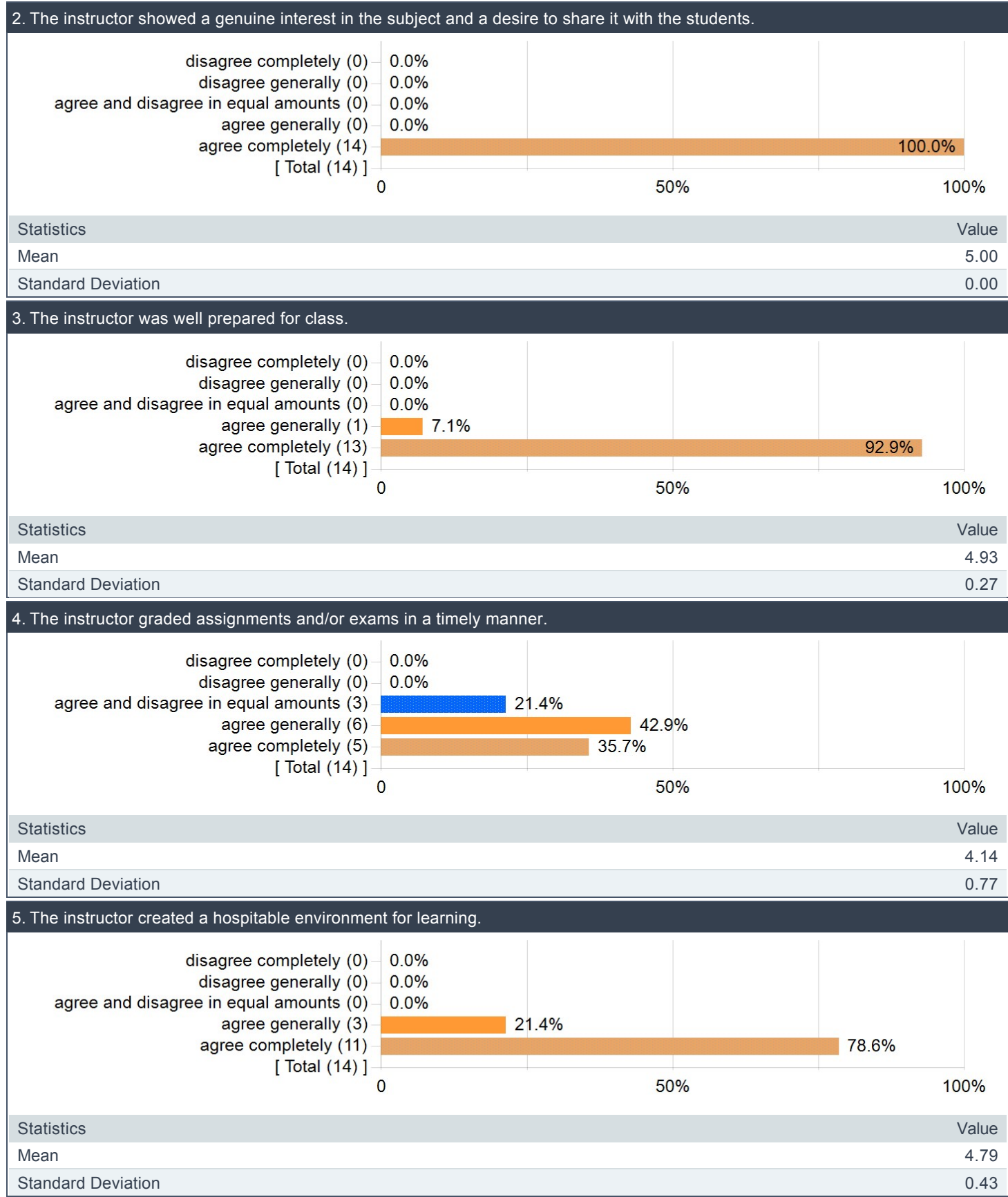
	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
The instructor communicated the course material clearly.	4.71	14	0.0%	0.0%	0.0%	28.6%	71.4%
The instructor showed a genuine interest in the subject and a desire to share it with the students.	5.00	14	0.0%	0.0%	0.0%	0.0%	100.0%
The instructor was well prepared for class.	4.93	14	0.0%	0.0%	0.0%	7.1%	92.9%
The instructor graded assignments and/or exams in a timely manner.	4.14	14	0.0%	0.0%	21.4%	42.9%	35.7%
The instructor created a hospitable environment for learning.	4.79	14	0.0%	0.0%	0.0%	21.4%	78.6%
The instructor treated me with respect and fairness.	5.00	14	0.0%	0.0%	0.0%	0.0%	100.0%
The instructor was receptive and responsive to my questions and concerns.	4.79	14	0.0%	0.0%	0.0%	21.4%	78.6%

Course Questions:

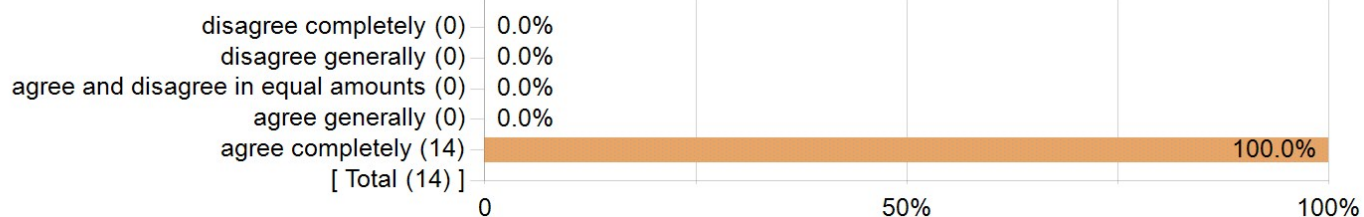
1. As a result of this course experience, I have a better understanding of the subject matter.	
disagree completely (0)	0.0%
disagree generally (0)	0.0%
agree and disagree in equal amounts (0)	0.0%
agree generally (3)	21.4%
agree completely (11)	78.6%
[Total (14)]	
0	50%100%
Statistics	Value
Mean	4.79
Standard Deviation	0.43
2. My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	
disagree completely (0)	0.0%
disagree generally (0)	0.0%
agree and disagree in equal amounts (0)	0.0%
agree generally (2)	14.3%
agree completely (12)	85.7%
[Total (14)]	
0	50%100%
Statistics	Value
Mean	4.86
Standard Deviation	0.36
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.	
disagree completely (0)	0.0%
disagree generally (0)	0.0%
agree and disagree in equal amounts (0)	0.0%
agree generally (4)	28.6%
agree completely (10)	71.4%
[Total (14)]	
0	50%100%
Statistics	Value
Mean	4.71
Standard Deviation	0.47

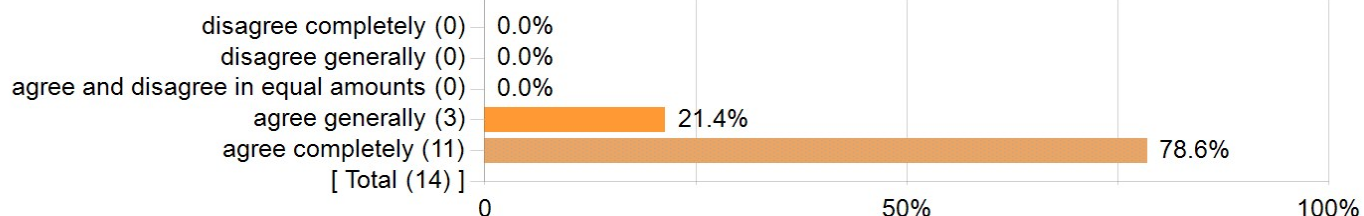


6. The instructor treated me with respect and fairness.



Statistics	Value
Mean	5.00
Standard Deviation	0.00

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



Statistics	Value
Mean	4.79
Standard Deviation	0.43

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

- best teacher

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

- GOAT

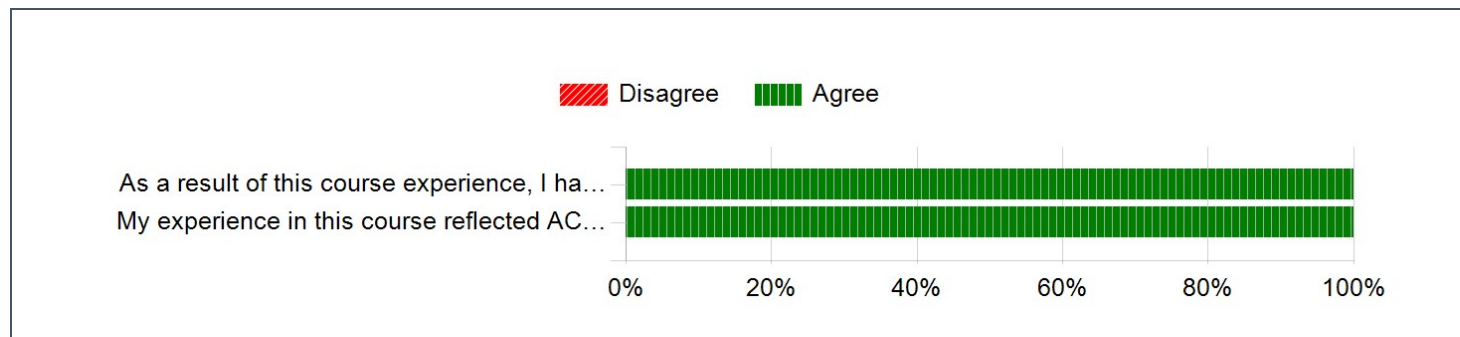
The instructor was receptive and responsive to my questions and concerns.

Comment

[No Response]

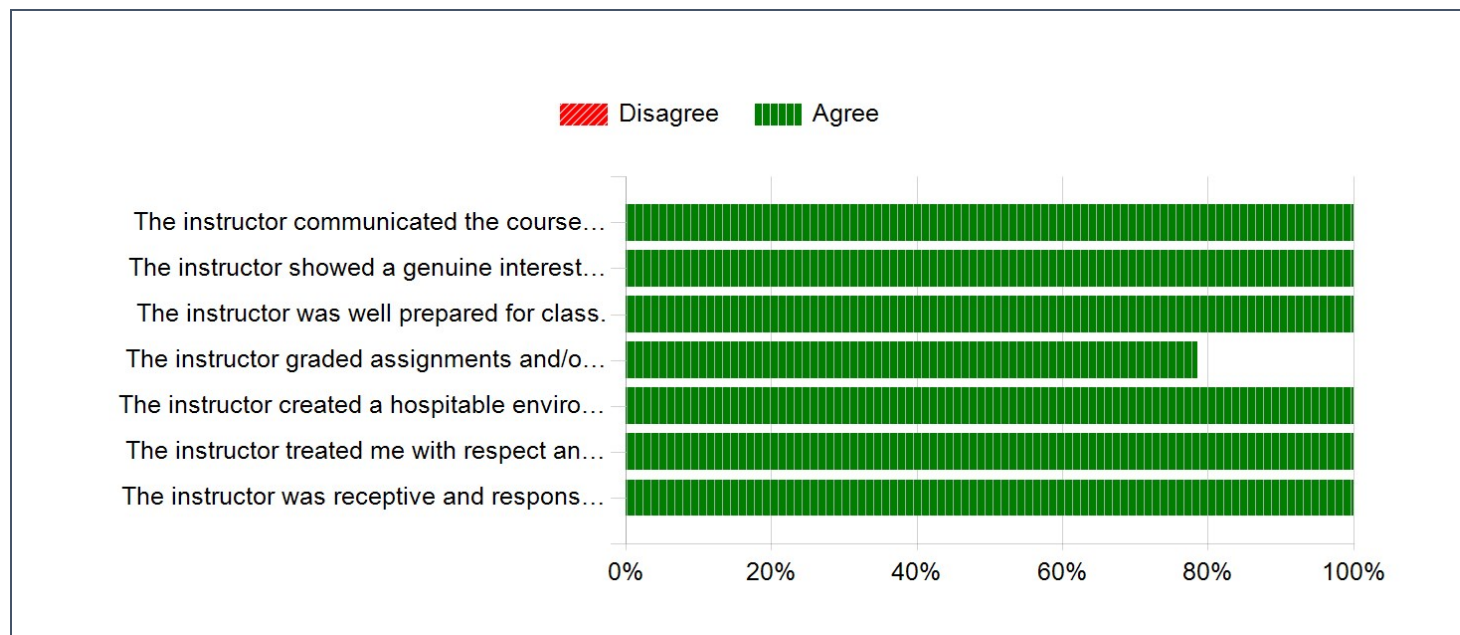
Course Questions: - Aggregate Chart

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.



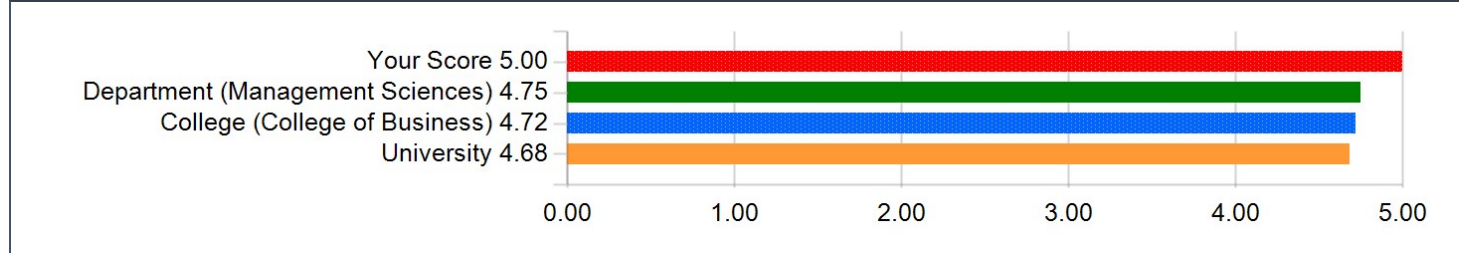
Course Questions: - Comparative Scores



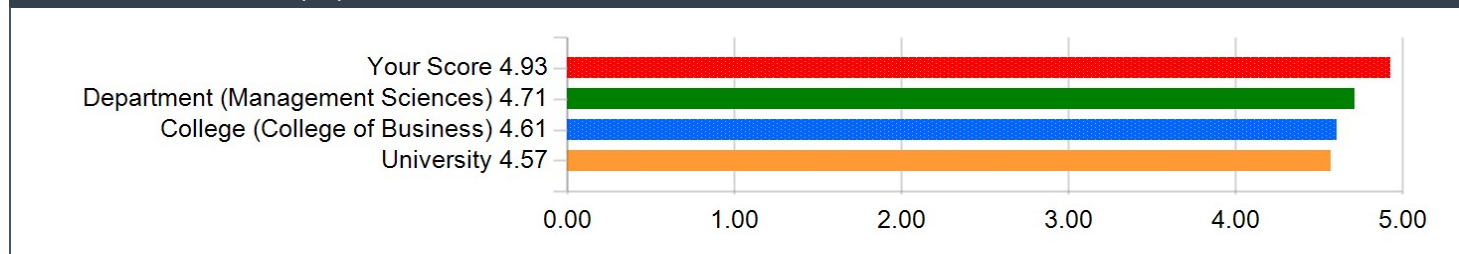
Instructor Questions: - Comparative Scores



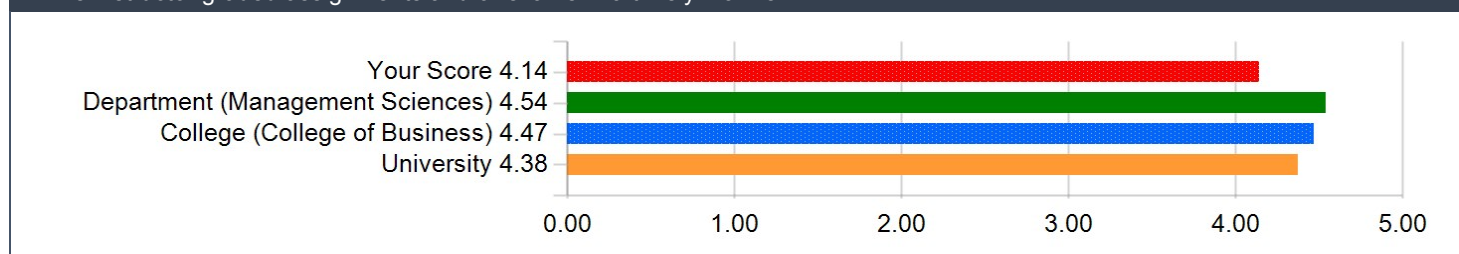
2. The instructor showed a genuine interest in the subject and a desire to share it with the students.



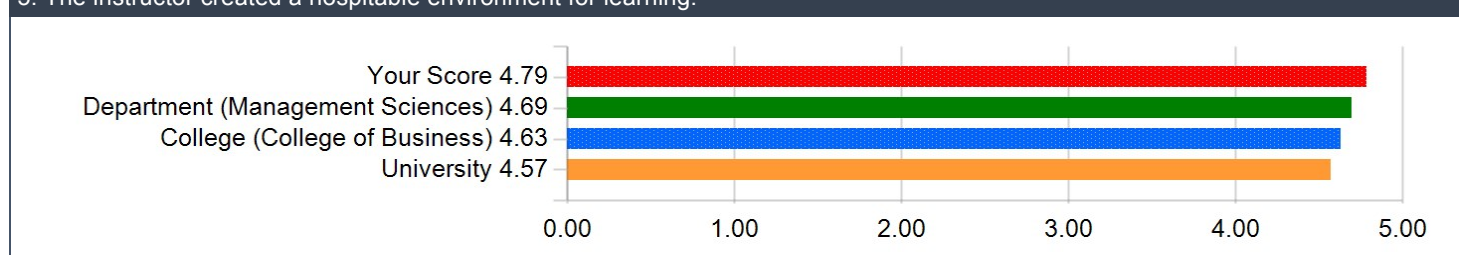
3. The instructor was well prepared for class.



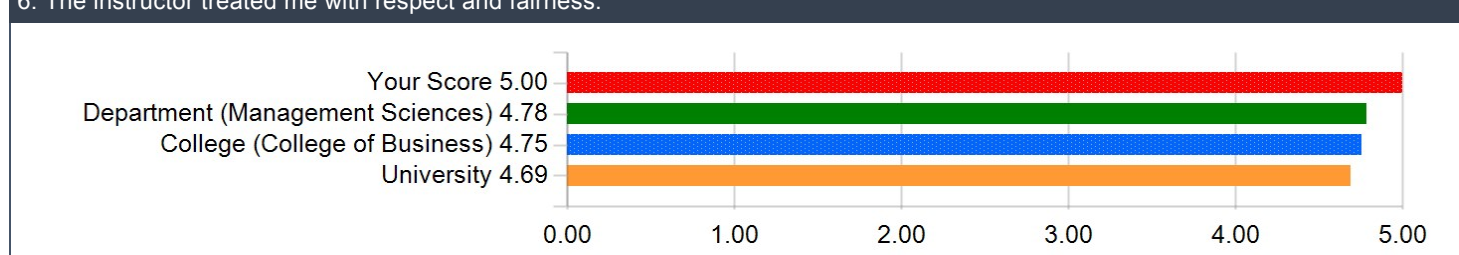
4. The instructor graded assignments and/or exams in a timely manner.



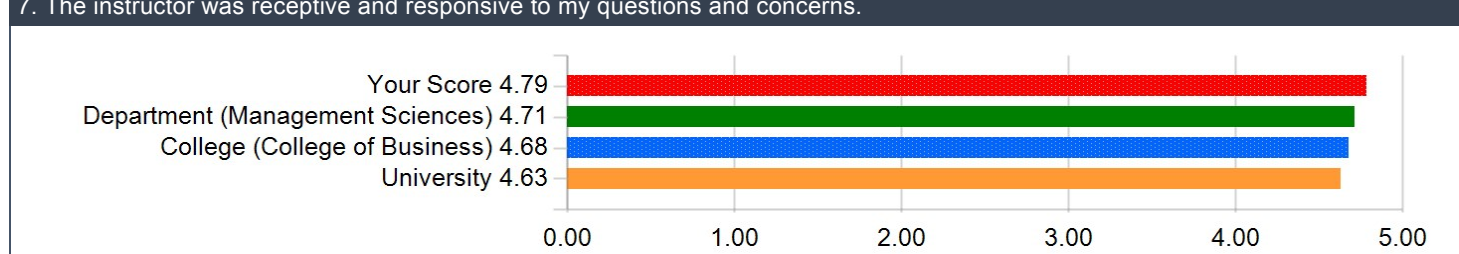
5. The instructor created a hospitable environment for learning.



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 treated me with respect and fairness.	Instructor Questions:	5.00
3	The instructor was well prepared for class.	Instructor Questions:	4.93
Areas for Improvement			
1	The instructor graded assignments and/or exams in a timely manner.	Instructor Questions:	4.14
2	The instructor communicated the course material clearly.	Instructor Questions:	4.71
3	As a result of this course experience, I have a better understanding of the subject matter.	Course Questions:	4.79

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

Comments
Was passionate about his subject and that it made learning fun and interesting.
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.
The course was very effective in all departments— projects, discussions, and presentations.
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.

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

Comments
Be more timely with grades.
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.
The random assignments at the beginning were a little unimportant and I feel like we could've been focusing on other things.
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.

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

Comments
Jessup should be commended on his teaching style for any of his classes, and other professors should take a page out of his book. As much as I hated marketing research and consumer behavior at times, I would much rather struggle to actually learn something then get an easy A from a professor who wants to be "cool" or "my friend". In fact, I think of Jessup as more "cool" or "my friend" than any of the professors who try to be. What's "cool" is having passion for a subject and truly challenging us to learn. This is college, and if ACU wants to be perceived as prestigious or academically challenging they would hire or implement a style like Jessup's for all courses.
I hate homework and you kill too many trees.
More teachers should teach like jessup.
I always enjoy Jessups class you can tell he cares about his students and learning.
N/a
h*ck of a professor
No
Favorite course
Jessup is a fantastic teacher. One who had a proud impact on my learning.