



Individual Instructor Report for MKTG 341.01 - Marketing Research - 20046-202020 Ryan Jessup

Project Title: **Student Opinion of Instruction Spring 2020**

Courses Audience: **28**

Responses Received: **11**

Response Ratio: **39.3%**

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: **Saturday, June 6, 2020**

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.	4.27	11	0.0%	0.0%	0.0%	72.7%	27.3%
My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	4.45	11	0.0%	0.0%	0.0%	54.5%	45.5%

Instructor Questions:

	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
The instructor communicated the course material clearly.	3.91	11	0.0%	0.0%	27.3%	54.5%	18.2%
The instructor showed a genuine interest in the subject and a desire to share it with the students.	4.91	11	0.0%	0.0%	0.0%	9.1%	90.9%
The instructor was well prepared for class.	4.64	11	0.0%	0.0%	0.0%	36.4%	63.6%
The instructor graded assignments and/or exams in a timely manner.	4.00	11	0.0%	27.3%	0.0%	18.2%	54.5%
The instructor created a hospitable environment for learning.	4.55	11	0.0%	0.0%	9.1%	27.3%	63.6%
The instructor treated me with respect and fairness.	4.64	11	0.0%	0.0%	0.0%	36.4%	63.6%
The instructor was receptive and responsive to my questions and concerns.	4.73	11	0.0%	0.0%	0.0%	27.3%	72.7%

Instructor Accessibility During Online Instruction Period:

	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
The instructor was accessible via email or other means during the online instruction period.	4.73	11	0.0%	0.0%	0.0%	27.3%	72.7%

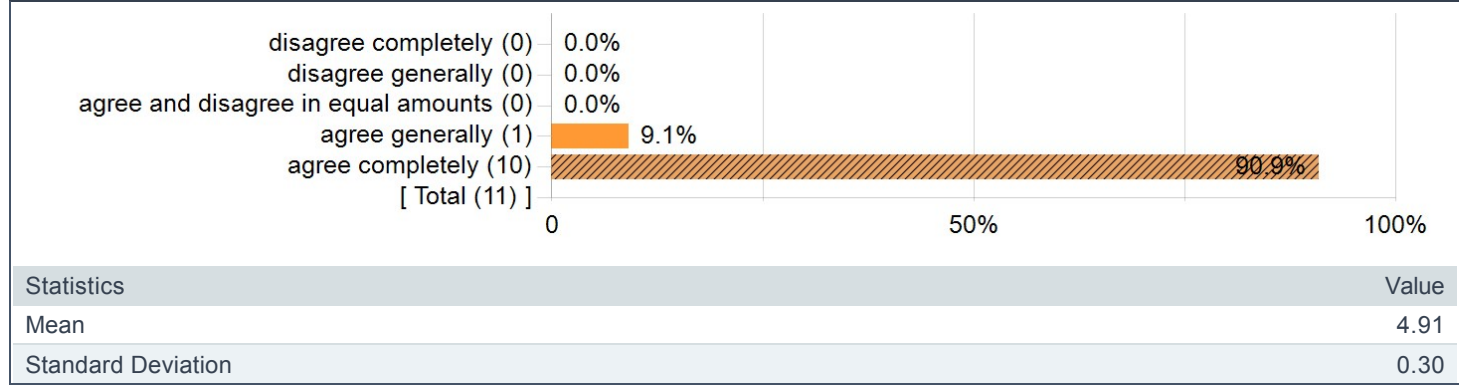
Course Questions:

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 (8)	72.7%
agree completely (3)	27.3%
[Total (11)]	
0	50%100%
Statistics	Value
Mean	4.27
Standard Deviation	0.47
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 (6)	54.5%
agree completely (5)	45.5%
[Total (11)]	
0	50%100%
Statistics	Value
Mean	4.45
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]	

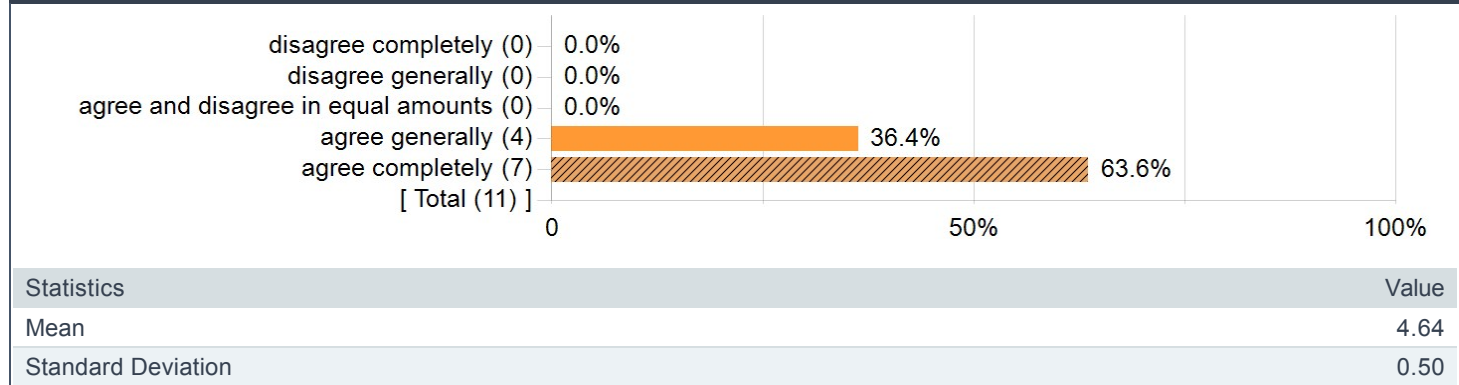
Instructor Questions:

1. The instructor communicated the course material clearly.	
disagree completely (0)	0.0%
disagree generally (0)	0.0%
agree and disagree in equal amounts (3)	27.3%
agree generally (6)	54.5%
agree completely (2)	18.2%
[Total (11)]	
0	50%100%
Statistics	Value
Mean	3.91
Standard Deviation	0.70

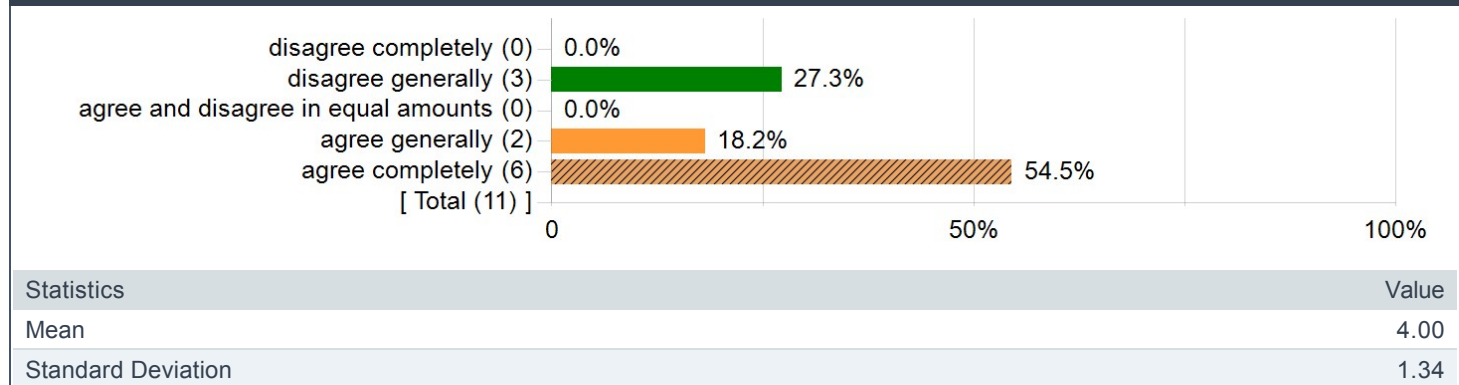
2. The instructor showed a genuine interest in the subject and a desire to share it with the students.



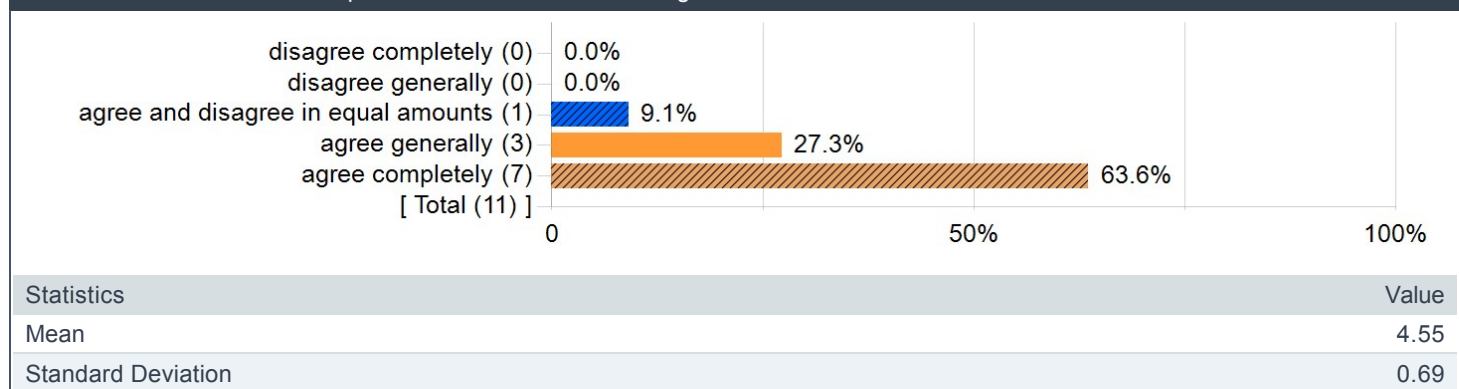
3. The instructor was well prepared for class.



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



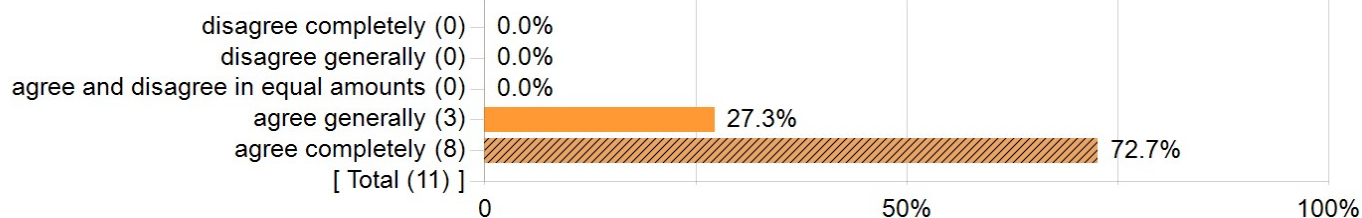
5. The instructor created a hospitable environment for learning.



6. The instructor treated me with respect and fairness.	
disagree completely (0) 0.0% disagree generally (0) 0.0% agree and disagree in equal amounts (0) 0.0% agree generally (4) 36.4% agree completely (7) 63.6% [Total (11)]	0 50% 100%
Statistics	Value
Mean	4.64
Standard Deviation	0.50
7. The instructor was receptive and responsive to my questions and concerns.	
disagree completely (0) 0.0% disagree generally (0) 0.0% agree and disagree in equal amounts (0) 0.0% agree generally (3) 27.3% agree completely (8) 72.7% [Total (11)]	0 50% 100%
Statistics	Value
Mean	4.73
Standard Deviation	0.47
The instructor communicated the course material clearly.	
Comment	
- class going online did prove some issues with communication, but it was a difficult change for everyone, so it is understandable	
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	
- answered and was patient with all of the questions I had	

Instructor Accessibility During Online Instruction Period:

The instructor was accessible via email or other means during the online instruction period.



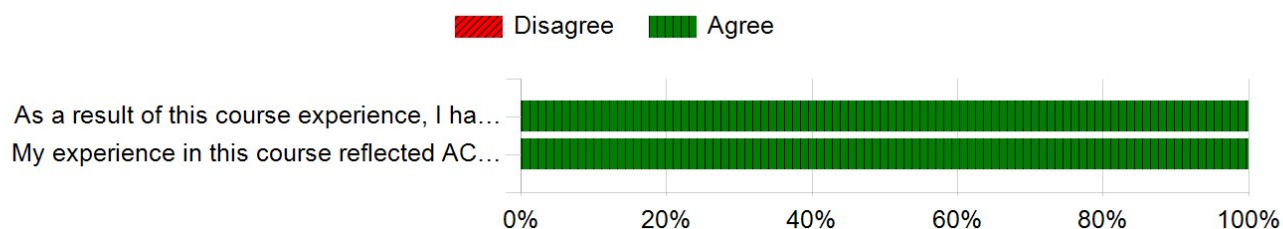
Statistics	Value
Mean	4.73
Standard Deviation	0.47

Comment

[No Response]

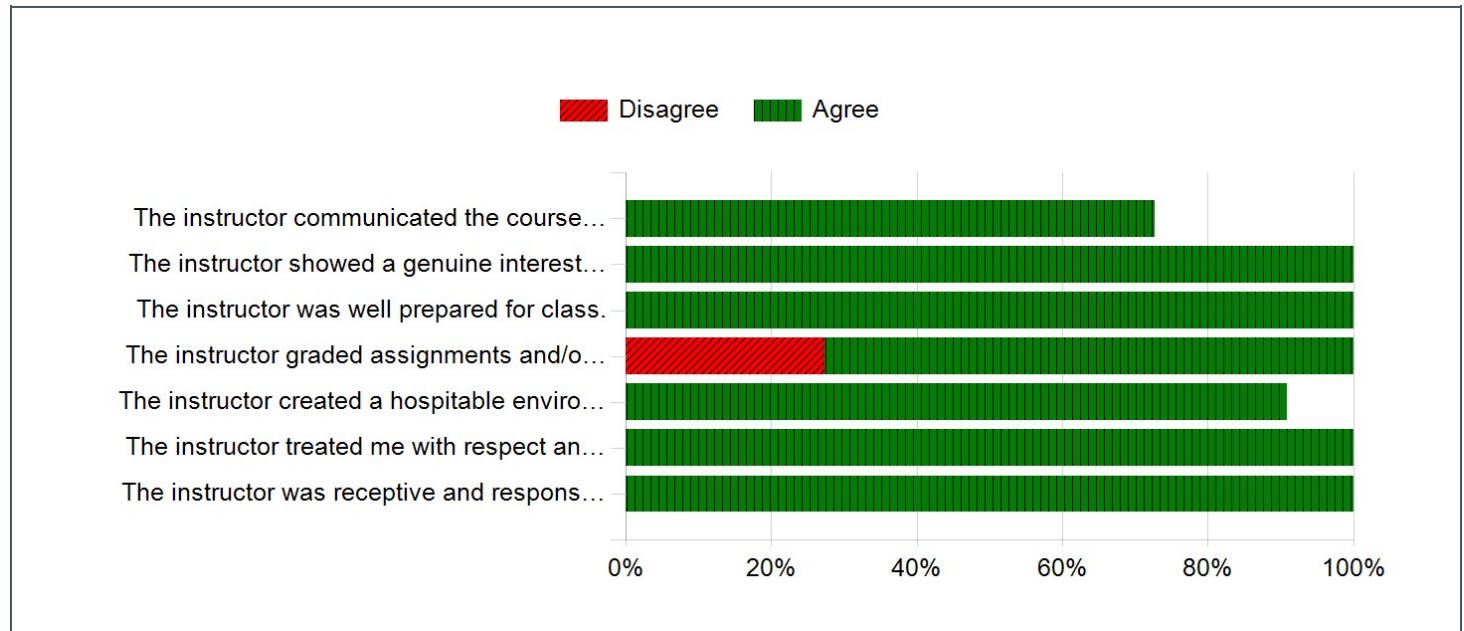
Course Questions: - Aggregate Chart

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.



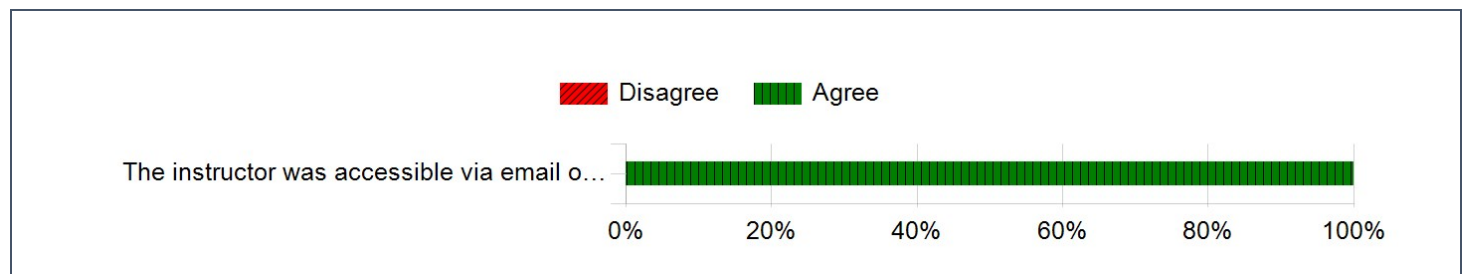
Instructor Questions: - Aggregate Chart

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Instructor Accessibility During Online Instruction Period: - Aggregate Chart

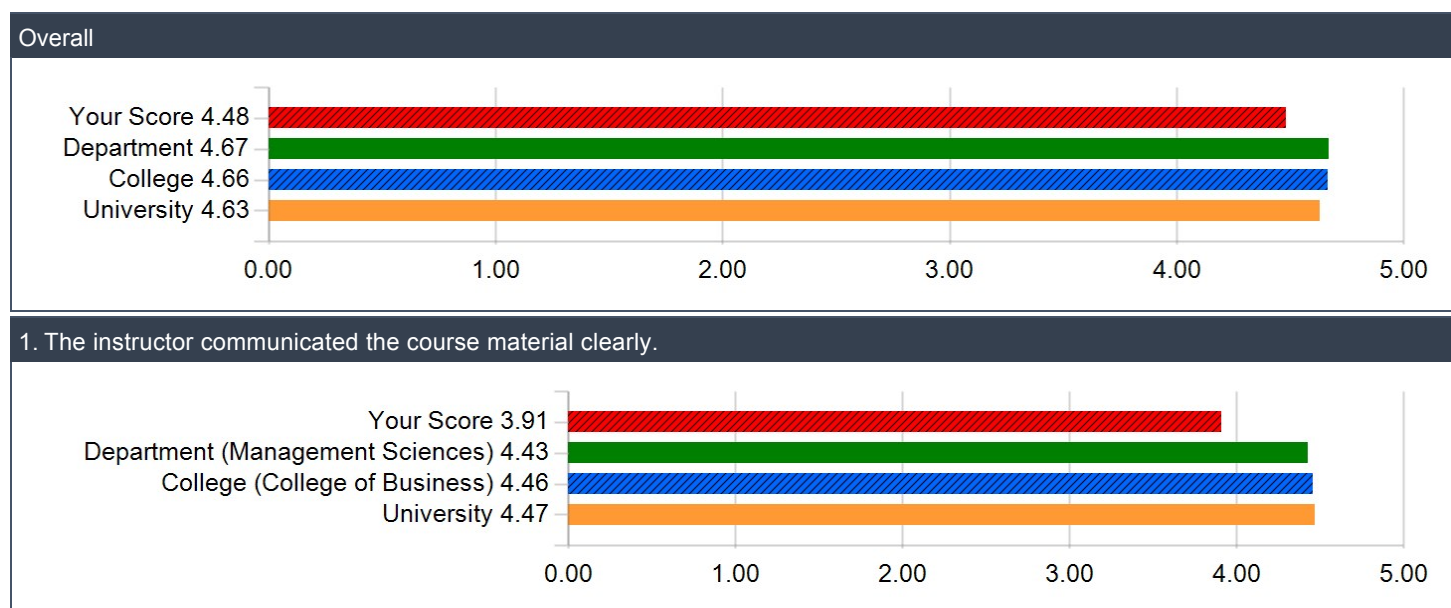
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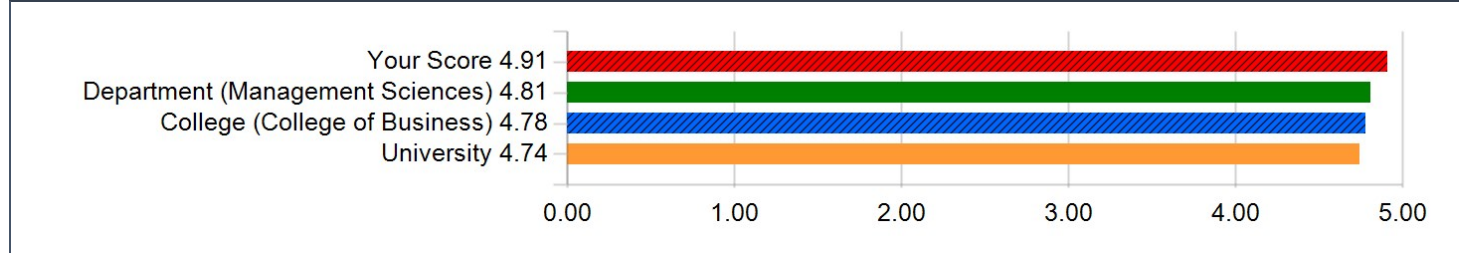
Course Questions: - Comparative Scores



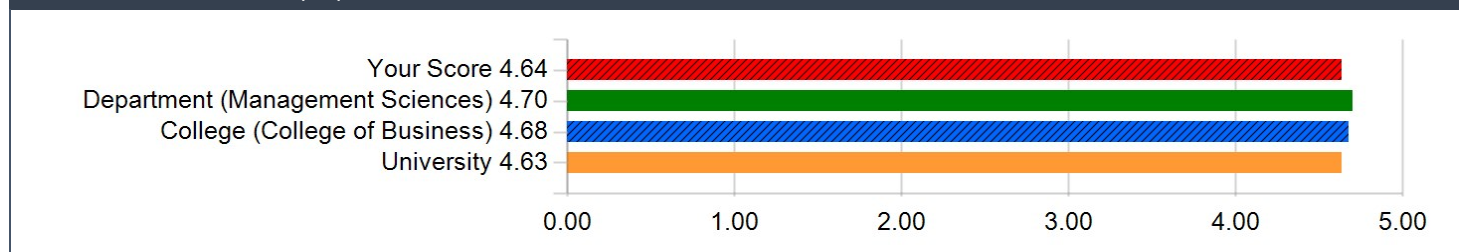
Instructor Questions: - Comparative Scores



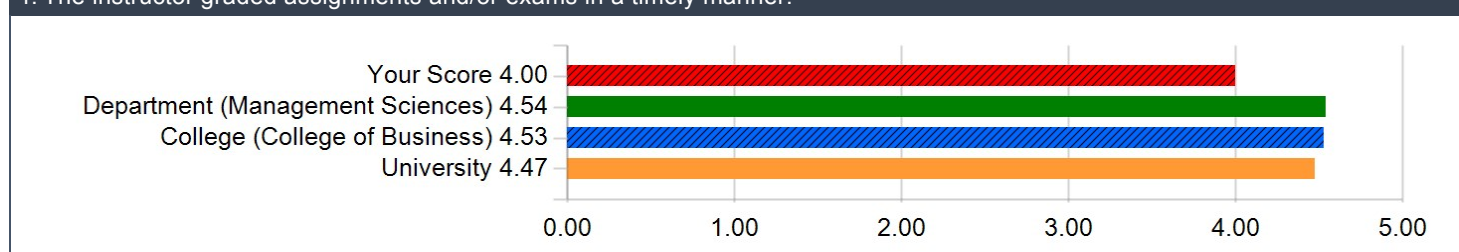
2. The instructor showed a genuine interest in the subject and a desire to share it with the students.



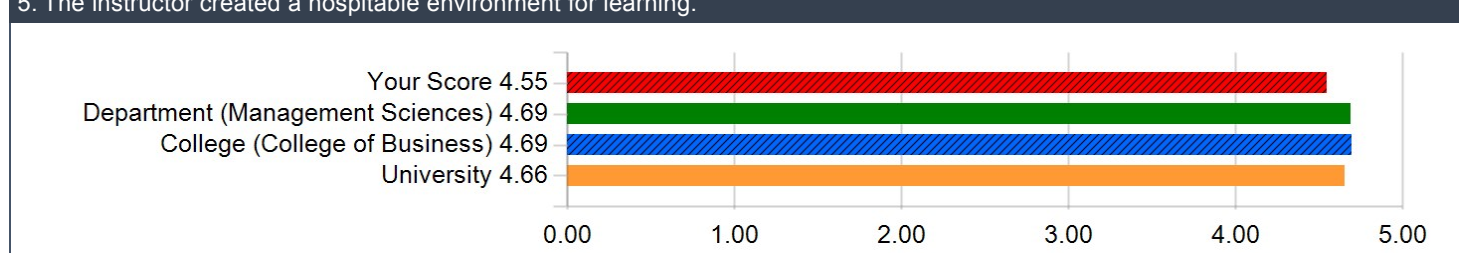
3. The instructor was well prepared for class.



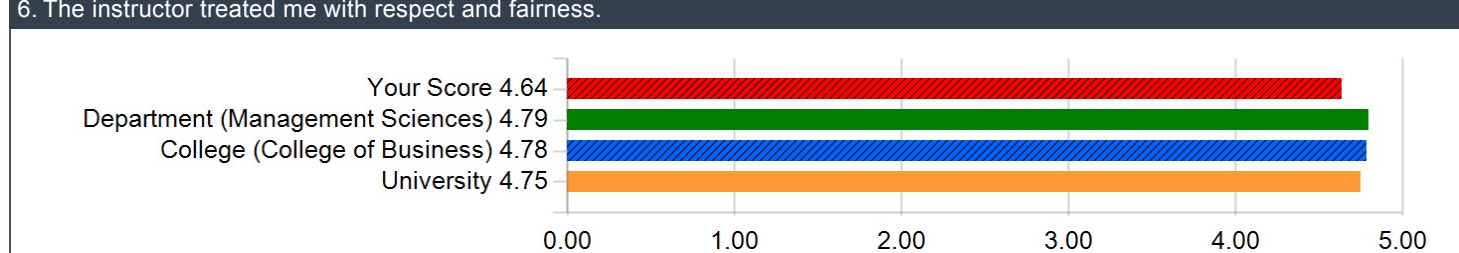
4. The instructor graded assignments and/or exams in a timely manner.



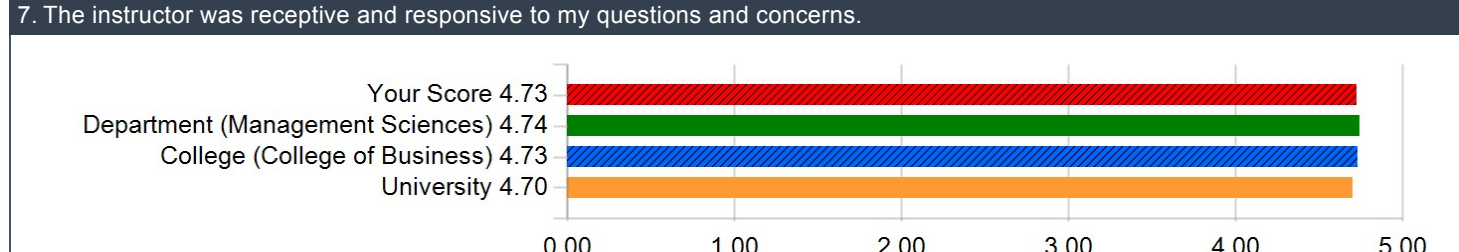
5. The instructor created a hospitable environment for learning.



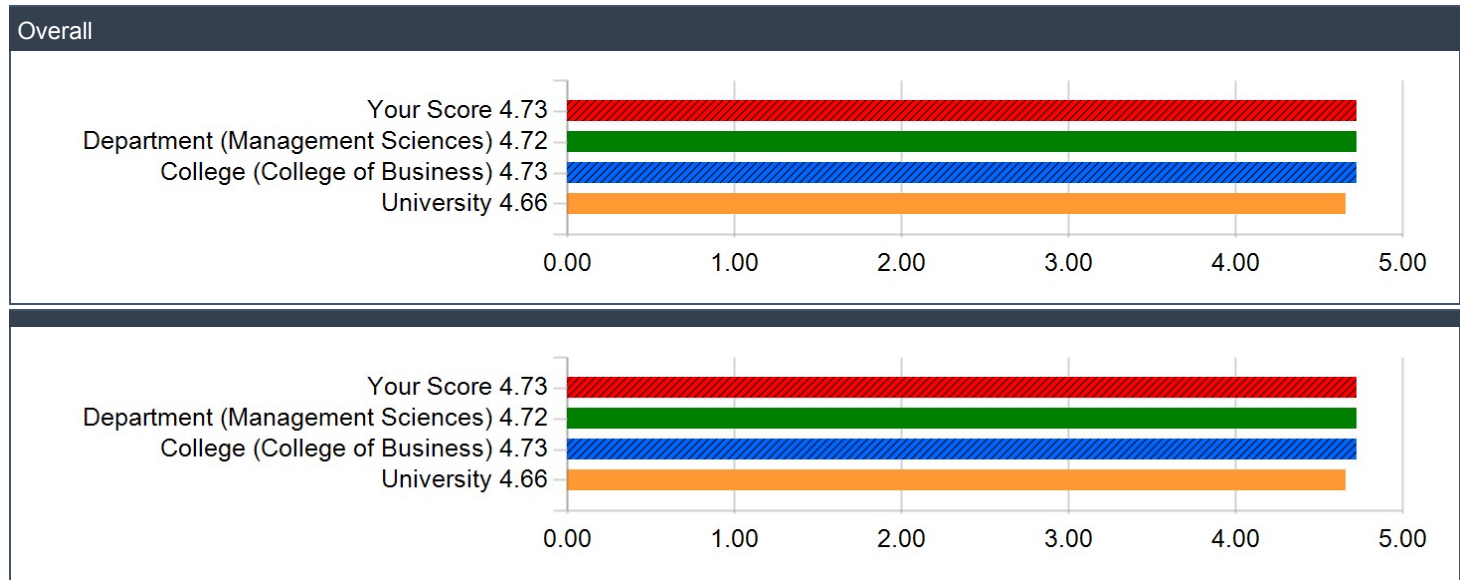
6. The instructor treated me with respect and fairness.



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



Instructor Accessibility During Online Instruction Period: - Comparative Scores



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:	4.91
2	The instructor was receptive and responsive to my questions and concerns.	Instructor Questions:	4.73
3	The instructor was well prepared for class.	Instructor Questions:	4.64
Areas for Improvement			
1	The instructor communicated the course material clearly.	Instructor Questions:	3.91
2	The instructor graded assignments and/or exams in a timely manner.	Instructor Questions:	4.00
3	As a result of this course experience, I have a better understanding of the subject matter.	Course Questions:	4.27

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

Comments
The class structure was good. I liked the way he would teach procedure, and track the progress of the project with his presentations.
Was easy to communicate with and was always available.
Was responsive to emails and had clear deadlines for projects.
He really pushed us to do our best during the entire semester while working on the project.
He made appointments to check progress on our group projects, even after moving classes to online.
I liked that during the online period he recorded a lesson with the powerpoint
It was very helpful that former final projects were available to refer to.
The group project being our sole focus of the course made for a tangible and hands-on learning experience that was excellent!
Dr Jessup gave us feedback after each assignment so we could be prepared and do better for the next step of our project.
Very challenging and hands on. I enjoyed learning by doing.
He cared about the subject and made his lectures interactive.

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

Comments
I feel being a little more patient and instructional with helping us learn the material for the last few steps of the project would allow a smoother experience.
Just be a little more clear on what is due and what is not week to week.
Be more clear on day-to-day class. Not having any live classes made it much tougher to pay attention and keep up with watching videos throughout the week. Having some kind of incentive to either watch videos or do virtual class meetings would make it a lot easier to learn more and be held accountable.
The test were too confusing.
He could give smaller assessments when he teaches formulas and things for the project, so he knows if the students know what they are doing before they start running the tests.
Being more instructional on the project. Our group was kinda lost the whole time on how to go about certain aspects of it
I found this class challenging, but also a learning experience. Unfortunately when we started online class, my group became very hard to work with and I wish there more accommodations for online learning. It didn't seem fair to me that almost all the same group project requirements were still the same during a time where we were unable to work and learn together in person.
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I feel like a timeline with more time to work on the work saturated part of the project would have been helpful.
Would appreciate more examples and guidance.
I know he doesn't like canvas, but it easier for the students and they can see their grade on it.

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

Comments
none