



Individual Instructor Report for MKTG 342.01 - Consumer Behavior - 20047-202020 Ryan Jessup

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

Courses Audience: **21**

Responses Received: **9**

Response Ratio: **42.9%**

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: **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.	4.56	9	0.0%	0.0%	0.0%	44.4%	55.6%
My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	4.89	9	0.0%	0.0%	0.0%	11.1%	88.9%

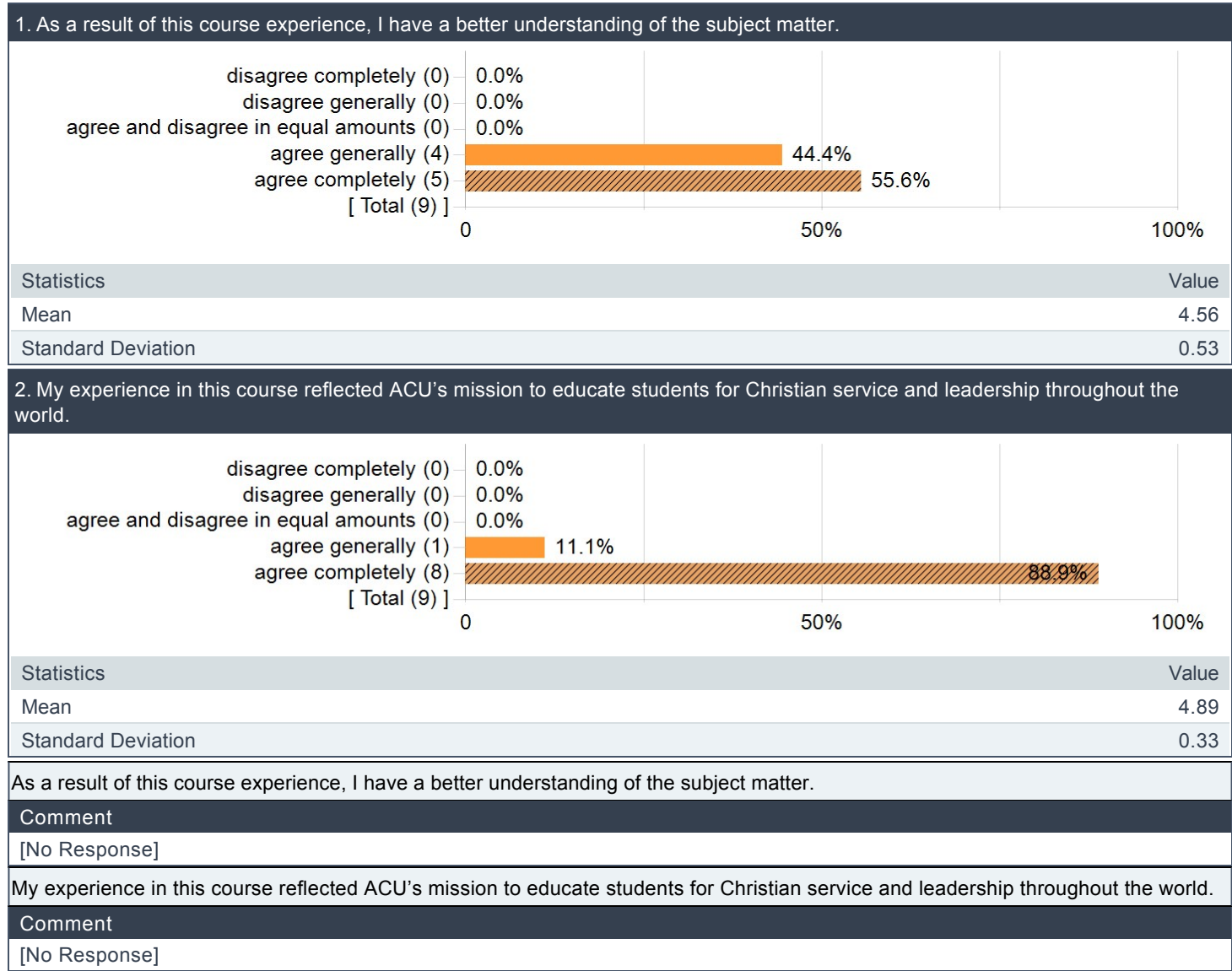
Instructor Questions:

	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
The instructor communicated the course material clearly.	4.33	9	0.0%	0.0%	22.2%	22.2%	55.6%
The instructor showed a genuine interest in the subject and a desire to share it with the students.	4.89	9	0.0%	0.0%	0.0%	11.1%	88.9%
The instructor was well prepared for class.	5.00	9	0.0%	0.0%	0.0%	0.0%	100.0%
The instructor graded assignments and/or exams in a timely manner.	3.89	9	0.0%	22.2%	11.1%	22.2%	44.4%
The instructor created a hospitable environment for learning.	4.67	9	0.0%	0.0%	0.0%	33.3%	66.7%
The instructor treated me with respect and fairness.	4.89	9	0.0%	0.0%	0.0%	11.1%	88.9%
The instructor was receptive and responsive to my questions and concerns.	4.56	9	0.0%	0.0%	11.1%	22.2%	66.7%

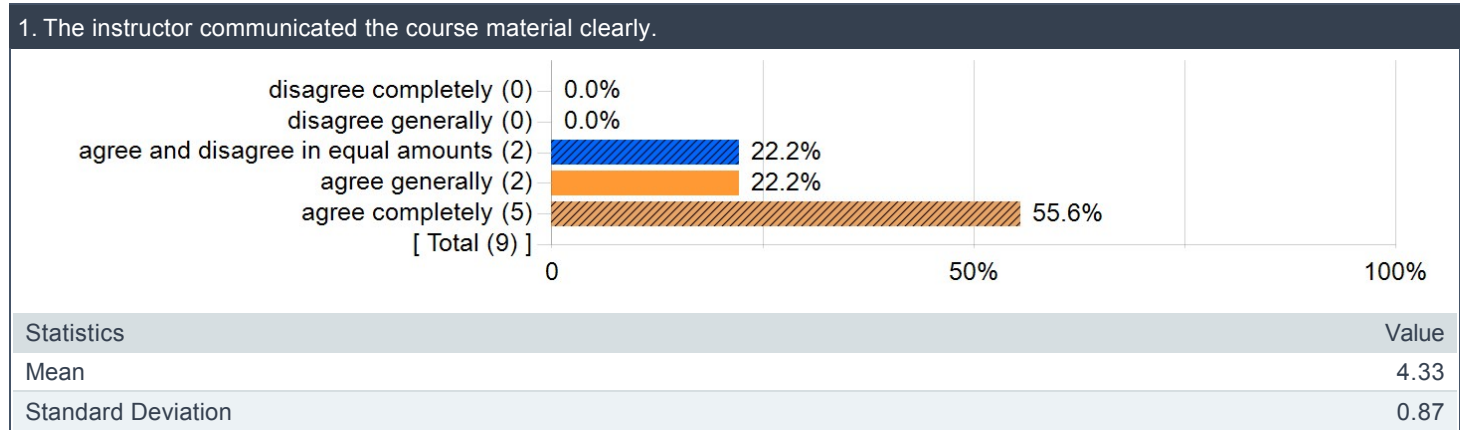
Instructor Accessibility During Online Instruction Period:

	Mean	Count	%(1)	%(2)	%(3)	%(4)	%(5)
The instructor was accessible via email or other means during the online instruction period.	4.78	9	0.0%	0.0%	0.0%	22.2%	77.8%

Course Questions:



Instructor Questions:

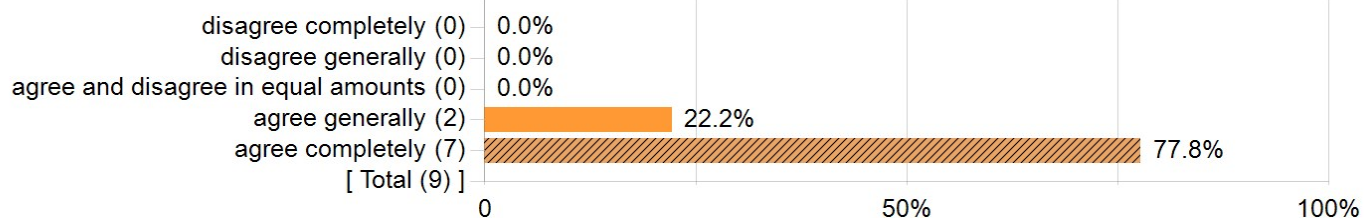


2. The instructor showed a genuine interest in the subject and a desire to share it with the students.	
disagree completely (0)	0.0%
disagree generally (0)	0.0%
agree and disagree in equal amounts (0)	0.0%
agree generally (1)	11.1%
agree completely (8)	88.9%
[Total (9)]	
0	50%100%
Statistics	Value
Mean	4.89
Standard Deviation	0.33
3. The instructor was well prepared for class.	
disagree completely (0)	0.0%
disagree generally (0)	0.0%
agree and disagree in equal amounts (0)	0.0%
agree generally (0)	0.0%
agree completely (9)	100.0%
[Total (9)]	
0	50%100%
Statistics	Value
Mean	5.00
Standard Deviation	0.00
4. The instructor graded assignments and/or exams in a timely manner.	
disagree completely (0)	0.0%
disagree generally (2)	22.2%
agree and disagree in equal amounts (1)	11.1%
agree generally (2)	22.2%
agree completely (4)	44.4%
[Total (9)]	
0	50%100%
Statistics	Value
Mean	3.89
Standard Deviation	1.27
5. The instructor created a hospitable environment for learning.	
disagree completely (0)	0.0%
disagree generally (0)	0.0%
agree and disagree in equal amounts (0)	0.0%
agree generally (3)	33.3%
agree completely (6)	66.7%
[Total (9)]	
0	50%100%
Statistics	Value
Mean	4.67
Standard Deviation	0.50

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 (1) 11.1% agree completely (8) 88.9% [Total (9)] 050%100%	
Statistics	Value
Mean	4.89
Standard Deviation	0.33
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 (1) 11.1% agree generally (2) 22.2% agree completely (6) 66.7% [Total (9)] 050%100%	
Statistics	Value
Mean	4.56
Standard Deviation	0.73
The instructor communicated the course material clearly.	
Comment	
- Please explain concepts more clearly and slowly	
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	
- Our tests were on scantrons – it took him 3 weeks to grade our exams.	
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]	

Instructor Accessibility During Online Instruction Period:

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



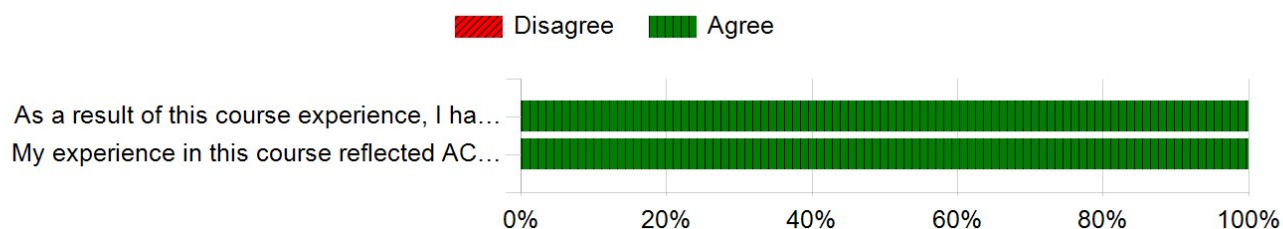
Statistics	Value
Mean	4.78
Standard Deviation	0.44

Comment

[No Response]

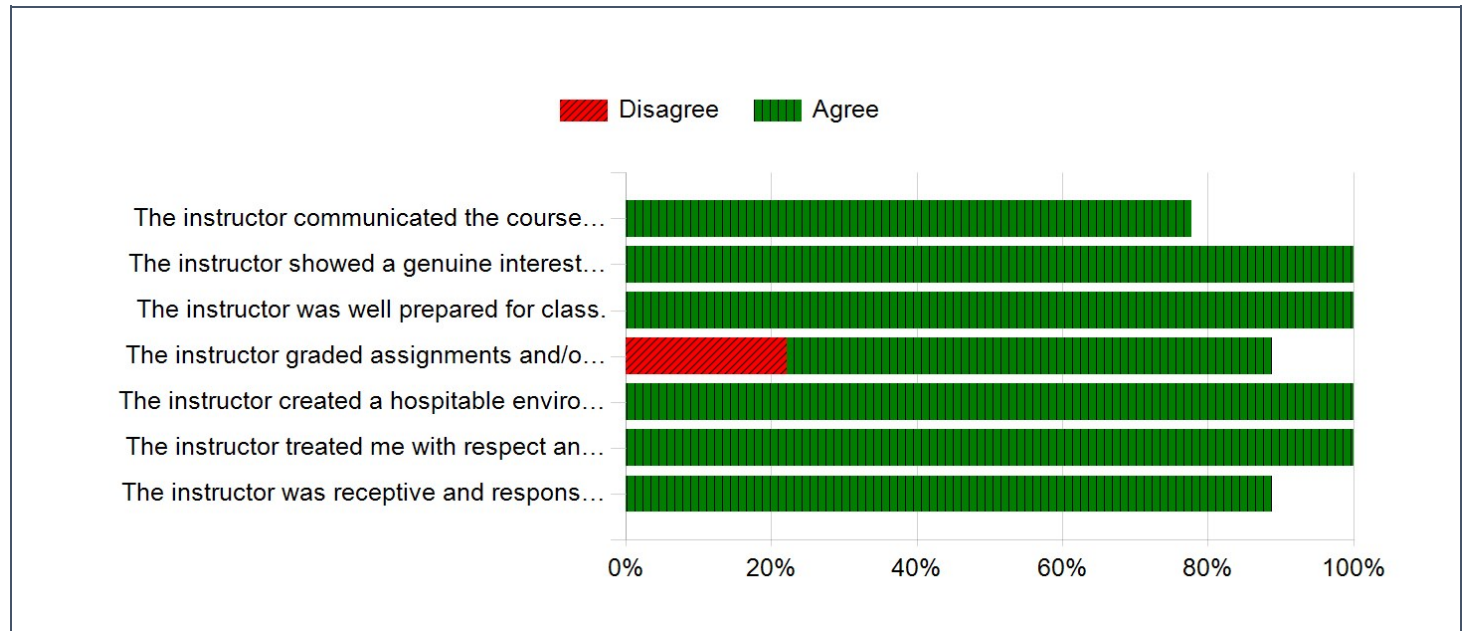
Course Questions: - Aggregate Chart

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.



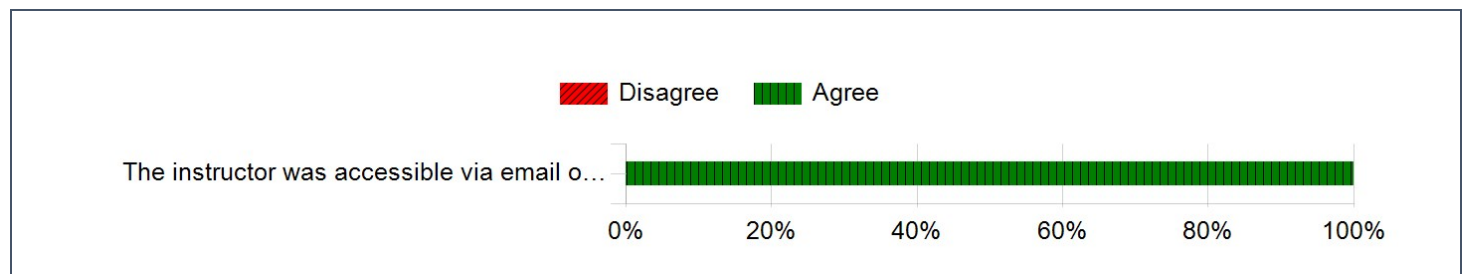
Instructor Questions: - Aggregate Chart

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.



Instructor Accessibility During Online Instruction Period: - Aggregate Chart

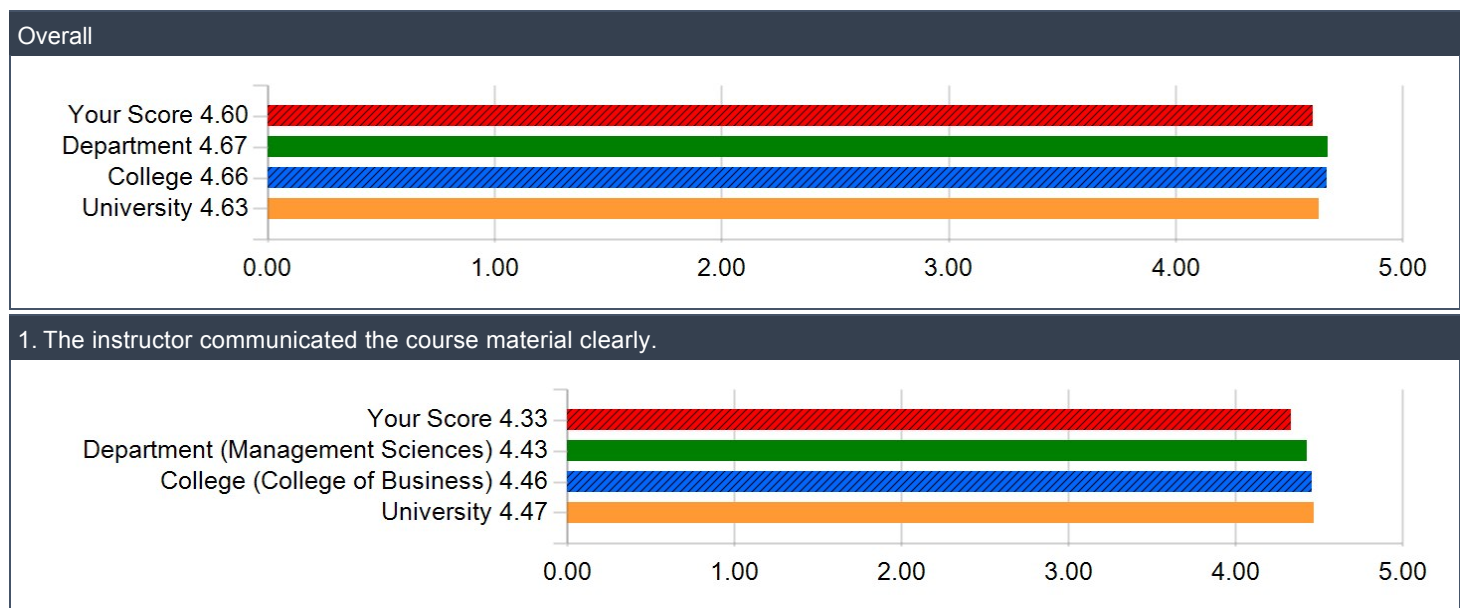
Note that in the following aggregate chart "Agree Completely" and "Agree" have been grouped together as "Agree" while "Disagree Completely" and "Disagree" have been grouped together as "Disagree" and "agree and disagree in equal amounts" is not included on this chart.



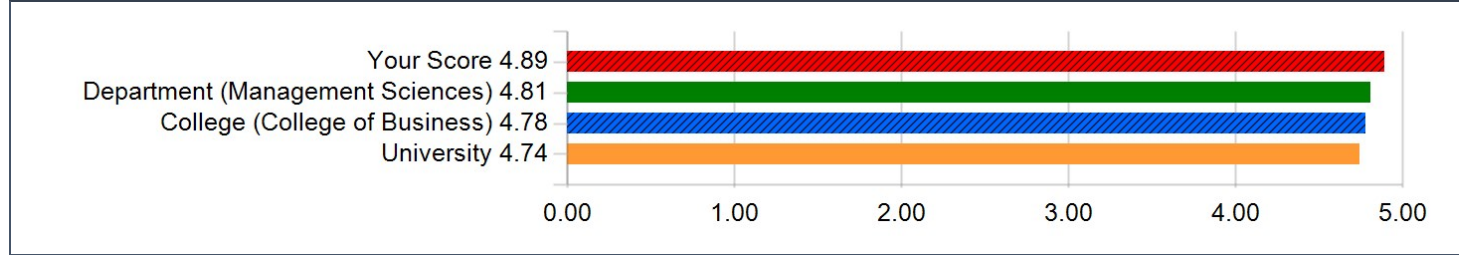
Course Questions: - Comparative Scores



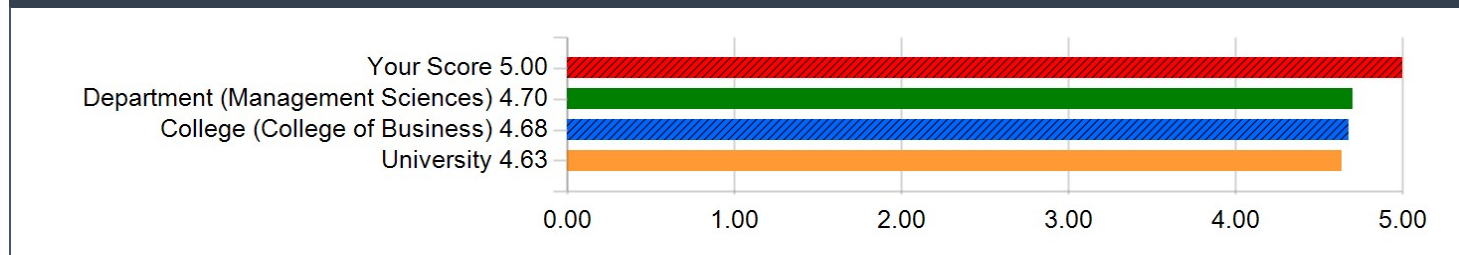
Instructor Questions: - Comparative Scores



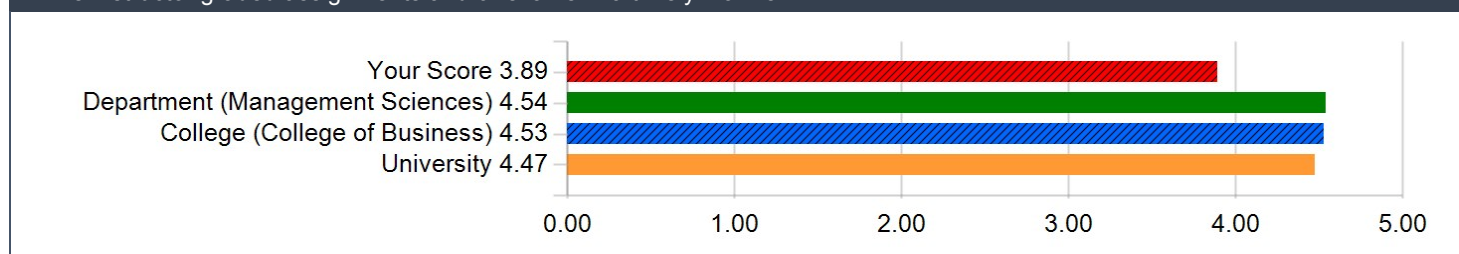
2. The instructor showed a genuine interest in the subject and a desire to share it with the students.



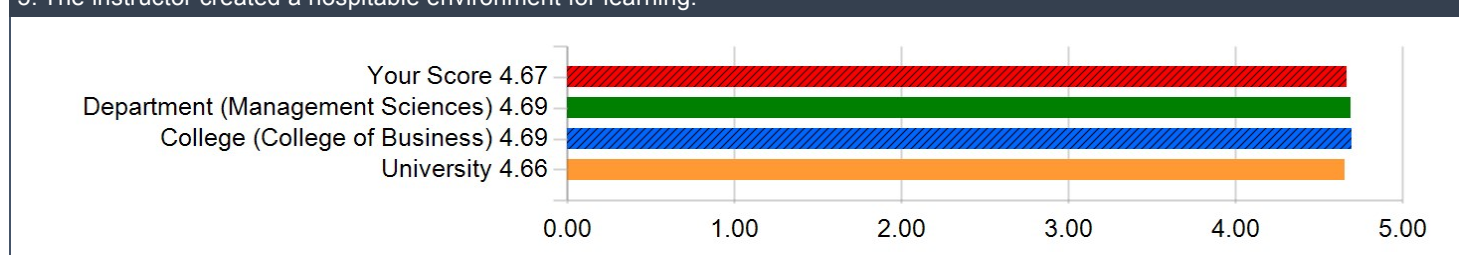
3. The instructor was well prepared for class.



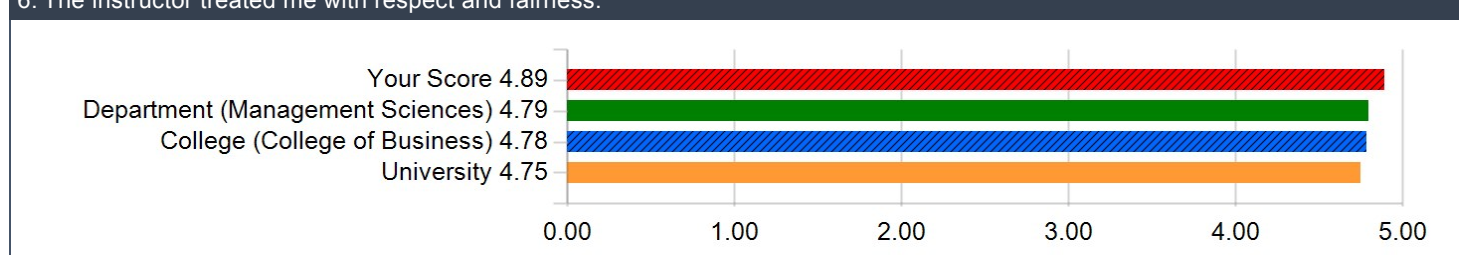
4. The instructor graded assignments and/or exams in a timely manner.



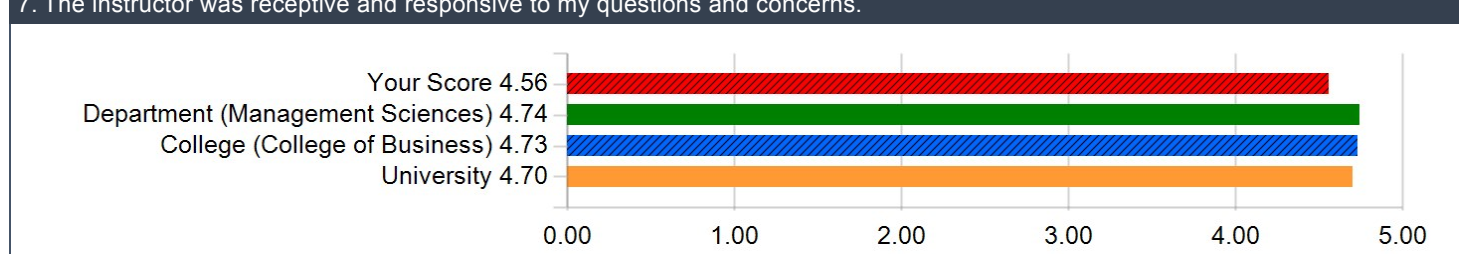
5. The instructor created a hospitable environment for learning.



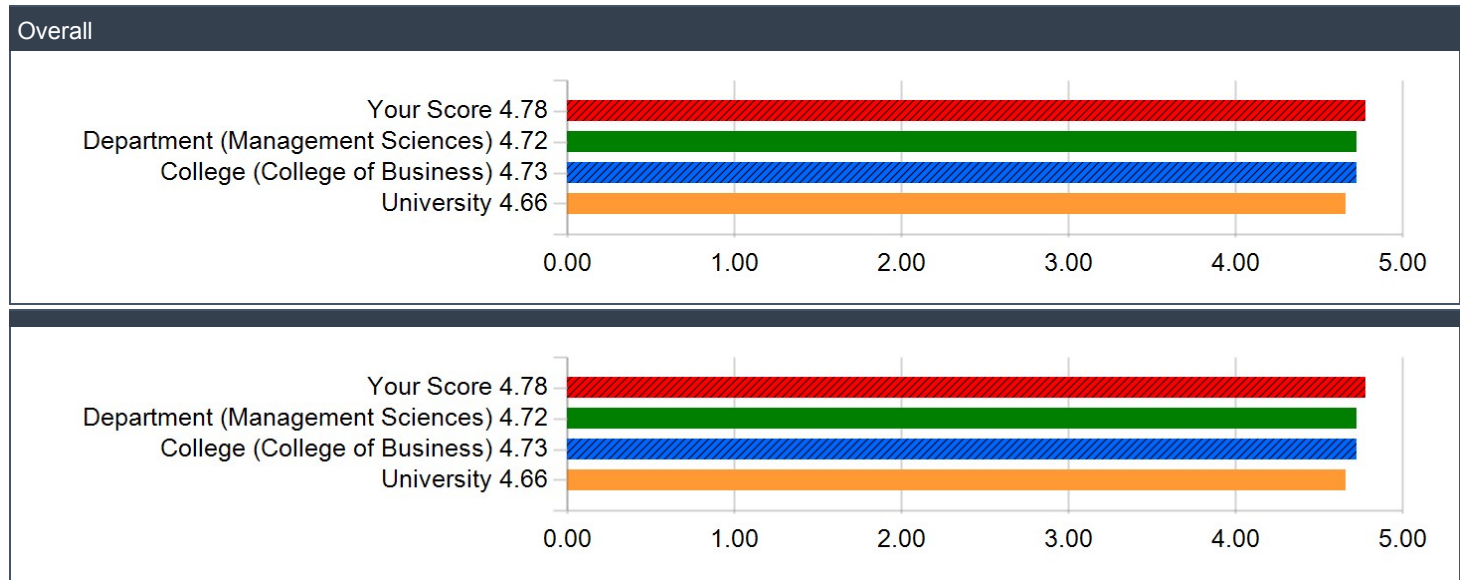
6. The instructor treated me with respect and fairness.



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



Instructor Accessibility During Online Instruction Period: - Comparative Scores



Rating scale questions, top and bottom ranks

Strengths			
1	The instructor was well prepared for class.	Instructor Questions:	5.00
2	My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.	Course Questions:	4.89
3	The instructor showed a genuine interest in the subject and a desire to share it with the students.	Instructor Questions:	4.89
Areas for Improvement			
1	The instructor graded assignments and/or exams in a timely manner.	Instructor Questions:	3.89
2	The instructor communicated the course material clearly.	Instructor Questions:	4.33
3	As a result of this course experience, I have a better understanding of the subject matter.	Course Questions:	4.56

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 keeping his students engaged. He comes up with real-life examples that help us really connect to the content of the class. The research project is really effective to understand consumer behavior and data analysis. It is hard but it provides a lot of value to our education. He is very smart and passionate about what he teaches.
Class participation and being able to teach from a chapter in the book was a great way to engage the class!
The student teaching days were an interesting way to present new material.
In class discussions and examples
Made class fun and the learning experience enjoyable.
Dr. Jessup really enjoys what he teaches
He was a good professor, hard but good. I learned a lot through the group project.
demonstrations during presentations
He always had interesting examples and was genuinely interested in the subject matter.

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

Comments
Dr. Jessup is an awesome professor. His tests are super hard to read because of how smart he is. I often do not understand what his questions ask because of his elaborate words and phrases. Maybe simplifying the way he asks questions could help them be less confusing. He also could do a better job at giving feedback on the project grades. He often doesn't give you full points for a category but provides no reason why.
Please manage time better so that we can cover the concepts more slowly. Sometimes we are in a rush and the minimal explanations of hard concepts is hard to grasp.
Nothing, I really enjoyed this class
Im not sure
None
Some of the topics he talked about such as subsumable message seemed vague
His exams are not good. He gives so much information it feels impossible to know everything
review how to run tests before we do the project
N/A

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

Comments
Thank you for all that you do Professor, I know your work is very hard and I want to thank you for your commitment! May you continue to be used by God in this area!
N/A