Course:	MKTG3808 E03 - Business Research	Department:	Marketing/
Responsible Faculty:	Sunil Hazari	Responses / Expected:	21 / 32 (65.63%)
Overall Mean:	**4.6** 4-Point Likert Scale w/NA (336 responses)		

QUANTITATIVE SECTION		MKTG3808 - E03										--- *Survey Comparisons* ---		
		Responses					Course					All		
		SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev	N	Mean	-=+ [1]
Q1	I engaged with the course materials.	15	4	1	1	0	21	4.6	5	5	.79	15K	4.5	=
Q2	I did my best to prepare for and participate in this course.	13	7	1	0	0	21	4.6	5	5	.58	15K	4.6	=
Q3	I had access to the technology required for this course.	18	2	1	0	0	21	4.8	5	5	.50	15K	4.7	=
Q4	When I struggled in the course, I sought help.	13	5	2	1	0	21	4.4	5	5	.85	14K	4.4	=
Q5	Course activities helped me to learn the subject matter.	13	6	2	0	0	21	4.5	5	5	.66	15K	4.5	=
Q6	Course assignments helped me understand the subject matter.	12	8	1	0	0	21	4.5	5	5	.59	15K	4.5	=
Q7	The instructor presented the course content effectively.	13	6	2	0	0	21	4.5	5	5	.66	15K	4.4	=
Q8	Required course texts and/or materials helped me to understand the subject matter.	11	7	3	0	0	21	4.4	5	5	.72	15K	4.4	=
Q9	Assessments were reflective of course material.	13	8	0	0	0	21	4.6	5	5	.49	15K	4.5	=
Q10	Assessments required me to use problem solving, critical thinking, and/or creative thought.	18	3	0	0	0	21	4.9	5	5	.35	15K	4.6	=

Responses: [**SA**] Strongly Agree=5 [**A**] Agree=4 [**N**] Neutral=3 [**D**] Disagree=2 [**SD**] Strongly Disagree=1

[1] This Course compared with others: [--]=0-10th [-]=10th-25th [=]=25th-75th [+]=75th-90th [++]=90th-100th Percentile Calculated vs. precise Mean

QUANTITATIVE INSTRUCTOR		Sunil Hazari									
		Responses					Individual				
		SA	A	N	D	SD	N	Mean	Med.	Mode	Std Dev
Q11	The syllabus clearly outlined course expectations and evaluations of student work.	17	4	0	0	0	21	4.8	5	5	.39
Q12	The instructor provided helpful feedback on assignments.	17	3	1	0	0	21	4.8	5	5	.53
Q13	The instructor communicates effectively.	16	4	1	0	0	21	4.7	5	5	.55
Q14	The instructor demonstrates respect for students.	17	4	0	0	0	21	4.8	5	5	.39
Q15	The instructor is receptive and responsive to the sharing of ideas during course discussions.	16	5	0	0	0	21	4.8	5	5	.43
Q16	The instructor offers and is available for individual assistance.	14	6	1	0	0	21	4.6	5	5	.58

Responses: [**SA**] Strongly Agree=5 [**A**] Agree=4 [**N**] Neutral=3 [**D**] Disagree=2 [**SD**] Strongly Disagree=1

Q17 - Explain what supported your learning in this course, and provide any suggestions for change.

Response Rate: **76.19**% (**16** of **21**)

1	good
2	Using qualtrics and excel provided me with much needed experience using both platforms. The textbook was extremely boring to read making it difficult to absorb information. Tests were solely based on specific, minute details from the text. I am usually a good test taker, but the tests in this class were so specific to small details from the text. This was difficult for me, even with open book tests. It was next to impossible to flip through pages for a quick refresher. Students with electronic texts probably had a edge using the search function. I did not have that luxury. I have a tendency to take directions very literal. There were a few occasions in the class that I lost points due to that.
3	The weekly instructions and the textbook supported my learning in this course. I have no suggestions for change.
4	The weekly videos were great and helped a ton.
5	The videos that were provided helped me a lot with excel.
6	The textbook needed for this course was the item that I feel was the most supportive of my learning. Why? The textbook allowed me to understand the material clearly, with examples that increased my understanding of the subject at hand. Furthermore, the professional comments allowed me to understand what I am doing good and what I am doing wrong. A suggestion can be created as a study guide for the tests to allow students to see what they need to focus and study on.
7	The text book and the additional resources provided were very helpful when completing the course assignments.
8	The professor is knowledgeable and provides valuable insights that support learning in this course. However, the inconsistent due dates and point deductions for minor issues made the course unnecessarily stressful. These factors detracted from what could have been an enjoyable and engaging learning experience. To improve, I suggest streamlining the schedule to ensure clearer deadlines and focusing grading on substantive elements rather than minor details. These changes would help create a more positive and productive environment for students.
9	The professors explanations and feedback was the most helpful!

10	The engagement of other students as well as the professor were helpful in learning this course.	🔍
11	The coursework, the content and my professor helped in learning the course.	🔍
12	The book provided a lot of information. The only thing that I would change is the due date on the syllabus.	🔍
13	Really helpful course material that was actually useful	🔍
14	In this course, the prompt feedback, timely grading, and active engagement from the instructor significantly supported my learning. The professor consistently provided weekly assignments, supplementary materials, and meaningful input on the discussion board, which helped clarify concepts. The quick responses to emails and personalized feedback on graded assignments also contributed to my understanding and growth throughout the course.	🔍
15	I struggled with my MacBook (numbers) for Excel in this class.	🔍
16	Completing the assignments and receiving feedback.	🔍

Q18 - Comment specifically on how texts, materials, assignments, and/or activities contributed to your learning.

Response Rate: 71.43% (**15** of **21**)

1	the textbook helped me a lot.	🔍
2	i feel like the texts and materials we were given did a great job of actually giving the information we needed very clearly	🔍
3	good	🔍
4	The textbook contributed the most to my learning because it allowed me to understand everything taught. The Excel practice allowed me to become more skilled at using different items found in the Excel program.	🔍
5	The textbook for this course significantly improved my learning experience. The assignments were also engaging and had me apply the material to real life.	🔍
6	The course materials, assignments, and activities were essential to my learning. The professor consistently provided clear and organized course materials, making it easier to grasp key concepts. Weekly assignments reinforced the material and allowed me to apply what I learned in practical ways. The supplementary information offered additional insights that deepened my understanding of the topics. Additionally, the discussion board activities, combined with the professor's input, encouraged active participation and helped clarify any doubts I had	🔍
7	The content helped me in learning the course.	🔍
8	The book as well as outside scholarly material contributed a lot.	🔍
9	The assignments aided in my understanding and practicing collecting data.	🔍
10	I learned a lot about Business Research and how important it is. I can use this in my every day life when researching products and also for business.	🔍
11	I felt that every written/instructions were very detailed and helpful.	🔍
12	I do not feel that simply reading the text taught me anything. I tried a couple of different reading strategies to increase my test grades, but the lack of real interaction with much of the text was a barrier for me. I admit that some chapters were more engaging than others. I attribute that to the coinciding projects. Doing the activities and projects were much more meaningful.	🔍
13	I believe the assignments were useful and will help in the real world.	🔍
14	Helped me to understand and complete assignments and tests better.	🔍
15	Everything was good except for the Excel projects for my computer. I shouldn't have to go out of my way when I have access to my own computer at home and have to use gas when Excel doesn't work with my MacBook, but on Windows.	🔍

Q19 - Comment specifically on the instructor's overall effectiveness in this course.

Response Rate: 76.19% (**16** of **21**)

1	instructor always responded and was very kind	🔍
2	good	🔍

3	Very understanding and engaging.	🔍
4	Very informative and always give good feedback.	🔍
5	The professor is knowledgeable and capable of delivering the course material effectively. However, the lack of organization with due dates and the focus on deducting points for minor issues created an unnecessarily stressful learning environment. What could have been an engaging and enjoyable course instead felt frustrating and uninteresting. I understand that this professor teaches other classes required for my degree, but based on my experience, I am not interested in taking additional courses with him. As a result, I have decided to explore options to complete my degree at another university where I feel the learning environment may better align with my needs.	🔍
6	The professor was wonderful. He was always available when I needed a question answered. Furthermore, his responses to the discussion posts allow me to see that he clearly knows what he is teaching.	🔍
7	The professor was effective on communicating as well as articulating what the assignments were and what he was looking for.	🔍
8	The instructor demonstrated exceptional effectiveness throughout the course. Their active involvement in providing course materials, promptly answering emails, and participating in discussion boards greatly supported my learning. Assignments were graded on time, and the individual feedback given with each grade was valuable for improvement. The instructor's consistent engagement and commitment to offering a productive learning environment made the course both organized and accessible.	🔍
9	The instructor was very effective in this course.	🔍
10	Professor Hazari's feedback on every assignment and project help me understand the areas that I need to work on.	🔍
11	My professor was effective in helping in learning this course.	🔍
12	It was good.	🔍
13	I appreciate his attentiveness to the class. He was quick to respond to questions and easy to communicate with. He engaged in class discussions and provided feedback that resulted in actual learning.	🔍
14	He's a very great professor especially when it comes to responding to email, grading efficiently, and giving helpful feedback on assignments. My only complaint is that he gives a ton of work so that leads to you doing so much work weekly for his class that it sets you back on your other courses. My only complaint is that he needs to keep into consideration that most of his students are full-time and have other courses with weekly assignments also.	🔍
15	Communicated and gave effective feedback.	🔍
16	Communicated fast! He understands thing happen and emails back fast.	🔍