

**Student Evaluation of Instruction Spring 2024 Full Session
202401**

The University of West Georgia
UWG

Course:	MKTG4885 E02 - Artificial Int in Bus	Department:	Marketing/
Responsible Faculty:	Sunil Hazari	Responses / Expected:	3 / 6 (50%)
Overall Mean:	4.8 4-Point Likert Scale w/NA (47 responses)		

QUANTITATIVE SECTION		MKTG4885 - E02										--- 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.	2	0	1	0	0	3	4.3	5	5	.94	15K	4.6	-
Q2	I did my best to prepare for and participate in this course.	1	2	0	0	0	3	4.3	4	4	.47	15K	4.6	-
Q3	I had access to the technology required for this course.	2	1	0	0	0	3	4.7	5	5	.47	15K	4.8	=
Q4	When I struggled in the course, I sought help.	2	0	1	0	0	3	4.3	5	5	.94	14K	4.4	=
Q5	Course activities helped me to learn the subject matter.	2	1	0	0	0	3	4.7	5	5	.47	15K	4.5	=
Q6	Course assignments helped me understand the subject matter.	3	0	0	0	0	3	5.0	5	5	0	15K	4.5	++
Q7	The instructor presented the course content effectively.	3	0	0	0	0	3	5.0	5	5	0	15K	4.5	+
Q8	Required course texts and/or materials helped me to understand the subject matter.	2	0	0	0	0	2	5.0	5	5	0	15K	4.5	++
Q9	Assessments were reflective of course material.	3	0	0	0	0	3	5.0	5	5	0	15K	4.6	+
Q10	Assessments required me to use problem solving, critical thinking, and/or creative thought.	1	2	0	0	0	3	4.3	4	4	.47	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.	3	0	0	0	0	3	5.0	5	5	0
Q12	The instructor provided helpful feedback on assignments.	3	0	0	0	0	3	5.0	5	5	0
Q13	The instructor communicates effectively.	3	0	0	0	0	3	5.0	5	5	0
Q14	The instructor demonstrates respect for students.	3	0	0	0	0	3	5.0	5	5	0
Q15	The instructor is receptive and responsive to the sharing of ideas during course discussions.	3	0	0	0	0	3	5.0	5	5	0
Q16	The instructor offers and is available for individual assistance.	3	0	0	0	0	3	5.0	5	5	0

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: 66.67% (2 of 3)

1	The articles and video links shared by the professor were really helpful.	
2	Professor Hazari and I already discussed some changes to be made to course assignments. Professor Hazari's weekly content always supported the student's understanding of the assignment. YouTube videos, Professor Hazari's input, and graphics made what was expected of each assignment easy to understand.	


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


Response Rate: 100.00% (3 of 3)

1	This course has been one of the most significant courses I have taken in my collegiate career, where the application of each assignment can be directly translated to real-world opportunities. Public access to YouTube videos and graphics helped promote the idea that continuing to grow in the understanding and application of AI can extend outside the classroom.	
2	The external resources shared on how to best utilize the different AI platforms were extremely useful. They showed the real life applicability of each platform and the best approaches to using the given platform.	
3	The assignments and activities were fun and on topic	

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

Response Rate: 100.00% (3 of 3)

1	The assignment instructions were extremely clear to understand. I appreciate the effort he put into making sure we understood everything.	
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2	Incredibly effective. Provided engaging feedback on every assignment and discussion post. Was always willing to have direct instruction (email, Zoom) if a student struggled on an assignment.	
3	Dr. Hazari was very communicative and throughout each week engaged with the class via discussion and courseden email. I feel Dr. Hazari did an effective job leading this curriculum and this is certainly a course that should continue to be developed/offered to the UWG student body.	