

Course:	MKTG 3433 002 - INTRO TO MARKETING	Department:	MKTG
Responsible Faculty:	Matthew Hawkins	Responses / Expected:	39 / 62
Overall Mean:	<b>4.83</b> Excellent to Very Poor with N/A (36 responses) <b>4.28</b> 5 Point Likert Scale (581 responses) <b>4.21</b> Excellent to Very Poor (76 responses)		

Demographics		MKTG 3433 - 002							Course
		Responses						N	
		[F]	[S]	[J]	[S]	[G]	[O]		
Q1	Your class	1	1	19	16	0	2	<b>39</b>	

Responses: [F] Freshman=1 [S] Sophomore=2 [J] Junior=3 [S] Senior=4 [G] Graduate=5 [O] Other=6

Demographics		MKTG 3433 - 002								Course	
		Responses									N
		[CO]	[CO]	[DB]	[FJ]	[J]	[SM]	[SO]	[U]		
Q2	Your college	2	1	5	0	2	29	0	0	<b>39</b>	

Responses:  
 [CO] College of Education and Health Professions=1  
 [CO] College of Engineering=2  
 [DB] Dale Bumpers College of Agriculture, Food and Life Sciences=3  
 [FJ] Fay Jones School of Architecture=4  
 [J] J William Fulbright College of Arts and Sciences=5  
 [SM] Sam M Walton College of Business=6  
 [SO] School of Law=7  
 [U] UNDECLARED=8

Demographics		MKTG 3433 - 002					Course	
		Responses						N
		[A]	[B]	[C]	[D]	[F]		
Q3	Expected grade	19	16	3	1	0	<b>39</b>	

Responses: [A] A/PASS=5 [B] B=4 [C] C=3 [D] D=2 [F] F/FAIL=1

Demographics		MKTG 3433 - 002		
		Responses		Course
		[Y]	[N]	N
		<b>Q4</b> Course required	30	9

**Responses:** [Y] Yes=2 [N] No=1

WCOB College Core: Course Questions		MKTG 3433 - 002										--- Comparisons ---			
		Responses					Course					MKTG		All	
		[SA]	[A]	[U]	[D]	[SD]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct
		<b>Q5</b> When I have a question or comment I know it will be respected.	20	15	3	1	0	5	5	.74	<b>39</b>	<b>4.38</b>	<b>4.64</b>	16	<b>4.44</b>
Number of Courses / Survey Responses used for Comparisons:											32 / 830	301 / 7,513			

**Responses:** [SA] Strongly Agree=5 [A] Agree=4 [U] Undecided=3 [D] Disagree=2 [SD] Strongly Disagree=1  
**Pct** = Percentile Rank (Higher is better)

WCOB College Core: Instructor Questions		Hawkins, Matthew										--- Comparisons ---			
		Responses					Individual					MKTG		All	
		[SA]	[A]	[U]	[D]	[SD]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct
		<b>Q6</b> My instructor displays a clear understanding of course topics.	20	16	1	2	0	5	5	.77	<b>39</b>	<b>4.38</b>	<b>4.69</b>	22	<b>4.53</b>
<b>Q7</b> My instructor is actively helpful when students have problems.	28	9	1	1	0	5	5	.66	<b>39</b>	<b>4.64</b>	<b>4.62</b>	38	<b>4.36</b>	58	
<b>Q8</b> My instructor displays enthusiasm when teaching.	35	4	0	0	0	5	5	.30	<b>39</b>	<b>4.90</b>	<b>4.72</b>	72	<b>4.40</b>	83	
<b>Q9</b> My instructor seems well-prepared for class.	29	9	0	1	0	5	5	.61	<b>39</b>	<b>4.69</b>	<b>4.63</b>	47	<b>4.47</b>	61	
Number of Individuals / Survey Responses used for Comparisons:											32 / 834	302 / 7,577			

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

Pct = Percentile Rank (Higher is better)

WCOB MKTG: Course Based Questions		MKTG 3433 - 002										--- Comparisons ---			
		Responses					Course					MKTG		All	
		[SA]	[A]	[U]	[D]	[SD]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct
<b>Q10</b>	The stated goals of this course are consistently pursued.	18	18	1	1	0	4	4,5	.67	<b>38</b>	<b>4.39</b>	<b>4.55</b>	25	<b>4.55</b>	25
Number of Courses / Survey Responses used for Comparisons:											32 / 827		32 / 827		
<p><b>Responses:</b> [SA] Strongly Agree=5 [A] Agree=4 [U] Undecided=3 [D] Disagree=2 [SD] Strongly Disagree=1</p> <p><b>Pct = Percentile Rank (Higher is better)</b></p>															

WCOB MKTG: Instructor Based Questions		Hawkins, Matthew										--- Comparisons ---			
		Responses					Individual					MKTG		All	
		[SA]	[A]	[U]	[D]	[SD]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct
<b>Q11</b>	My instructor stimulates my thinking.	14	17	6	1	1	4	4	.92	<b>39</b>	<b>4.08</b>	<b>4.37</b>	22	<b>4.37</b>	22
<b>Q12</b>	My instructor motivates me to do my best work.	15	17	4	1	1	4	4	.90	<b>38</b>	<b>4.16</b>	<b>4.34</b>	29	<b>4.34</b>	29
<b>Q13</b>	Course assignments are interesting and stimulating.	12	16	5	3	3	4	4	1.18	<b>39</b>	<b>3.79</b>	<b>4.29</b>	16	<b>4.29</b>	16
<b>Q14</b>	Grades are an accurate assessment of my knowledge in this course.	14	14	6	2	2	4	4,5	1.10	<b>38</b>	<b>3.95</b>	<b>4.24</b>	25	<b>4.24</b>	25
Number of Individuals / Survey Responses used for Comparisons:											32 / 835		32 / 835		
<p><b>Responses:</b> [SA] Strongly Agree=5 [A] Agree=4 [U] Undecided=3 [D] Disagree=2 [SD] Strongly Disagree=1</p> <p><b>Pct = Percentile Rank (Higher is better)</b></p>															

University Core Course		MKTG 3433 - 002										--- Comparisons ---			
		Responses					Course					MKTG		All	
		[F]	[G]	[E]	[D]	[VP]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct

rate this course as:																			
Number of Courses / Survey Responses used for Comparisons:													32 / 830	301 / 7,530					
<b>Responses:</b> [E] Excellent=5 [G] Good=4 [F] Fair=3 [P] Poor=2 [VP] Very Poor=1													<b>Pct</b> = Percentile Rank (Higher is better)						

University Core Instructor		Hawkins, Matthew										--- Comparisons ---					
		Responses					Individual					MKTG		All			
		[E]	[G]	[F]	[P]	[VP]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct		
<b>Q16</b>	Overall, I would rate this instructor as:	22	9	6	1	0	5	5	.84	<b>38</b>	<b>4.37</b>	<b>4.54</b>	32	<b>4.26</b>	45		
Number of Individuals / Survey Responses used for Comparisons:													32 / 834	302 / 7,573			
<b>Responses:</b> [E] Excellent=5 [G] Good=4 [F] Fair=3 [P] Poor=2 [VP] Very Poor=1													<b>Pct</b> = Percentile Rank (Higher is better)				

University Core Instructor		Hawkins, Matthew										--- Comparisons ---					
		Responses					Individual					MKTG		All			
		[E]	[G]	[F]	[P]	[VP]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct		
<b>Q17</b>	Overall, I would rate my instructor's Spoken English as:	30	6	0	0	0	5	5	.37	<b>36</b>	<b>4.83</b>	<b>4.93</b>	16	<b>4.65</b>	41		
Number of Individuals / Survey Responses used for Comparisons:													32 / 785	302 / 7,160			
<b>Responses:</b> [E] Excellent=5 [G] Good=4 [F] Fair=3 [P] Poor=2 [VP] Very Poor=1													<b>Pct</b> = Percentile Rank (Higher is better)				

<b>Q18 - Comments:</b>	
<b>Faculty:</b>	Hawkins, Matthew
<b>Response Rate:</b>	38.46% (15 of 39)

- Good instructor, upsetting that he always takes one to two points off of every assignment for 'grammar'.
- Wish teaching was more straight forward but overall a good glass.
- Mr Hawkins was very enthusiastic about the subject matter and could usually articulate satisfying answers to student questions, as well as provide examples of the subject matter in most cases.
- The energy Matthew brings to the class is outstanding. He is always prepared and excited to teach, even in a night class of apathetic college students. This was my favorite class this semester and I always looked forward to going.
- I like and respect my instructo so mch !He is excellent and always helpfu!

- He is probably the most energetic professor I have ever had!
- He is really good at understanding students' view.
- I think it is ridiculous that I can earn an A in the curriculum, but do to not attending 1 SONA session outside of class my grade will be deducted by 1%. I earned an A from the material but due to these
  - irrelevant studies that do nothing to further my education are capable of having a negative impact on my grade. Prior to taking the final my grade will be dropped by a full point on the GPA scale because of this 1% deduction.
- Great teacher!
- You're a very peppy person.
- Professor Hawkins did a great job! Always enjoyed his classes because he made sure that they were fun, interesting, and informative.
- I loved this class!
- Professor Hawkins loves what he does and he shows it.
- I enjoy going to his class.
- However, the random pop quiz right after fall break was not cool.
- Overall this instructor and course was fun and informative. I am glad I was able to take it.
- I regret to take this class.
- I don't know what I did for a semester.
- I'll be honest-- I kinda felt like we were your lab rats. The video project and narratives seemed completely pointless for learning... they only helped your research.
- Quiz mid-semester... yeah, no. If you want to do quizzes, tell us from the beginning of the semester in the syllabus. The quiz caught us off guard and wasn't fair to the class after there was no mention of a quiz ever being in the syllabus.

Faculty Added Questions		MKTG 3433 - 002										--- Comparisons ---			
		Responses					Course					MKTG		All	
		[SA]	[A]	[U]	[D]	[SD]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct
<b>Q19</b>	I learned new ways to think about the issues dealt with in this course.	16	15	3	5	0	4	5	1	<b>39</b>	<b>4.08</b>	<b>4.02</b>	100	<b>4.19</b>	58
<b>Q20</b>	Everything possible is provided to help me learn.	16	14	6	3	0	4	5	.93	<b>39</b>	<b>4.10</b>	<b>4.12</b>	50	<b>4.12</b>	50
<b>Q21</b>	Learning was more meaningful in this class than other classes I have taken.	15	10	5	8	1	4	5	1.23	<b>39</b>	<b>3.77</b>	<b>3.72</b>	100	<b>4.04</b>	43

<b>Q22</b>	My instructor is friendly and accessible.	27	10	0	1	0	5	5	.62	<b>38</b>	<b>4.66</b>	<b>4.61</b>	100	<b>4.68</b>	50
<b>Q23</b>	I would enjoy taking another course from this instructor.	22	9	4	4	0	5	5	1.01	<b>39</b>	<b>4.26</b>	<b>4.22</b>	100	<b>4.47</b>	50
Number of Courses / Survey Responses used for Comparisons:												2 / 58	7 / 188		

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

**Pct** = Percentile Rank (Higher is better)