

Course:	MKTG 3433 003 - INTRO TO MARKETING	Department:	MKTG
Responsible Faculty:	Matthew Hawkins	Responses / Expected:	19 / 37
Overall Mean:	4.94 Excellent to Very Poor with N/A (18 responses) 4.28 5 Point Likert Scale (285 responses) 4.18 Excellent to Very Poor (38 responses)		

Demographics		MKTG 3433 - 003						Course
		Responses						
		[F]	[S]	[J]	[S]	[G]	[O]	
Q1	Your class	0	0	14	5	0	0	19

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

Demographics		MKTG 3433 - 003							Course	
		Responses								
		[CO]	[CO]	[DB]	[FJ]	[J]	[SM]	[SO]		[U]
Q2	Your college	0	0	2	0	2	15	0	0	19

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 - 003					Course
		Responses					
		[A]	[B]	[C]	[D]	[F]	
Q3	Expected grade	7	12	0	0	0	19

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

Demographics		MKTG 3433 - 003		
		Responses		Course
		[Y]	[N]	N
		Q4 Course required	14	5

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

WCOB College Core: Course Questions		MKTG 3433 - 003										--- Comparisons ---			
		Responses					Course					MKTG		All	
		[SA]	[A]	[U]	[D]	[SD]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct
		Q5 When I have a question or comment I know it will be respected.	11	7	1	0	0	5	5	.60	19	4.53	4.64	22	4.44
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
		Q6 My instructor displays a clear understanding of course topics.	14	4	0	1	0	5	5	.74	19	4.63	4.69	32	4.53
Q7 My instructor is actively helpful when students have problems.	14	2	3	0	0	5	5	.75	19	4.58	4.62	32	4.36	51	
Q8 My instructor displays enthusiasm when teaching.	17	1	1	0	0	5	5	.49	19	4.84	4.72	63	4.40	76	
Q9 My instructor seems well-prepared for class.	15	3	1	0	0	5	5	.55	19	4.74	4.63	60	4.47	68	
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

rate this course as:																			
Number of Courses / Survey Responses used for Comparisons:													32 / 830	301 / 7,530					
Responses: [E] Excellent=5 [G] Good=4 [F] Fair=3 [P] Poor=2 [VP] Very Poor=1													Pct = 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		
Q16	Overall, I would rate this instructor as:	10	6	2	1	0	5	5	.86	19	4.32	4.54	25	4.26	41		
Number of Individuals / Survey Responses used for Comparisons:													32 / 834	302 / 7,573			
Responses: [E] Excellent=5 [G] Good=4 [F] Fair=3 [P] Poor=2 [VP] Very Poor=1													Pct = 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		
Q17	Overall, I would rate my instructor's Spoken English as:	17	1	0	0	0	5	5	.23	18	4.94	4.93	41	4.65	65		
Number of Individuals / Survey Responses used for Comparisons:													32 / 785	302 / 7,160			
Responses: [E] Excellent=5 [G] Good=4 [F] Fair=3 [P] Poor=2 [VP] Very Poor=1													Pct = Percentile Rank (Higher is better)				

Q18 - Comments:	
Faculty:	Hawkins, Matthew
Response Rate:	26.32% (5 of 19)

-	Mr. Hawkins, I really enjoyed your class. Your class was very interesting!
-	The only part of this course that did not seem fair was that part of a test was given the class period before he had actually scheduled the test. It was taken off of our grade. It would've been fair to give extra credit for being in that class but for it to be taken automatically off of our test grade when we were not supposed to have a test in that class, that does not seem fair. Everywhere else, the professor was very prepared and eager to see his students learn.
-	Great guy. It was just hard to sit through a 3 hour class where he just read off of the Power Points...which made it extremely boring. He also had more assignments and videos over Cultural

Anthropology related topics, and not marketing.

I enjoyed this course and the various projects we had throughout the semester. The video project was fun to make and it was good to be able to work with other people in the class for the cultural project so I could meet other people and have a group to study with. For me the tests were a little tricky. I would have probably done better if we had went over more conceptual examples in class, since most of the questions on the test were conceptual. Over all I feel like I learned quite a bit in this class and I enjoyed your enthusiasm.

I understand there are lots of material too cover in class. However, I think the class will be more interesting if there is more interaction between students. For example: some group project that could finished during class period will definitely encourage communication and make the material became more remarkable.

Faculty Added Questions		MKTG 3433 - 003										--- Comparisons ---			
		Responses					Course					MKTG		All	
		[SA]	[A]	[U]	[D]	[SD]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct
Q19	I learned new ways to think about the issues dealt with in this course.	5	8	5	1	0	4	4	.85	19	3.89	4.02	50	4.19	29
Q20	Everything possible is provided to help me learn.	7	8	4	0	0	4	4	.74	19	4.16	4.12	100	4.12	100
Q21	Learning was more meaningful in this class than other classes I have taken.	2	11	4	1	1	4	4	.93	19	3.63	3.72	50	4.04	15
Q22	My instructor is friendly and accessible.	12	6	0	1	0	5	5	.75	19	4.53	4.61	50	4.68	13
Q23	I would enjoy taking another course from this instructor.	11	3	3	1	1	5	5	1.18	19	4.16	4.22	50	4.47	25
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)