

**Part 1 - The Course****Course code :** 2343**Professor :** Matthew Hawkins**Course Name :** Marketing Across Cultures**Total Number of Responses :** (t) 7

Legend to questions 1- 9:	No opinion (n)		Do Not Agree At All 1		Do Not Agree 2		Agree 3		Really Agree 4		Very Strongly Agree 5		Count check**	Mean of valid answers	Distributon of MEAN from sample*	
	#	% t	#	% t-n	#	% t-n	#	% t-n	#	% t-n	#	% t-n			Mean	St Dev
<b>The Course</b>																
1. I was given clear information about the intended learning outcomes	1	14%	0	0%	3	50%	3	50%	0	0%	0	0%	ok	2,5	4,1	0,5
2. The assessment criteria were made clear in advance	1	14%	0	0%	2	33%	1	17%	0	0%	3	50%	ok	3,7	4,2	0,5
3. The course achieved its objectives as stated in the outline	1	14%	0	0%	0	0%	4	67%	1	17%	1	17%	ok	3,5	4,1	0,5
4. The proposed assessment criteria have been respected	2	29%	0	0%	1	20%	2	40%	0	0%	2	40%	ok	3,6	4,2	0,5
5. During the semester / trimester I was given feedback about my progress	2	29%	2	40%	1	20%	1	20%	1	20%	0	0%	ok	2,2	3,3	0,8
6. The course maintained a very international outlook	1	14%	0	0%	0	0%	1	17%	3	50%	2	33%	ok	4,2	4,0	0,5
7. The reading materials (notes, textbooks, case-studies) were useful and interesting	1	14%	0	0%	0	0%	2	33%	3	50%	1	17%	ok	3,8	3,9	0,5
8. The practical and professional value of this course was very high	1	14%	0	0%	1	17%	5	83%	0	0%	0	0%	ok	2,8	3,9	0,5
<b>9. The course was a valuable learning experience</b>	1	14%	0	0%	0	0%	5	83%	1	17%	0	0%	ok	3,2	4,0	0,5

\*Current sample includes only courses for the spring semester, first and second trimester

\*\* Count check confirms that valid answers have all been counted

**Part 2 - The Instructor**  
**Part 3 - Workload and Logistics**

**Course code :** 2343

**Professor :** Matthew Hawkins

**Course Name :** Marketing Across Cultures

**Total Number of Responses :** (t) 7

Legend to questions 10- 16	No opinion (n)		Do Not Agree At All 1		Do Not Agree 2		Agree 3		Really Agree 4		Very Strongly Agree 5		Count check**	Mean of valid answers	Distributon of MEAN from sample*	
	#	% t	#	% t-n	#	% t-n	#	% t-n	#	% t-n	#	% t-n			Mean	St Dev
<b>The Instructor</b>																
10. The Instructor was able to motivate and engage students	1	14%	0	0%	0	0%	3	50%	3	50%	0	0%	ok	3,5	3,9	0,6
11. The Instructor was well prepared and classes were well organized	1	14%	0	0%	1	17%	4	67%	1	17%	0	0%	ok	3,0	4,2	0,6
12. The Instructor was available to address questions from students	1	14%	0	0%	0	0%	0	0%	3	50%	3	50%	ok	4,5	4,3	0,4
<b>13. The Instructor provided an effective and productive learning experience</b>	2	29%	0	0%	0	0%	4	80%	1	20%	0	0%	ok	3,2	4,1	0,6
<b>Workload and Logistics</b>																
14. The logistics (website, case-studies, readings) were well set up	1	14%	0	0%	1	17%	1	17%	2	33%	2	33%	ok	3,8	3,9	0,5
15. The INDIVIDUAL assignments were useful to improve the learning	1	14%	0	0%	0	0%	2	33%	3	50%	1	17%	ok	3,8	3,8	0,5
16. The GROUP assignments were useful to improve the learning	4	57%	0	0%	0	0%	3	100%	0	0%	0	0%	ok	3,0	3,5	1,3
Legend to questions 17-18	No opinion		Too Light 1		Light 2		Just Right 3		Heavy 4		Too Heavy 5					
17. The level of difficulty and pace of the course were...	1	14%	0	0%	3	50%	1	17%	2	33%	0	0%	ok	2,8	3,4	0,4
<b>18. The workload for the course was...</b>	1	14%	0	0%	2	33%	1	17%	2	33%	1	17%	ok	3,3	3,4	0,4

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