

<b>Course:</b>	MKTG 4233 018 - INTEGRATED MARKETING COMM	<b>Department:</b>	MKTL
<b>Responsible Faculty:</b>	Matthew Hawkins	<b>Resp. Rec'vd / Expected:</b>	2 / 8

Demographics		MKTG 4233 - 018										--- Comparisons ---				
		Responses						Course				MKTL		All		
		[F]	[S]	[J]	[S]	[G]	[O]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct
<b>Q1</b>	Your class	0	0	0	2	0	0	4	4	0	2	4	4	100	4	100
Number of Courses / Survey Responses used for Comparisons:												1 / 2		1 / 2		
<b>Responses:</b> [F] Freshman=1 [S] Sophomore=2 [J] Junior=3 [S] Senior=4 [G] Graduate=5 [O] Other=6 <b>Pct = Percentile Rank (Higher is better)</b>																

Demographics		MKTG 4233 - 018												--- Comparisons ---				
		Responses								Course				MKTL		All		
		[CO]	[CO]	[DB]	[FJ]	[J]	[SM]	[SO]	[U]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct
<b>Q2</b>	Your college	0	0	0	0	0	2	0	0	6	6	0	2	6	6	100	6	100
Number of Courses / Survey Responses used for Comparisons:												1 / 2		1 / 2				
<b>Responses:</b> [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 <b>Pct = Percentile Rank (Higher is better)</b>																		

Demographics		MKTG 4233 - 018										--- Comparisons ---			
		Responses					Course					MKTL		All	
		[A]	[B]	[C]	[D]	[F]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct
<b>Q3</b>	Expected grade	2	0	0	0	0	5	5	0	2	5	5	100	5	100
Number of Courses / Survey Responses used for Comparisons:												1 / 2		1 / 2	
<b>Responses:</b> [A] A/PASS=5 [B] B=4 [C] C=3 [D] D=2 [F] F/FAIL=1 <b>Pct = Percentile Rank (Higher is better)</b>															

Demographics		MKTG 4233 - 018							--- Comparisons ---					
		Responses		Course					MKTL		All			
		[Y]	[N]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct		
<b>Q4</b>	Course required	2	0	2	2	0	2	2	2	2	2	100	2	100

Number of Courses / Survey Responses used for Comparisons: 1 / 2 1 / 2

Responses: [Y] Yes=2 [N] No=1  
Pct = Percentile Rank (Higher is better)

WCOB College Core: Course Questions		MKTG 4233 - 018										--- Comparisons ---			
		Responses					Course					MKTL		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.	2	0	0	0	0	5	5	0	2	5	5	100	5	100
Number of Courses / Survey Responses used for Comparisons:											1 / 2		1 / 2		
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					MKTL		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.	2	0	0	0	0	5	5	0	2	5	5	100	5	100
Q7	My instructor is actively helpful when students have problems.	2	0	0	0	0	5	5	0	2	5	5	100	5	100
Q8	My instructor displays enthusiasm when teaching.	2	0	0	0	0	5	5	0	2	5	5	100	5	100
Q9	My instructor seems well-prepared for class.	2	0	0	0	0	5	5	0	2	5	5	100	5	100
Number of Individuals / Survey Responses used for Comparisons:											1 / 2		1 / 2		
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 4233 - 018										--- Comparisons ---			
		Responses					Course					MKTL		All	
		[SA]	[A]	[U]	[D]	[SD]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct
Q10	The stated goals of this course are consistently pursued.	2	0	0	0	0	5	5	0	2	5	5	100	5	100
Number of Courses / Survey Responses used for Comparisons:											1 / 2		1 / 2		
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: Instructor Based Questions		Hawkins, Matthew										--- Comparisons ---			
		Responses					Individual					MKTL		All	
		[SA]	[A]	[U]	[D]	[SD]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct
Q11	My instructor stimulates my thinking.	2	0	0	0	0	5	5	0	2	5	5	100	5	100
Q12	My instructor motivates me to do	2	0	0	0	0	5	5	0	2	5	5	100	5	100

	my best work.														
<b>Q13</b>	Course assignments are interesting and stimulating.	2	0	0	0	0	5	5	0	2	5	5	100	5	100
<b>Q14</b>	Grades are an accurate assessment of my knowledge in this course.	2	0	0	0	0	5	5	0	2	5	5	100	5	100
Number of Individuals / Survey Responses used for Comparisons:												1 / 2	1 / 2		
<b>Responses:</b> [SA] Strongly Agree=5 [A] Agree=4 [U] Undecided=3 [D] Disagree=2 [SD] Strongly Disagree=1 <b>Pct = Percentile Rank (Higher is better)</b>															

University Core Course		MKTG 4233 - 018										--- Comparisons ---			
		Responses					Course					MKTL		All	
		[E]	[G]	[F]	[P]	[VP]	Med.	Mode	S.D.	N	Mean	Mean	Pct	Mean	Pct
<b>Q15</b>	Overall, I would rate this course as:	2	0	0	0	0	5	5	0	2	5	5	100	5	100
Number of Courses / Survey Responses used for Comparisons:												1 / 2	1 / 2		
<b>Responses:</b> [E] Excellent=5 [G] Good=4 [F] Fair=3 [P] Poor=2 [VP] Very Poor=1 <b>Pct = Percentile Rank (Higher is better)</b>															

University Core Instructor		Hawkins, Matthew										--- Comparisons ---			
		Responses					Individual					MKTL		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:	2	0	0	0	0	5	5	0	2	5	5	100	5	100
Number of Individuals / Survey Responses used for Comparisons:												1 / 2	1 / 2		
<b>Responses:</b> [E] Excellent=5 [G] Good=4 [F] Fair=3 [P] Poor=2 [VP] Very Poor=1 <b>Pct = Percentile Rank (Higher is better)</b>															

University Core Instructor		Hawkins, Matthew										--- Comparisons ---			
		Responses					Individual					MKTL		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:	2	0	0	0	0	5	5	0	2	5	5	100	5	100
Number of Individuals / Survey Responses used for Comparisons:												1 / 2	1 / 2		
<b>Responses:</b> [E] Excellent=5 [G] Good=4 [F] Fair=3 [P] Poor=2 [VP] Very Poor=1 <b>Pct = Percentile Rank (Higher is better)</b>															

<b>Q18 - Comments:</b>	
<b>Faculty:</b>	Hawkins, Matthew
<b>Response Rate:</b>	50.00% (1 of 2)

-	IMC with Matthew Hawkins is an excellent class. Truly one of the best marketing classes I have taken at the University of Arkansas.
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