![Brazosport College — The College of Choice®]

Xiao Li
PRINC/MARKETING MANAGEMENT (ONLINE)

Survey Evaluation Results 2021 Fall II (8-Week - 212E) - PRINC/MARKETING

Dear Instructor,

Below you will find the 2021 Fall II (8-Week - 212E) evaluation results for your online class, "PRINC/ MARKETING MANAGEMENT (ONLINE)".

The overall indicator is listed first.

The second part of the analysis lists the average values of all individual questions.

Comments are listed at the report's end.

If you have any further questions do not hesitate to contact our department.

Best regards,

Leslie Cummings
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(979) 230-3256
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Xiao Li
2021 Fall II (8-Week - 212E) PRINC/MARKETING MANAGEMENT (ONLINE)
PRINC/MARKETING MANAGEMENT (ONLINE) (TMGT4395 40212E)
No. of responses = 3

Brazosport College
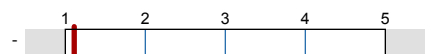*The College of Choice®*

Overall indicators

Global Index
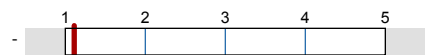
- | 1 2 3 4 5 | +
av.=1.1
dev.=0.1

5. Course Design
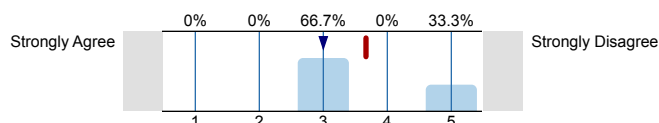Course activities (assignments, discussions, quizzes)....

- | 1 2 3 4 5 | +
av.=1.1
dev.=0.1

Survey Results

1. Student Information

1.1) I have either viewed the video or attended the "live" session of the **Online Course Tools Tour**.

Strongly Agree | 0% 0% 66.7% 0% 33.3% | Strongly Disagree
1 2 3 4 5

n=3
av.=3.7
md=3
dev.=1.2

1.2) The main reason I am taking an online course is

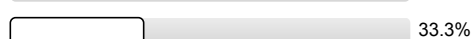|		n=3
I work full time and scheduling all the classes I need is difficult.	33.3%	
I have transportation issues which makes it difficult to get to campus.	0%	
I have difficulty getting away from the house (must care for children/parent, disability/mobility issues, etc.).	33.3%	
To avoid the extra cost and time of travel.	0%	
It is the only way the course was offered.	33.3%	
Online courses just suit my preferred learning style.	0%	
As a result of COVID-19.	0%	

1.4) I am taking _____ this semester. Check all that apply.

		n=3
5 or more courses	0%	
3-4 courses	0%	
1-2 courses	100%	
This is my first online course.	0%	

1.5) How many hours per week do you spend online for this course?

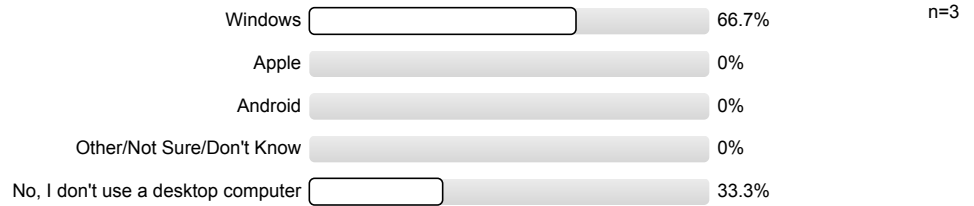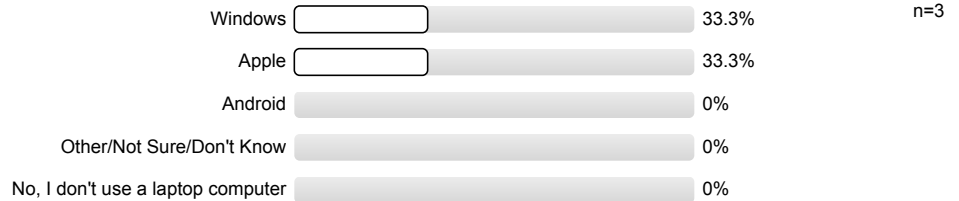|		n=3
Less than 3 hours	0%	
3-5 hours	100%	
6-10 hours	0%	
More than 10 hours	0%	

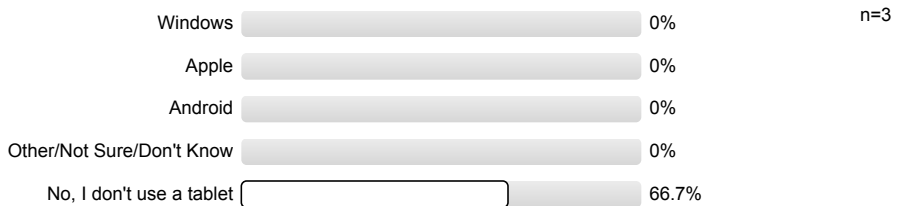## 2. I use the following computer system or device to access my online course(s). (check all that apply)
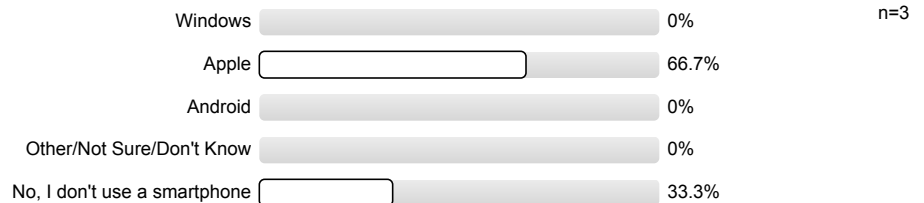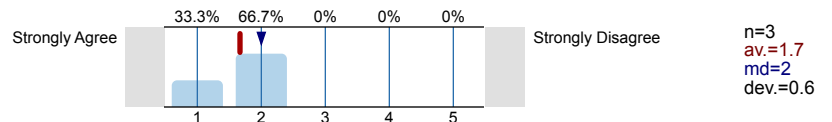
2.1) Desktop

Windows	66.7%	n=3
Apple	0%	
Android	0%	
Other/Not Sure/Don't Know	0%	
No, I don't use a desktop computer	33.3%	

2.2) Laptop

Windows	33.3%	n=3
Apple	33.3%	
Android	0%	
Other/Not Sure/Don't Know	0%	
No, I don't use a laptop computer	0%	

2.3) Tablet (ipad, etc.)

Windows	0%	n=3
Apple	0%	
Android	0%	
Other/Not Sure/Don't Know	0%	
No, I don't use a tablet	66.7%	

2.4) Smart Phone (iphone, Galaxy, etc.)

Windows	0%	n=3
Apple	66.7%	
Android	0%	
Other/Not Sure/Don't Know	0%	
No, I don't use a smartphone	33.3%	

3. Your Course

3.1) I read all the instructions thoroughly.

Strongly Agree — Strongly Disagree
33.3% / 66.7% / 0% / 0% / 0% (scale 1–5)
n=3
av.=1.7
md=2
dev.=0.6

3.2) I asked questions to clarify the information.

Strongly Agree — Strongly Disagree
33.3% / 66.7% / 0% / 0% / 0% (scale 1–5)
n=3
av.=1.7
md=2
dev.=0.6
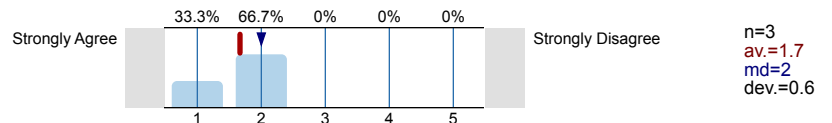
3.3) I am satisfied with my online learning experience.

Strongly Agree — Strongly Disagree
33.3% / 66.7% / 0% / 0% / 0% (scale 1–5)
n=3
av.=1.7
md=2
dev.=0.6

4. Services and Technical Support
Rate your level of satisfaction with the BC services for this course.
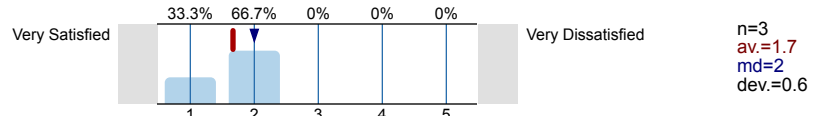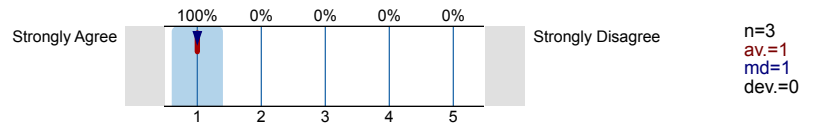
4.1) On campus registration/admissions

Very Satisfied | 0% 100% 0% 0% 0% | Very Dissatisfied

n=3
av.=2
md=2
dev.=0

4.2) Online registration/admissions

Very Satisfied | 0% 66.7% 33.3% 0% 0% | Very Dissatisfied

n=3
av.=2.3
md=2
dev.=0.6

4.3) Financial aid

Very Satisfied | 0% 50% 50% 0% 0% | Very Dissatisfied

n=2
av.=2.5
md=2.5
dev.=0.7
ab.=1

4.4) Online counseling

Very Satisfied | 0% 50% 50% 0% 0% | Very Dissatisfied

n=2
av.=2.5
md=2.5
dev.=0.7
ab.=1

4.5) On campus counseling

Very Satisfied | 0% 100% 0% 0% 0% | Very Dissatisfied

n=2
av.=2
md=2
dev.=0
ab.=1

4.6) Library

Very Satisfied | 0% 50% 50% 0% 0% | Very Dissatisfied

n=2
av.=2.5
md=2.5
dev.=0.7
ab.=1

4.7) Online Library

Very Satisfied | 0% 0% 100% 0% 0% | Very Dissatisfied

n=2
av.=3
md=3
dev.=0
ab.=1

4.8) Online tutoring

Very Satisfied | 0% 0% 100% 0% 0% | Very Dissatisfied

n=2
av.=3
md=3
dev.=0
ab.=1

4.9) On campus tutoring

Very Satisfied | 0% 50% 50% 0% 0% | Very Dissatisfied

n=2
av.=2.5
md=2.5
dev.=0.7
ab.=1

4.10) Computer labs

Very Satisfied | 0% 66.7% 33.3% 0% 0% | Very Dissatisfied

n=3
av.=2.3
md=2
dev.=0.6

4.11) Proctored testing

Very Satisfied | 0% 33.3% 66.7% 0% 0% | Very Dissatisfied

n=3
av.=2.7
md=3
dev.=0.6

4.12) IT Help Desk

	33.3%	66.7%	0%	0%	0%		
Very Satisfied						Very Dissatisfied	n=3
	1	2	3	4	5		av.=1.7 md=2 dev.=0.6

4.13) Online Help Desk

	33.3%	33.3%	33.3%	0%	0%		
Very Satisfied						Very Dissatisfied	n=3
	1	2	3	4	5		av.=2 md=2 dev.=1

5. Course Design
Course activities (assignments, discussions, quizzes)....

5.1) Instructions were clear and understandable.

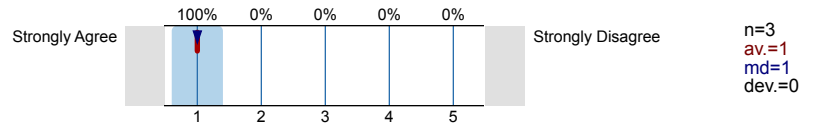|	100%	0%	0%	0%	0%		
Strongly Agree						Strongly Disagree	n=3
	1	2	3	4	5		av.=1 md=1 dev.=0
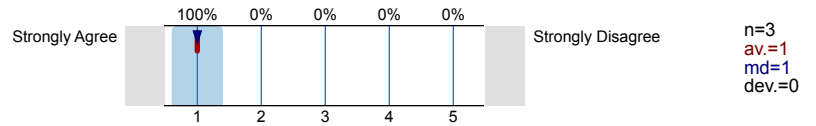
5.2) Helped me to understand the subject.

	100%	0%	0%	0%	0%		
Strongly Agree						Strongly Disagree	n=3
	1	2	3	4	5		av.=1 md=1 dev.=0

5.3) Applied to what we were learning in the course.

	100%	0%	0%	0%	0%		
Strongly Agree						Strongly Disagree	n=3
	1	2	3	4	5		av.=1 md=1 dev.=0
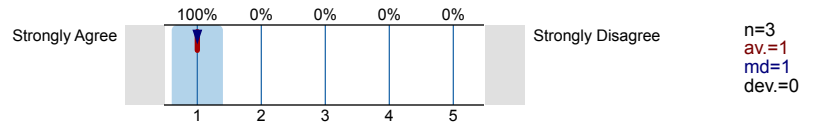
5.4) Motivated me to learn new information on my own.

	100%	0%	0%	0%	0%		
Strongly Agree						Strongly Disagree	n=3
	1	2	3	4	5		av.=1 md=1 dev.=0

5.5) Allowed me to interact well with others in the class.

|	66.7%	33.3%	0%	0%	0%		
Strongly Agree						Strongly Disagree	n=3
	1	2	3	4	5		av.=1.3 md=1 dev.=0.6
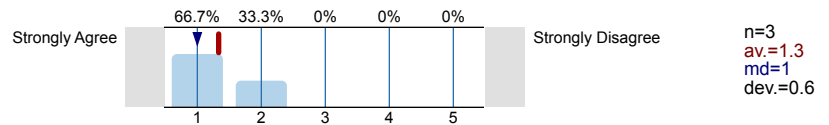
5.6) I can apply the knowledge and skills learned in this course to my work or other non-class related activities.

|	33.3%	66.7%	0%	0%	0%		
Strongly Agree						Strongly Disagree	n=3
	1	2	3	4	5		av.=1.7 md=2 dev.=0.6
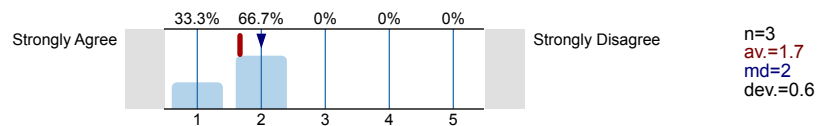
5.7) I felt comfortable interacting with others in the course.

	66.7%	33.3%	0%	0%	0%		
Strongly Agree						Strongly Disagree	n=3
	1	2	3	4	5		av.=1.3 md=1 dev.=0.6
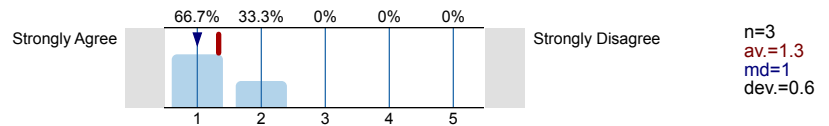
5.8) Course grading procedures, such as requirements for an A, B, or C, were clearly defined

	100%	0%	0%	0%	0%		
Strongly Agree						Strongly Disagree	n=3
	1	2	3	4	5		av.=1 md=1 dev.=0
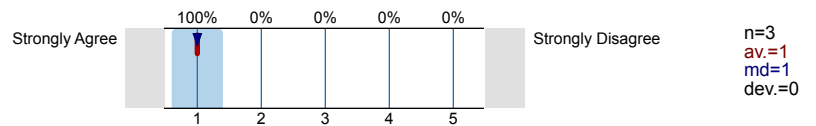
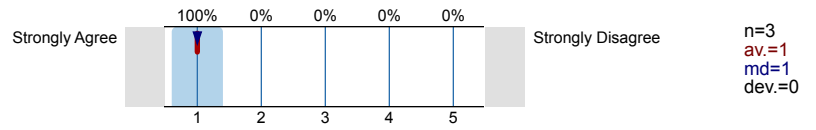**5.9)** How activities are weighted, such as Quizzes are 40% of the total grade, were clearly outlined in the course.

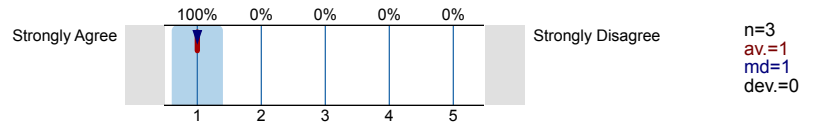|	100%	0%	0%	0%	0%		
Strongly Agree						Strongly Disagree	n=3
	1	2	3	4	5		av.=1 md=1 dev.=0
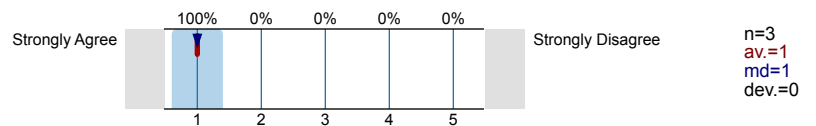
5.10) The required textbook for this class was useful to me in completing assignments and mastering the content of the course.

Strongly Agree | 100% | 0% | 0% | 0% | 0% | Strongly Disagree
n=3
av.=1
md=1
dev.=0
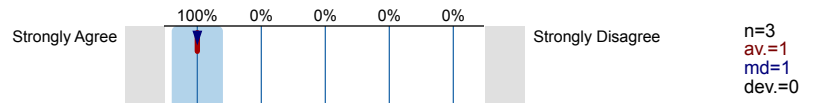
5.11) This course met my expectations in regard to the content presented.

Strongly Agree | 100% | 0% | 0% | 0% | 0% | Strongly Disagree
n=3
av.=1
md=1
dev.=0

5.12) This course met my expectations in regard to the quality of instruction.

Strongly Agree | 100% | 0% | 0% | 0% | 0% | Strongly Disagree
n=3
av.=1
md=1
dev.=0

6. The Course Syllabus....

6.1) The syllabus was easy to find.

Strongly Agree | 100% | 0% | 0% | 0% | 0% | Strongly Disagree
n=3
av.=1
md=1
dev.=0
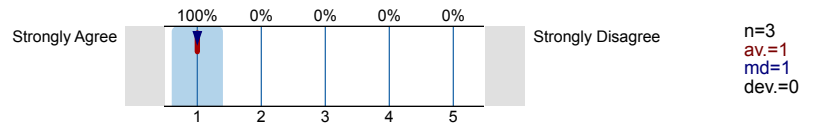
6.2) The syllabus clearly described course activities, assignment and test due dates

Strongly Agree | 100% | 0% | 0% | 0% | 0% | Strongly Disagree
n=3
av.=1
md=1
dev.=0
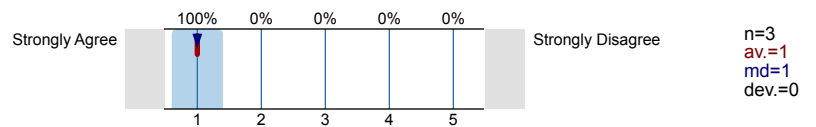
6.3) The syllabus provided me with a clear understanding of what was expected of me.

Strongly Agree | 100% | 0% | 0% | 0% | 0% | Strongly Disagree
n=3
av.=1
md=1
dev.=0
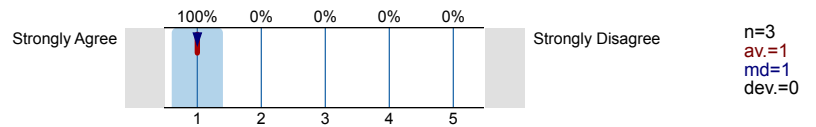
7. My instructor....

7.1) Was very knowledgeable about the subject matter.

Strongly Agree | 100% | 0% | 0% | 0% | 0% | Strongly Disagree
n=3
av.=1
md=1
dev.=0
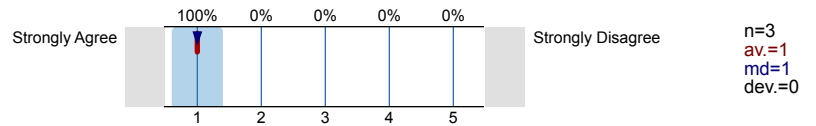
7.2) Was well prepared to teach this course.

Strongly Agree | 100% | 0% | 0% | 0% | 0% | Strongly Disagree
n=3
av.=1
md=1
dev.=0
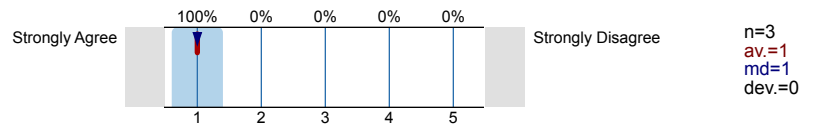
7.3) Used a variety of technologies such as live web lectures, videos, audio and chat.

Strongly Agree | 66.7% | 33.3% | 0% | 0% | 0% | Strongly Disagree
n=3
av.=1.3
md=1
dev.=0.6
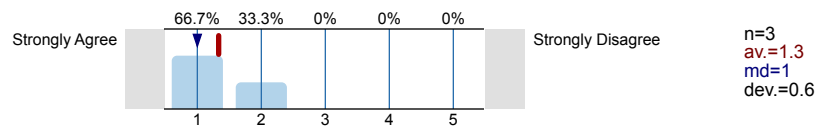
7.4) Clearly communicated information about the class.

Strongly Agree | 100% | 0% | 0% | 0% | 0% | Strongly Disagree
n=3
av.=1
md=1
dev.=0
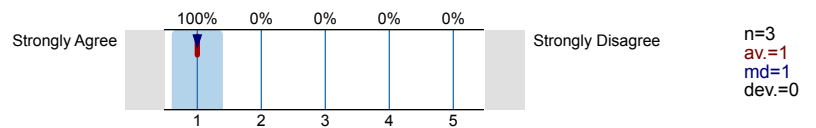
7.5) Was fair in assigning grades.

Strongly Agree | 100% | 0% | 0% | 0% | 0% | Strongly Disagree
n=3
av.=1
md=1
dev.=0
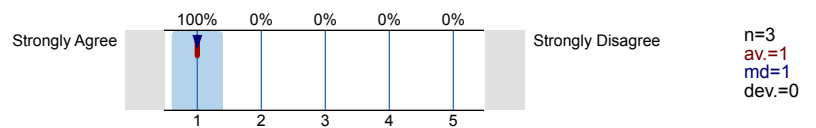
7.6) Provided valuable feedback on graded assignments.

	100%	0%	0%	0%	0%		
Strongly Agree						Strongly Disagree	n=3
	1	2	3	4	5		av.=1 md=1 dev.=0
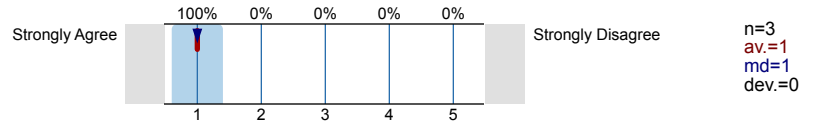
7.7) Helped me understand my strengths and weaknesses.

	100%	0%	0%	0%	0%		
Strongly Agree						Strongly Disagree	n=3
	1	2	3	4	5		av.=1 md=1 dev.=0
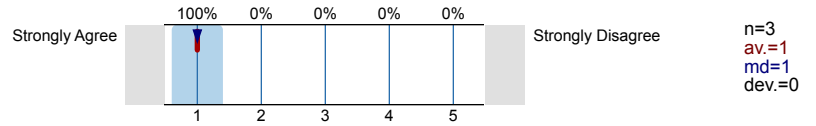
7.8) Encourages me to learn.

	100%	0%	0%	0%	0%		
Strongly Agree						Strongly Disagree	n=3
	1	2	3	4	5		av.=1 md=1 dev.=0
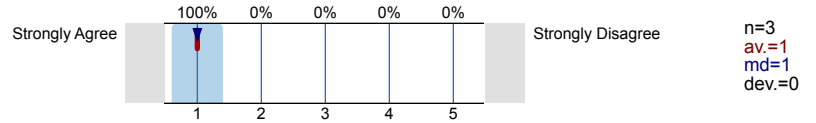
7.9) Helped to focus discussions on issues in a way that helped me learn.

	100%	0%	0%	0%	0%		
Strongly Agree						Strongly Disagree	n=3
	1	2	3	4	5		av.=1 md=1 dev.=0
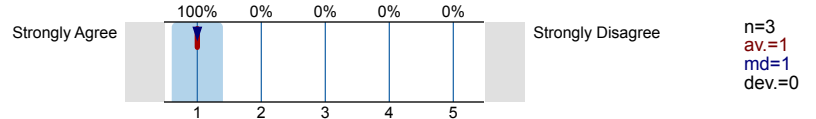
8. My instructor....

8.1) Responded to my questions in

24 hours	100%	n=3
two days	0%	
a week	0%	
two weeks	0%	
longer than three weeks	0%	
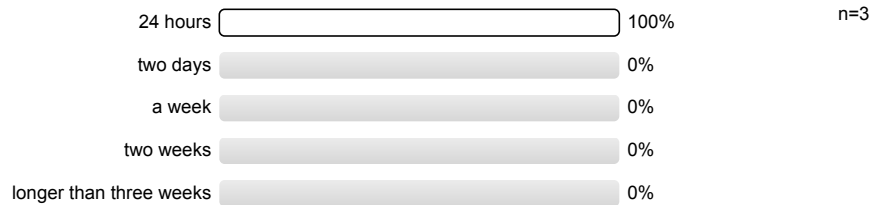
8.2) Graded and returned assignments in

24 hours	33.3%	n=3
two days	66.7%	
a week	0%	
two weeks	0%	
longer than three weeks	0%	
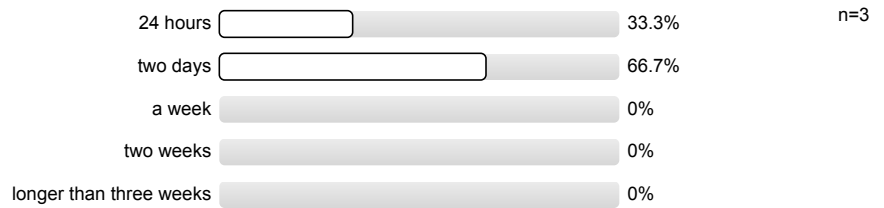
8.3) Commented in discussion threads in

24 hours	33.3%	n=3
two days	66.7%	
a week	0%	
two weeks	0%	
longer than three weeks	0%	
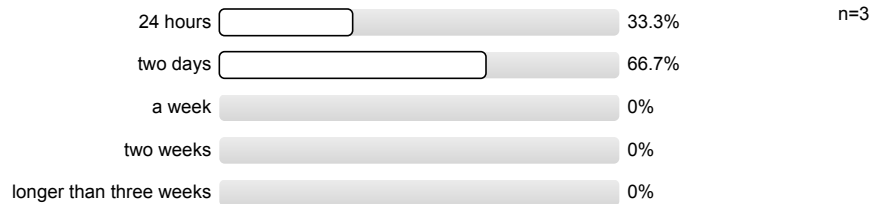
Comments Report

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4. Services and Technical Support
Rate your level of satisfaction with the BC services for this course.

4.14) Please comment on BC support for online classes.

- After hours support is hardly there. When I leave a text/email message it doesn't get returned until the next business day. That's when all activities start. Sometimes it may already be resolved

8. My instructor....

8.4) Please add any comments you would like to anonymously share with your instructor.

- I enjoy the class. Thank you Dr. Li

- I took my first class (Operations Mgmt) with Dr. Li and coincidentally took my last class (principles of Marketing Mgmt) with her, and more. She goes above and beyond the regular to make her students understand the content. She did countless individual zooms just to help us catch up or grasp what the books are teaching.

9. Final Comment

9.1) The comment box provides an opportunity to anonymously communicate any specific impressions (either overall impressions or impressions about particular and specific things) to the instructor. Please feel free to write a lot in the comment box since your feedback is probably the single most important influence on course improvement.

- Thank you for grading our assignments promptly. I enjoyed your class and I understood the material presented in class.

- Two things I must commend:
  1) The dual (face-to-face and online) combo was great in the early days of the BAT program. Wherever it is possible, that option should be made available to students.
  2) The combination of the textbook backed up with PPT slides is also great. Very helpful in learning the course content