

Xiao Li
2021 Spring I (8 week) - 213E PRINCIPLES OF MARKETING MANAGEMENT
PRINCIPLES OF MARKETING MANAGEMENT (TMGT4395 40213E)
No. of responses = 1

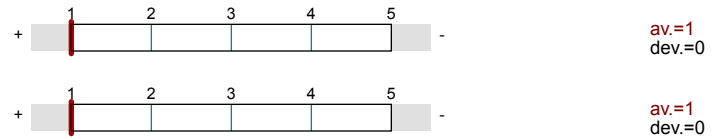


Overall indicators

Global Index

5. Course Design

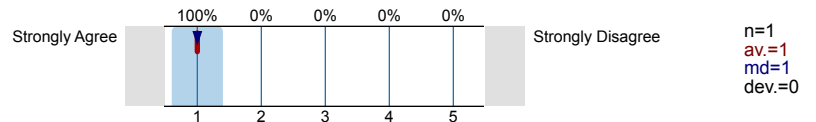
Course activities (assignments, discussions, quizzes)....



Survey Results

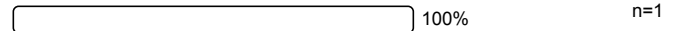
1. Student Information

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



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

I work full time and scheduling all the classes I need is difficult.



I have transportation issues which makes it difficult to get to campus.



I have difficulty getting away from the house (must care for children/parent, disability/mobility issues, etc.).



To avoid the extra cost and time of travel.



It is the only way the course was offered.



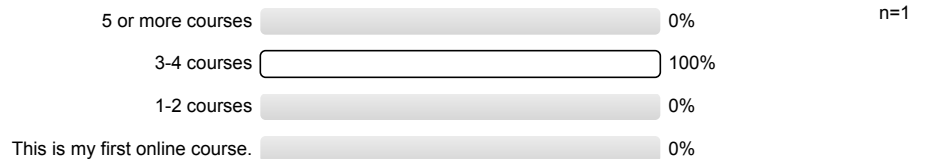
Online courses just suit my preferred learning style.



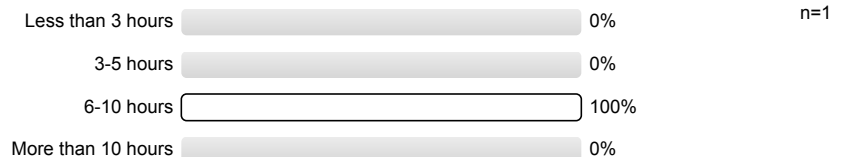
As a result of COVID-19.



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

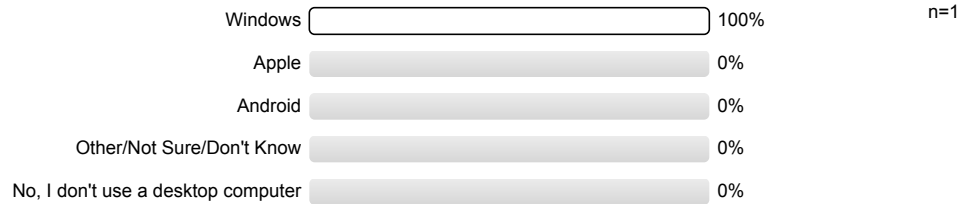


1.5) How many hours per week do you spend online for this course?

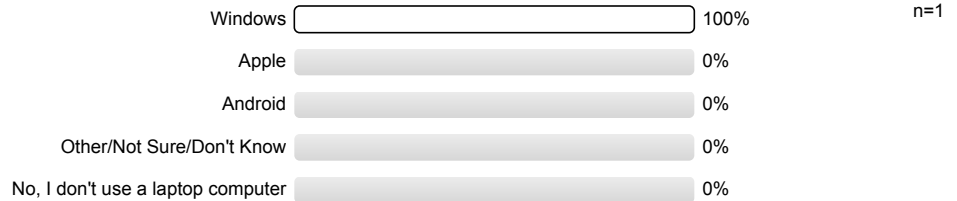


2. I use the following computer system or device to access my online course(s). (check all that apply)

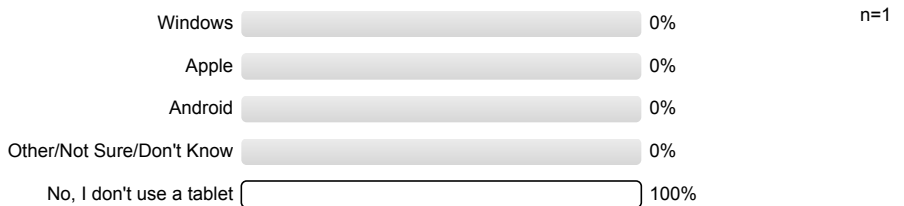
2.1) Desktop



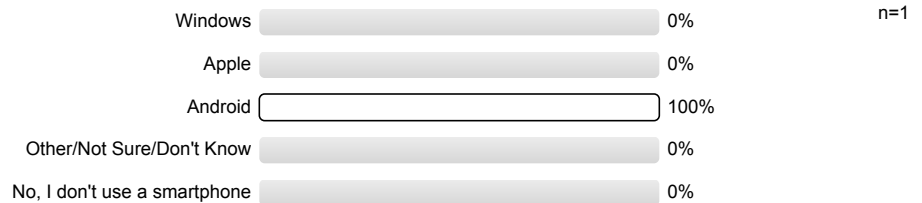
2.2) Laptop



2.3) Tablet (ipad, etc.)

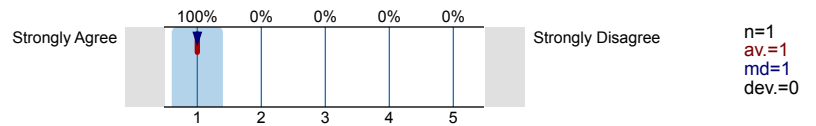


2.4) Smart Phone (iphone, Galaxy, etc.)

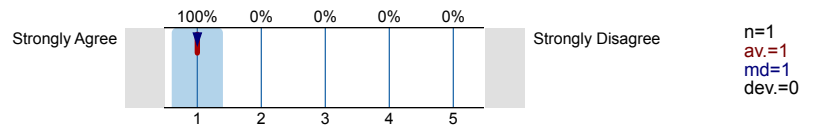


3. Your Course

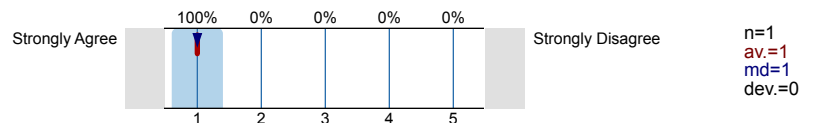
3.1) I read all the instructions thoroughly.



3.2) I asked questions to clarify the information.



3.3) I am satisfied with my online learning experience.



4. Services and Technical Support

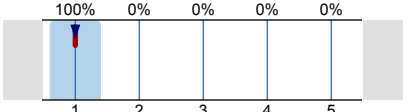
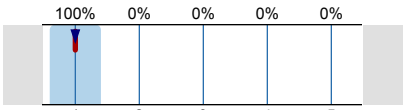
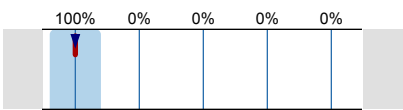
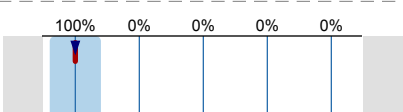
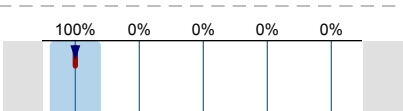
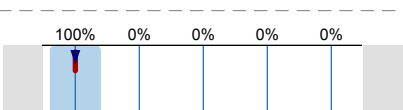
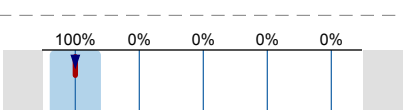
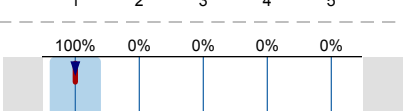
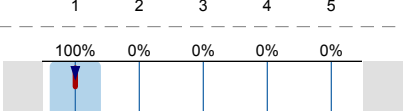
Rate your level of satisfaction with the BC services for this course.

4.1) On campus registration/admissions	The evaluation will not be displayed due to low response rate.						
4.2) Online registration/admissions	Very Satisfied	100%	0%	0%	0%	Very Dissatisfied	n=1 av.=1 md=1 dev.=0
4.3) Financial aid	Very Satisfied	100%	0%	0%	0%	Very Dissatisfied	n=1 av.=1 md=1 dev.=0
4.4) Online counseling	The evaluation will not be displayed due to low response rate.						
4.5) On campus counseling	The evaluation will not be displayed due to low response rate.						
4.6) Library	Very Satisfied	100%	0%	0%	0%	Very Dissatisfied	n=1 av.=1 md=1 dev.=0
4.7) Online Library	Very Satisfied	100%	0%	0%	0%	Very Dissatisfied	n=1 av.=1 md=1 dev.=0
4.8) Online tutoring	The evaluation will not be displayed due to low response rate.						
4.9) On campus tutoring	The evaluation will not be displayed due to low response rate.						
4.10) Computer labs	The evaluation will not be displayed due to low response rate.						
4.11) Proctored testing	The evaluation will not be displayed due to low response rate.						
4.12) IT Help Desk	The evaluation will not be displayed due to low response rate.						
4.13) Online Help Desk	The evaluation will not be displayed due to low response rate.						

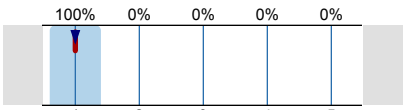
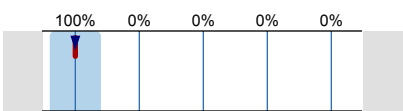
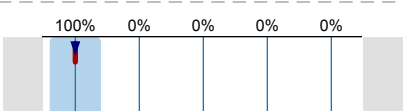
5. Course Design

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

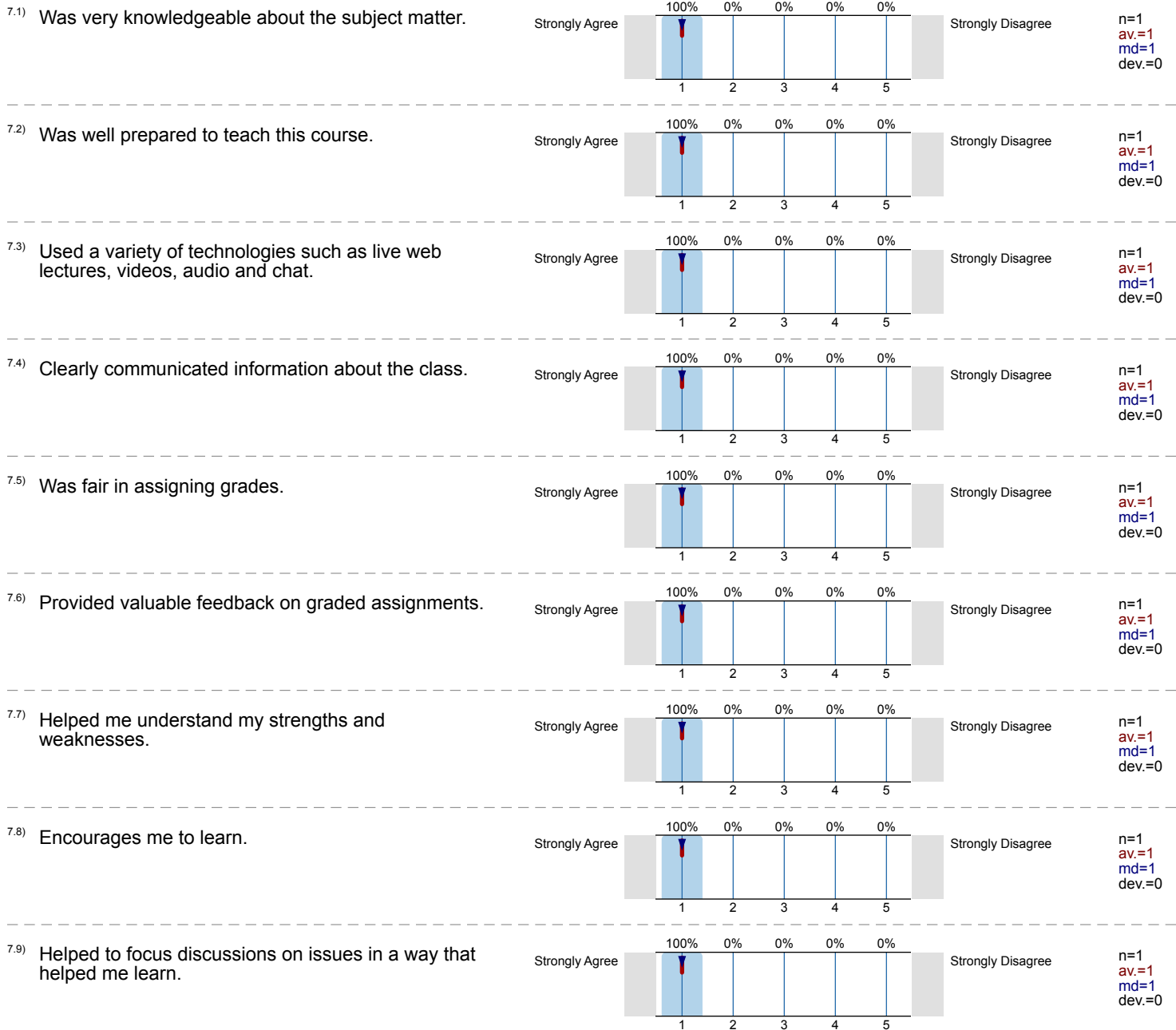
5.1) Instructions were clear and understandable.	Strongly Agree	100%	0%	0%	0%	Strongly Disagree	n=1 av.=1 md=1 dev.=0
5.2) Helped me to understand the subject.	Strongly Agree	100%	0%	0%	0%	Strongly Disagree	n=1 av.=1 md=1 dev.=0
5.3) Applied to what we were learning in the course.	Strongly Agree	100%	0%	0%	0%	Strongly Disagree	n=1 av.=1 md=1 dev.=0

5.4) Motivated me to learn new information on my own.	Strongly Agree		Strongly Disagree	n=1 av.=1 md=1 dev.=0
5.5) Allowed me to interact well with others in the class.	Strongly Agree		Strongly Disagree	n=1 av.=1 md=1 dev.=0
5.6) I can apply the knowledge and skills learned in this course to my work or other non-class related activities.	Strongly Agree		Strongly Disagree	n=1 av.=1 md=1 dev.=0
5.7) I felt comfortable interacting with others in the course.	Strongly Agree		Strongly Disagree	n=1 av.=1 md=1 dev.=0
5.8) Course grading procedures, such as requirements for an A, B, or C, were clearly defined	Strongly Agree		Strongly Disagree	n=1 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.	Strongly Agree		Strongly Disagree	n=1 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		Strongly Disagree	n=1 av.=1 md=1 dev.=0
5.11) This course met my expectations in regard to the content presented.	Strongly Agree		Strongly Disagree	n=1 av.=1 md=1 dev.=0
5.12) This course met my expectations in regard to the quality of instruction.	Strongly Agree		Strongly Disagree	n=1 av.=1 md=1 dev.=0

6. The Course Syllabus....

6.1) The syllabus was easy to find.	Strongly Agree		Strongly Disagree	n=1 av.=1 md=1 dev.=0
6.2) The syllabus clearly described course activities, assignment and test due dates	Strongly Agree		Strongly Disagree	n=1 av.=1 md=1 dev.=0
6.3) The syllabus provided me with a clear understanding of what was expected of me.	Strongly Agree		Strongly Disagree	n=1 av.=1 md=1 dev.=0

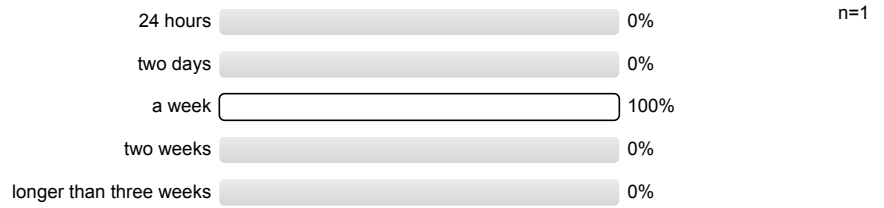
7. My instructor....



8. My instructor....



8.2) Graded and returned assignments in



8.3) Commented in discussion threads in

