



Jean Gordon
PRINCIPLES OF MARKETING MANAGEMENT

BC Survey - Results 2022 Fall I (221E), PRINCIPLES OF MARKETING

Dear Instructor,

Below are the 2022 Fall I (221E) survey results for "PRINCIPLES OF MARKETING MANAGEMENT".

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, please reach out to a member of PIER.

Best regards,

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Jean Gordon
2022 Fall I (221E)
PRINCIPLES OF MARKETING MANAGEMENT (TMGT4395 40221E)
No. of responses = 3



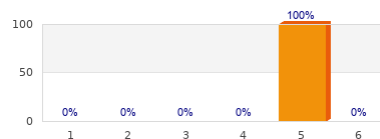
Survey Results

3. Level of Agreeance:

3.1) Instructions for course activities and assignments were clear.	strongly disagree	<p>Bar chart showing 100% agreement at level 5. The x-axis represents levels 1 to 6, and the y-axis represents percentage from 0 to 100. The bar for level 5 is orange and reaches 100%.</p>	N/A	n=3 av.=5 md=5 dev.=0
3.2) The workload in this course was well distributed throughout the term.	strongly disagree	<p>Bar chart showing 100% agreement at level 5. The x-axis represents levels 1 to 6, and the y-axis represents percentage from 0 to 100. The bar for level 5 is orange and reaches 100%.</p>	N/A	n=3 av.=5 md=5 dev.=0
3.3) The course was delivered as outlined in the syllabus.	strongly disagree	<p>Bar chart showing 100% agreement at level 5. The x-axis represents levels 1 to 6, and the y-axis represents percentage from 0 to 100. The bar for level 5 is orange and reaches 100%.</p>	N/A	n=3 av.=5 md=5 dev.=0
3.4) Assessments/exams were based on material covered in assignments, readings, lectures, videos, group activities, etc.	strongly disagree	<p>Bar chart showing 100% agreement at level 5. The x-axis represents levels 1 to 6, and the y-axis represents percentage from 0 to 100. The bar for level 5 is orange and reaches 100%.</p>	N/A	n=3 av.=5 md=5 dev.=0
3.5) The instructor made learning relevant to my field of study, career, or degree.	strongly disagree	<p>Bar chart showing 100% agreement at level 5. The x-axis represents levels 1 to 6, and the y-axis represents percentage from 0 to 100. The bar for level 5 is orange and reaches 100%.</p>	N/A	n=3 av.=5 md=5 dev.=0
3.6) The instructor used a variety of instructional methods (examples: group discussions, student presentations, student activities, lab activities, online discussions, video assignments, case studies, etc.)	strongly disagree	<p>Bar chart showing 100% agreement at level 5. The x-axis represents levels 1 to 6, and the y-axis represents percentage from 0 to 100. The bar for level 5 is orange and reaches 100%.</p>	N/A	n=3 av.=5 md=5 dev.=0
3.7) The instructor provided timely feedback on my assignments.	strongly disagree	<p>Bar chart showing 100% agreement at level 5. The x-axis represents levels 1 to 6, and the y-axis represents percentage from 0 to 100. The bar for level 5 is orange and reaches 100%.</p>	N/A	n=3 av.=5 md=5 dev.=0
3.8) The instructor exhibited professional behavior, treated students respectfully, and used appropriate language during class.	strongly disagree	<p>Bar chart showing 100% agreement at level 5. The x-axis represents levels 1 to 6, and the y-axis represents percentage from 0 to 100. The bar for level 5 is orange and reaches 100%.</p>	N/A	n=3 av.=5 md=5 dev.=0

3.9) The instructor provided grades within the stated timeframe.

strongly disagree

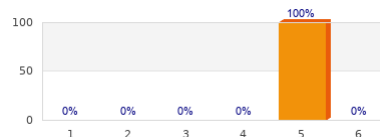


N/A

n=3
av.=5
md=5
dev.=0

3.10) The instructor was accessible to answer questions and explain material outside of class according to office hours.

strongly disagree



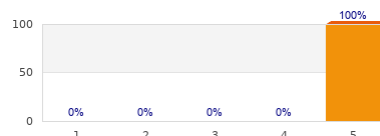
N/A

n=3
av.=5
md=5
dev.=0

4. Overall Satisfaction With This Course:

4.1) Please rate your overall satisfaction with the learning experience in this course.

Very Dissatisfied



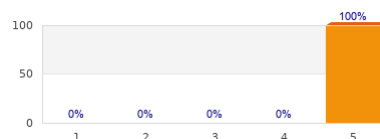
Very Satisfied

n=3
av.=5
md=5
dev.=0

5. Course Recommendation:

5.1) How likely are you to recommend this course with this instructor to a friend?

Very Unlikely



Very Likely

n=3
av.=5
md=5
dev.=0

7. Student Demographics:

7.1) How many credits have you completed toward your degree or certificate?

0 - 30 completed credits 0%

31 - 60 completed credits 0%

61 - 90 completed credits 0%

91 + completed credits 100%

n=3

7.2) This course is instructed as:

a face-to-face course 0%

a hybrid/blended course (a combination of face-to-face and online instruction) 0%

an online synchronous (students are required to participate online at a specific time) 33.3%

an online asynchronous (students view course materials at any time) 66.7%

n=3

7.3) This term I am currently enrolled in:

5 or less credit hours 0%

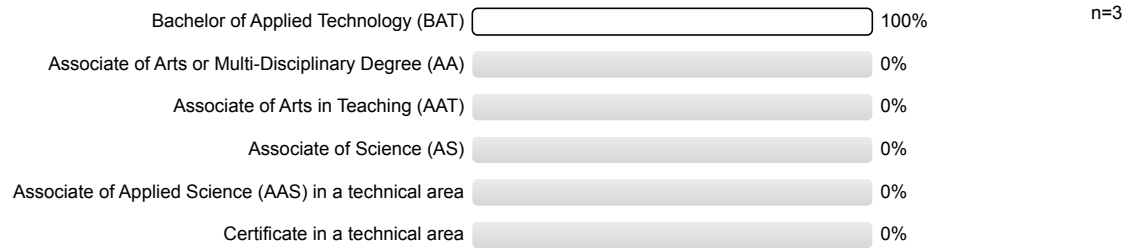
6 - 8 credit hours 50%

9 - 11 credit hours 0%

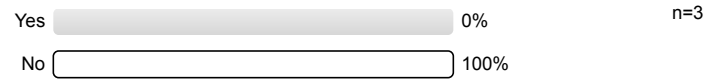
12 or more credit hours 50%

n=2

7.4) My current major is:



7.5) I am currently a high school student taking college courses.



Comments Report

6. Open Response:

^{6.1)} What are the strengths of this course?

- The opportunity to work on it in our own time and the value of the lessons.
- great workload distribution. all assignments were from the book.

^{6.2)} What changes would you recommend that would improve this course?

- none (2 Counts)

^{6.3)} Any further, constructive comments?

- I enjoyed this semester