



Jean Gordon  
PRINCIPLES OF MARKETING MANAGEMENT (TMGT4395 40231E)

## BC Survey - Results 2023 Fall I (8 week) - 231E, PRINCIPLES OF MARKETING

Dear Instructor,

Below are the 2023 Fall I (8 week) - 231E survey results for "PRINCIPLES OF MARKETING MANAGEMENT (TMGT4395 40231E)".

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  
2023 Fall I (8 week) - 231E  
PRINCIPLES OF MARKETING MANAGEMENT (TMGT4395 40231E)  
No. of responses = 1

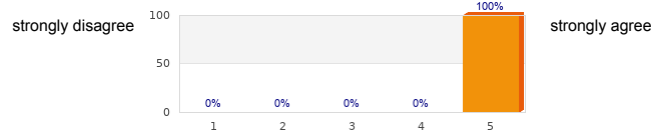


## Survey Results

### 3. Level of Agreeance:

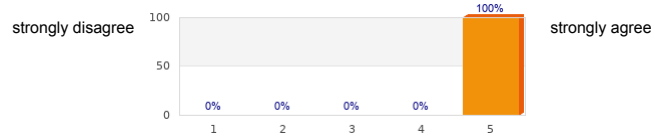


3.9) The instructor provided grades within the stated timeframe.



n=1  
av.=5  
md=5  
dev.=0

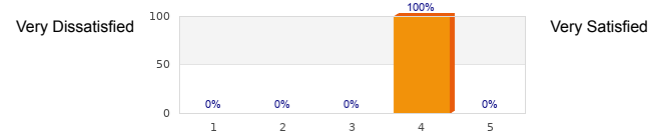
3.10) The instructor was accessible to answer questions and explain material outside of class according to office hours.



n=1  
av.=5  
md=5  
dev.=0

#### 4. Overall Satisfaction With This Course:

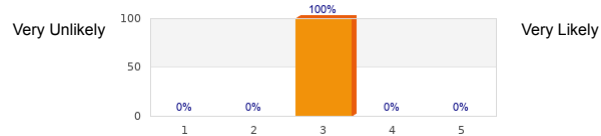
4.1) Please rate your overall satisfaction with the learning experience in this course.



n=1  
av.=4  
md=4  
dev.=0

#### 5. Course Recommendation:

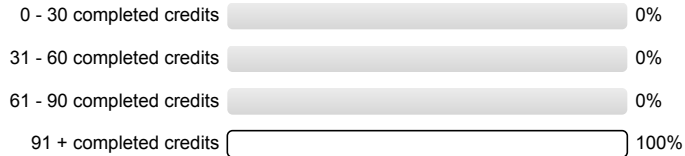
5.1) How likely are you to recommend this course with this instructor to a friend?



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

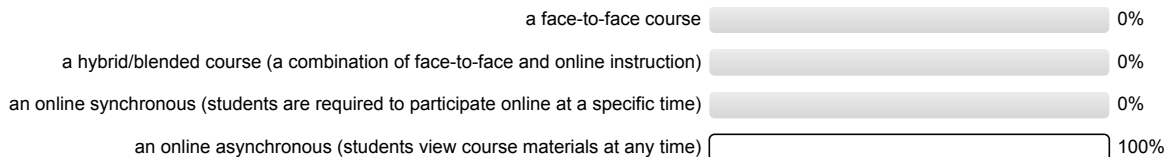
#### 7. Student Demographics:

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



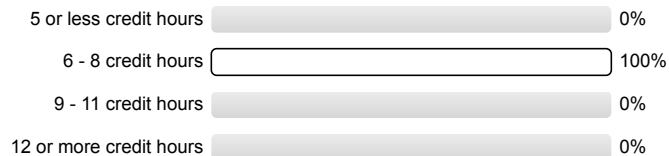
n=1

7.2) This course is instructed as:



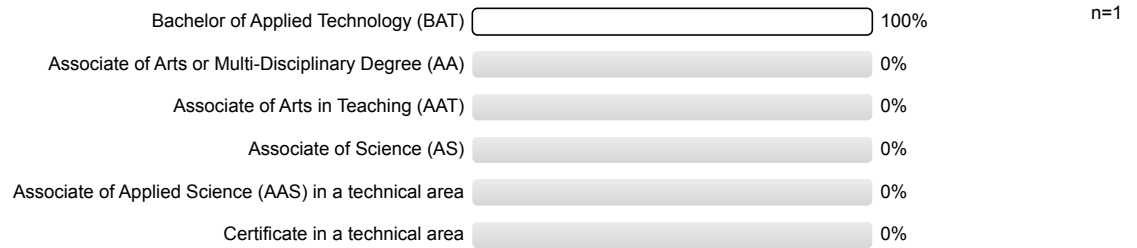
n=1

7.3) This term I am currently enrolled in:



n=1

7.4) My current major is:



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



## Comments Report

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### 6. Open Response:

6.1) What are the strengths of this course?

- The content is fun to learn about, and I appreciated the emphasis on case studies which connected marketing concepts to concrete examples.

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

- The entirety of the group project should be outlined quite a bit more. The requirements included a business memorandum and weekly recorded meetings, but didn't specifically mention a live presentation. I could tell that my team was flustered over the news of a presentation, as they haven't taken many other senior level courses in the BAT Program and weren't expecting it -- at all.