

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.

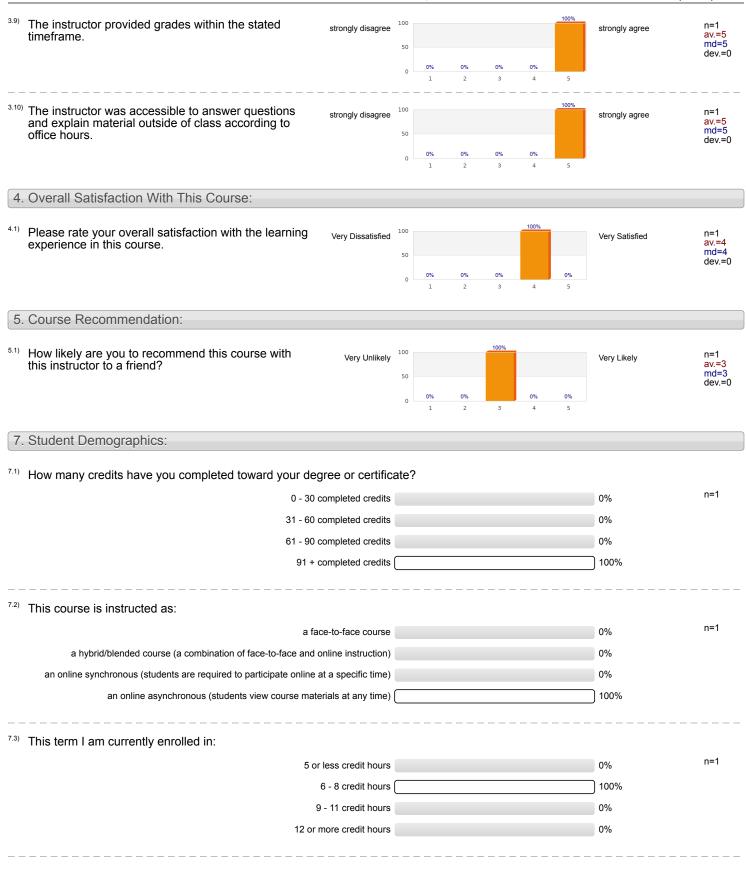
If you have any further questions, please reach out to a member of PIER.

Best regards,

Robert Wood Assistant Research Analyst Brazosport College 500 College Drive Lake Jackson, TX 77566 (979)-230-3189 robert.wood@brazosport.edu Jean Gordon 2023 Fall I (8 week) - 231E PRINCIPLES OF MARKETING MANAGEMENT (TMGT4395 40231E) No. of responses = 1



Survey Results 3. Level of Agreeance: Instructions for course activities and assignments strongly disagree strongly agree av.=2 were clear. md=250 dev.=0 The workload in this course was well distributed n=1 strongly disagree strongly agree av.=4 md=4 throughout the term. 50 dev.=0 The course was delivered as outlined in the syllabus. n=1 strongly disagree strongly agree av.=2 md=2 50 dev.=0 Assessments/exams were based on material strongly disagree n=1 strongly agree covered in assignments, readings, lectures, videos, av.=4 md=4 group activities, etc. 50 dev.=0 The instructor made learning relevant to my field of strongly disagree strongly agree av.=4 md=4 study, career, or degree. dev.=0 The instructor used a variety of instructional n=1 strongly disagree strongly agree av.=4 methods (examples: group discussions, student md=4 presentations, student activities, lab activities, online dev.=0 discussions, video assignments, case studies, etc.) The instructor provided timely feedback on my n=1 strongly disagree strongly agree av.=5 assignments. md=550 dev.=0 The instructor exhibited professional behavior, strongly disagree strongly agree treated students respectfully, and used appropriate av.=5 md=5 language during class. dev.=0



7.4) My current major is:		
Bachelor of Applied Technology (BAT)	100%	n=1
Associate of Arts or Multi-Disciplinary Degree (AA)	0%	
Associate of Arts in Teaching (AAT)	0%	
Associate of Science (AS)	0%	
Associate of Applied Science (AAS) in a technical area	0%	
Certificate in a technical area	0%	
^{7.5)} I am currently a high school student taking college courses.		
Yes	0%	n=1
No	100%	

Comments Report

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.