

Sean Ratican PRINCIPLES OF MARKETING MANAGEMENT (TMGT4395 40232E)

## BC Survey - Results 2023 Fall II (8 week II), PRINCIPLES OF MARKETING

Dear Instructor,

Below are the 2023 Fall II (8 week II) survey results for "PRINCIPLES OF MARKETING MANAGEMENT (TMGT4395 40232E)".

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 Sean Ratican 2023 Fall II (8 week II)

PRINCIPLES OF MARKETING MANAGEMENT (TMGT4395 40232E) No. of responses = 2



### Survey Results

#### 3. Level of Agreeance: Instructions for course activities and assignments n=2 av.=4.5 strongly disagree strongly agree were clear. md=4.550 dev.=0.7 The workload in this course was well distributed n=2 strongly disagree strongly agree av.=3.5 md=3.5 throughout the term. 50 dev.=2.1 The course was delivered as outlined in the syllabus. n=2 strongly disagree strongly agree av = 4md=4 50 dev.=1.4 Assessments/exams were based on material n=2 strongly disagree strongly agree covered in assignments, readings, lectures, videos, av.=4 md=4 group activities, etc. 50 dev.=1.4 The instructor made learning relevant to my field of n=2 strongly disagree strongly agree av.=3.5 md=3.5 study, career, or degree. dev.=2.1 The instructor used a variety of instructional n=2 av.=3.5 strongly disagree strongly agree methods (examples: group discussions, student md = 3.5presentations, student activities, lab activities, online dev.=2.1 discussions, video assignments, case studies, etc.) The instructor provided timely feedback on my n=2 strongly disagree strongly agree av.=3 assignments. md=350 dev.=2.8 The instructor exhibited professional behavior, n=2 strongly disagree strongly agree av.=3.5 md=3.5 treated students respectfully, and used appropriate language during class.

| 3.9)     | The instructor provided grades within the stated timeframe.  | ongly disagree   | 50   | 50% | 0%  | 0% 3 | 0%      | 50%  | strongly agree | n=2<br>av.=3<br>md=3<br>dev.=2.8        |
|----------|--|------------------|------|-----|-----|------|---------|------|----------------|---|
| 3.10)    | The instructor was accessible to answer questions and explain material outside of class according to office hours. | ongly disagree   | 100  | 0%  | 0%  | 0%   | 0%      | 100% | strongly agree | n=1<br>av.=5<br>md=5<br>dev.=0<br>ab.=1 |
| 4.       | Overall Satisfaction With This Course:   |                  |      |     |     |      |         |      |                |   |
| 4.1)     | Please rate your overall satisfaction with the learning experience in this course.                                 | ery Dissatisfied | 50   | 0%  | 50% | 0%   | 0%<br>4 | 50%  | Very Satisfied | n=2<br>av.=3.5<br>md=3.5<br>dev.=2.1    |
| 5.       | Course Recommendation:   |                  |      |     |     |      |         |      |                |   |
| 5.1)     | How likely are you to recommend this course with this instructor to a friend?                                      | Very Unlikely    | 100  | 50% | 0%  | 0%   | 0%<br>4 | 50%  | Very Likely    | n=2<br>av.=3<br>md=3<br>dev.=2.8        |
| 7.       | Student Demographics:  |                  |      |     |     |      |         |      |                |   |
| 7.1)     | How many gradita have you completed toward your doorse   | or cortific      | oto? |     |     |      |         |      |                |   |
|          | How many credits have you completed toward your degree or certificate?  0 - 30 completed credits                   |                  |      |     |     |      |         |      | 0%             | n=2                                     |
|          | 31 - 60 comp   |                  |      |     |     |      |         |      | 0%             |   |
|          | 61 - 90 comp   |                  |      |     |     |      |         |      | 50%            |   |
|          | 91 + comp  | oleted credits   |      |     |     |      |         |      | 50%            |   |
| <br>7.2) | This course is instructed as:  |                  |      |     |     |      |         |      |                |   |
|          | This course is instructed as:  | -face course     |      |     |     |      |         |      | 0%             | n=2                                     |
|          | a hybrid/blended course (a combination of face-to-face and online  |                  |      |     |     |      |         |      | 0%             |   |
|          | an online synchronous (students are required to participate online at a s  | specific time)   |      |     |     |      |         |      | 50%            |   |
|          | an online asynchronous (students view course materials   | at any time)     |      |     |     |      |         |      | 50%            |   |
| 7.3)     | This term I am currently enrolled in:  |                  |      |     |     |      |         |      |                |   |
|          | 5 or less  | credit hours     |      |     |     |      |         |      | 0%             | n=2                                     |
|          | 6 - 8  | credit hours     |      |     |     |      |         |      | 0%             |   |
|          | 9 - 11   | credit hours     |      |     |     |      |         |      | 50%            |   |
|          | 12 or more   | credit hours     |      |     |     |      |         |      | 50%            |   |
|          |  |                  |      |     |     |      |         |      |                |   |

| 7.4) My current major is:  |  |      |     |  |  |  |  |  |  |
|--|--|------|-----|--|--|--|--|--|--|
| Bachelor of Applied Technology (BAT)   |  | 100% | n=2 |  |  |  |  |  |  |
| 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%   |     |  |  |  |  |  |  |
|  |  |      |     |  |  |  |  |  |  |
| <sup>7.5)</sup> I am currently a high school student taking college courses. |  |      |     |  |  |  |  |  |  |
| Yes  |  | 0%   | n=2 |  |  |  |  |  |  |
| No   |  | 100% |     |  |  |  |  |  |  |

# **Comments Report**

## 6. Open Response:

- 6.1) What are the strengths of this course?
- Clear and concise delivery of the course information. The instructor outlined a course and course material in a way that best structured with the students in mind.
- 6.2) What changes would you recommend that would improve this course?
- None
- <sup>6.3)</sup> Any further, constructive comments?
- N/A