

There were: 26 possible respondents.

	Question Text	N	Avg	MKTG Avg	Sch Avg	1	2	3	4	5	N/A
1	Organized	14	5	4.0	4.4	0% (0)	0% (0)	0% (0)	0% (0)	100% (14)	0% (0)
2	Challenge	14	4.1	3.8	4.0	0% (0)	0% (0)	29% (4)	36% (5)	36% (5)	0% (0)
3	Amount learned	14	4.9	4.0	4.2	0% (0)	0% (0)	0% (0)	7% (1)	93% (13)	0% (0)
4	Quality of Course	14	5	4.0	4.2	0% (0)	0% (0)	0% (0)	0% (0)	100% (14)	0% (0)
						<b>Poor</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Excellent</b>	<b>N/A</b>
8	Quality of tech support	14	4.9	4.2	4.2	0% (0)	0% (0)	0% (0)	7% (1)	79% (11)	14% (2)
9	Organized materials in Bb/LMS	14	4.9	4.1	4.3	0% (0)	0% (0)	0% (0)	14% (2)	86% (12)	0% (0)
						<b>Not At All</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>Great Deal</b>	<b>N/A</b>
10	Multimedia enhance learning	13	4.9	4.1	4.2	0% (0)	0% (0)	0% (0)	8% (1)	92% (12)	0% (0)
						<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>N/A</b>
11	Effective communication	14	4.9	4.1	4.4	0% (0)	0% (0)	0% (0)	7% (1)	93% (13)	0% (0)
12	Student interest	14	4.9	4.0	4.2	0% (0)	0% (0)	0% (0)	7% (1)	93% (13)	0% (0)
13	Fair grading	14	4.9	4.3	4.4	0% (0)	0% (0)	0% (0)	7% (1)	93% (13)	0% (0)
14	Timely feedback	14	5	4.2	4.4	0% (0)	0% (0)	0% (0)	0% (0)	100% (14)	0% (0)
15	Accessible	14	4.9	4.4	4.5	0% (0)	0% (0)	0% (0)	7% (1)	93% (13)	0% (0)
16	Instructor overall quality	14	5	4.2	4.4	0% (0)	0% (0)	0% (0)	0% (0)	100% (14)	0% (0)

## Text Responses

### Question: What did you like most about this course?

content it is excellent

Although it was online, it didnt feel like it. The professor using Zoom was awesome to do breakout rooms etc.

The lectures were very interesting

Tom was an AMAZING professor. He was so prepared and an expert in the field. Lectures were interesting and even fun at points. I really enjoyed this class.

Learning practical terms

The relevant real-life examples of course concepts.

I really likes that the content was relevant and current. Felt like we were learning something applicable for today and in real time. The professor was great and was technology proficient. Was nice to have a professor that had very little issues with zoom.

How to track the different digital platforms and company performance

Really detailed class slides and enthusiastic explanations of the text.

The content of the course is actually relevant to me as a marketing professional. This is the first course that I was able to have key takeaways professionally.

Professor was awesome and the layout of the course was great.

Professor Novak clearly cares about the topics and his students, and is actively participating in research related to digital marketing trends. The course is well thought-out, the topics are interesting, and I learned a lot. The course materials was also practical and I will use much of what I learned in my job as a marketing/social media manager.

The activities, reading, and use of multimedia in lectures.

All the resources used by the professor. Readings, Books, examples, activities. I really enjoyed the course, all of it. Very updated information, examples. The feedbacks even on the quizzes and the reports of every quiz. everything was really well designed.

### Question: What did you like least about this course?

multiple test tume stress in late hours after work is really difficult

Alot of reading some weeks, but also the reading was very very interesting.

N/a

I honestly didnt dislike anything in particular about the course.

flow of the course was too fast

I was extremely technical, and the readings were a lot to handle. The quiz questions were sometimes too abstract and were more about stuff said in passing in lecture. Hard to take notes or study for.

Nothing

Prof. Novak lives his material and it shows. He brought the class content to life every time and was able to help us apply topics ourselves and interests.

N/A

There is a lot of reading in the syllabus -- the material was interesting, related to the course, and easy to get through, but the volume was slightly overwhelming at times. Perhaps spacing out the due dates a little more would help.

The textbook was only provided by one company, which didnt have a voice-over reader option.

I enjoyed everything.

### Question: Use this space to provide suggestions on how to improve this course.

I will suggest to do test at the beginning of each class to evaluate previous class 10 question per test in the first 20 minutes of class

N/a

I dont think its necessary to restrict viewing the in-class exercises until we start them during the class session. I believe that allowing students to view the prompt beforehand might provoke more thought into answers while the concept is being discussed during the lecture.

cut down the reading

Possibly reduce the readings that were whole books.

I would suggest that the project guidelines could be more in detail to get a better idea of what the students need to provide

Making sure everything is ADA compliant. The textbook and pdfs didnt work well with voice-over software.

It was hard for me sometimes to read and digest the in-class exercise instructions on-the-spot, and I would have liked to be able to see the instructions ahead of time (perhaps the afternoon before class starts) to read ahead so that I could focus more on the discussion with my classmates during our short breakout periods.