



There were: 47 possible respondents.

	Question Text	N	Avg	MKTG Avg	Sch Avg	1	2	3	4	5	N/A
1	Organized	22	4.8	4.0	4.4	0% (0)	0% (0)	0% (0)	23% (5)	77% (17)	0% (0)
2	Challenge	22	4.5	3.8	4.0	0% (0)	0% (0)	5% (1)	36% (8)	59% (13)	0% (0)
3	Amount learned	22	4.4	4.0	4.2	0% (0)	5% (1)	0% (0)	50% (11)	45% (10)	0% (0)
4	Quality of Course	22	4.4	4.0	4.2	0% (0)	0% (0)	9% (2)	45% (10)	45% (10)	0% (0)
						Poor	2	3	4	Excellent	N/A
8	Quality of tech support	22	4.4	4.2	4.2	0% (0)	0% (0)	9% (2)	41% (9)	41% (9)	9% (2)
9	Organized materials in Bb/LMS	22	4.7	4.1	4.3	0% (0)	0% (0)	0% (0)	27% (6)	68% (15)	5% (1)
						Not At All	2	3	4	Great Deal	N/A
10	Multimedia enhance learning	22	4	4.1	4.2	5% (1)	0% (0)	18% (4)	36% (8)	36% (8)	5% (1)
						1	2	3	4	5	N/A
11	Effective communication	22	4.7	4.1	4.4	0% (0)	0% (0)	0% (0)	27% (6)	73% (16)	0% (0)
12	Student interest	22	4.3	4.0	4.2	0% (0)	5% (1)	14% (3)	32% (7)	50% (11)	0% (0)
13	Fair grading	22	4.8	4.3	4.4	0% (0)	0% (0)	5% (1)	14% (3)	82% (18)	0% (0)
14	Timely feedback	22	4.9	4.2	4.4	0% (0)	0% (0)	0% (0)	9% (2)	91% (20)	0% (0)
15	Accessible	22	4.9	4.4	4.5	0% (0)	0% (0)	0% (0)	9% (2)	91% (20)	0% (0)
16	Instructor overall quality	22	4.9	4.2	4.4	0% (0)	0% (0)	0% (0)	14% (3)	86% (19)	0% (0)

Text Responses

Question: What did you like most about this course?

We were able to get a very thorough understanding of the material and the importance of marketing research in the marketing industry.

group project

Instructions are always clearly distributed with great interactions between the Professor and students. I also learned a lot even during office hours!

I enjoyed being forced to interact with other people in the class in breakout rooms as it made for an easier connection in group-project work.

Professor Novak is an excellent professor!

Enjoyed the exercises that we had during class over breakout rooms. Gave us a chance to get to know other students and understand material better than exercises that we did on our own.

I liked how that it was a part of my major.

professor Novak is clearly very knowledgeable of the subject and does a good job explaining the topic and providing adequate examples of the topic.

Simple structure and easy to follow sequence.

I enjoyed seeing applications of the course material and strategies learned.

Organized, relevant, thorough, accommodated different styles of learning, engaging (cameras always had to be on), students really had to learn, the answer keys were SO HELPFUL when going over and checking our already-submitted work!

I liked how engaging this course was with the students. I also enjoyed how organized the materials were.

Question: What did you like least about this course?

It was very statistics heavy, but thats mostly just a personal preference

using JASP

Maybe the group project should be due before the final test so that knowledge would still be fresh and also it might take less time to accomplish.

Sometimes the pace of the class was too fast. The quizzes were hard, too.

How boring the material was. After the first quiz, I thought I was in a STAT class. Would have prefer to learn more marketing compared to learning how to use JASP. The course does say marketing research but I thought we would look at how to get more people to buy into a product/company based on the research.

Sometimes I felt very rushed going through the power points and struggled to keep up in class. Additionally, because of how Professor Novak presented the slides on zoom sometimes parts of the slides would be covered making it difficult to see all of the information

Challenging quizzes

The technical/software aspect was a bit difficult to understand and learn especially in such a fast-paced lecture

Too fast-paced, left students a bit in the dark and overwhelmed with the final project (it is a very large and difficult project). Even if students did extremely well on the first part of the course, once we moved to the software (JASP), if this was difficult, the students overall grade was tanked. The 24 hour window to go over our quizzes once grades were released was not ideal, because I often did not have time during this time frame to go over my quiz when I really needed to. The window during which the quizzes were open for review was also not always at the same time each week, so this caused even more confusion.

I found the material a little bit difficult, and it was very heavy on reading.

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

If we are required to accomplish homework after each Chapter instruction would be nice in way of strengthening our learning of knowledge.

It was really difficult to use JASP correctly, and it would have been great if we had more resources on how to interpret each individual result as well as determine what test was best for what question.

The prof needs to be more engaging. Seems like a great guy but its a boring topic and I feel as if I could fall asleep half the time.

Balance the weighting of the pre-software part of the course with the post-software part of the course. Using a data analytics software is something that not everyone has done, let alone a newly developed one like JASP. From my understanding, many students had their grades decrease constantly the longer the course went on, resulting in many of my peers utilizing the pass/fail option. Perhaps it may just be very difficult to learn a new software in the virtual setting.