



There were: 49 possible respondents.

	Question Text	N	Avg	MKTG Avg	Sch Avg	1	2	3	4	5	N/A
1	Organized	19	4.9	4.0	4.4	0% (0)	0% (0)	0% (0)	11% (2)	89% (17)	0% (0)
2	Challenge	19	4.2	3.8	4.0	0% (0)	0% (0)	21% (4)	37% (7)	42% (8)	0% (0)
3	Amount learned	19	4.8	4.0	4.2	0% (0)	0% (0)	5% (1)	11% (2)	84% (16)	0% (0)
4	Quality of Course	19	4.7	4.0	4.2	0% (0)	0% (0)	5% (1)	16% (3)	79% (15)	0% (0)
						Poor	2	3	4	Excellent	N/A
8	Quality of tech support	19	4.7	4.2	4.2	0% (0)	0% (0)	5% (1)	21% (4)	74% (14)	0% (0)
9	Organized materials in Bb/LMS	19	4.8	4.1	4.3	0% (0)	0% (0)	0% (0)	16% (3)	84% (16)	0% (0)
						Not At All	2	3	4	Great Deal	N/A
10	Multimedia enhance learning	18	4.8	4.1	4.2	0% (0)	0% (0)	0% (0)	22% (4)	78% (14)	0% (0)
						1	2	3	4	5	N/A
11	Effective communication	19	4.8	4.1	4.4	0% (0)	0% (0)	5% (1)	11% (2)	84% (16)	0% (0)
12	Student interest	19	4.9	4.0	4.2	0% (0)	0% (0)	0% (0)	11% (2)	89% (17)	0% (0)
13	Fair grading	19	4.8	4.3	4.4	0% (0)	0% (0)	0% (0)	16% (3)	84% (16)	0% (0)
14	Timely feedback	19	4.8	4.2	4.4	0% (0)	0% (0)	0% (0)	21% (4)	79% (15)	0% (0)
15	Accessible	19	4.9	4.4	4.5	0% (0)	0% (0)	0% (0)	11% (2)	89% (17)	0% (0)
16	Instructor overall quality	19	4.8	4.2	4.4	0% (0)	0% (0)	0% (0)	21% (4)	79% (15)	0% (0)

Text Responses

Question: What did you like most about this course?

Well-organized, relevant course

Collaborative discussion in breakout rooms and the range of topics we covered

I appreciated how relevant the content was to our everyday lives.

clear, well explained

Loved the subject matter

Group project Applications and videos Professors knowledge about material

I liked how interesting the different topics were! From AR to NFTs it was so cool! Professor was super cool and nice. He seemed like he really kept up with the news and new technology. Was extremely helpful and kept course updated.

I liked the four quizzes format. I felt like I really absorbed the material and I liked being held accountable for a cluster of class sessions at a time.

The professor made the content relevant to today, it allowed us to see how specific elements of digital marketing, like SEO and PPC, worked in a real company. It was very insightful to use current companies and companies that have been in the news.

I loved the activities because they gave me a way to use what we were learning in class and actually use it, making it easier to translate outside of class

Professor Novak is an ABSOLUTE joy and an excellent professor. He is organized, timely, and clearly experienced. He treats students with respect and teaches in an engaging manner and is up to date with where digital marketing is present.

Prof. Novak did an excellent job integrating technology into his course and making virtual class the best environment possible.

topics that are relevant in todays situation

The content and how the professor explained it

Question: What did you like least about this course?

The 4 quizzes were weighted to be too much of our final grade

The pace was a little fast given the amount of material we had to read and be familiar with for the quizzes.

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I didnt like that there were so many different books that had to be purchased. It would be nice if there was a book that could combine all the different elements into one.

I wish it allowed more room for input from the class to answer/ask questions.

Not being in person

none

the quizzes as they were harder than what was taught in class

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

More guidance from instructor on how to prepare for quizzes

This course was great, I really liked it!

Only thing I would have wanted was a little bit more time on quizzes in order to put my best effort forward.

Quiz is too hard. I feel stressed several times. It would be better if professor could point out important concepts that students need to spend on. Giving a list of what would be tested so that students could allocate more time on when we are reviewing. Otherwise, we spend equal time on each point, and I feel like I do not have a concentration. Quiz on BB is not efficient. Took too much time to change question page.

I loved this course and think the professor was outstanding!

Creating and executing the final project. The creating of groups for the project was quite awkward and confusing so might be easier to just make groups

could make the quizzes easier and have fewer readings

When I would use the slides to go back and study a lot of information is missing because it is not written just talked about in the class which made it a bit harder to complete my reviews.