

**Course Faculty Survey- 24/SP
24/SP (2024)**Franklin University
Franklin

Course:	BUSA-603 F1FF - 24/SP-BUSA-603-F1FF: TU 10:00-12:00 PM	Department:	BUSA
Responsible Faculty:	Brian Weikel	Responses / Expected:	14 / 29 (48.28%)

About the Student:		BUSA-603 - F1FF				
		Responses				Course
		<6	6	10	12	N
Q1	The number of hours I spent in completing course-related activities (on average) per week was:	1	6	4	3	14
Responses: [<6] 1-6 [6] 6-10 [10] 10-12 [12] 12 or more						

About the Student:		BUSA-603 - F1FF						--- Period Comparisons ---					
		Responses				Course		BUSA			All		
		SA	A	D	SD	N	Mean	N	Mean	--+ ¹	N	Mean	--+ ¹
Q2	I had a strong desire to take this course.	10	4	0	0	14	3.7	56	3.2	++	6.2K	3.1	++
Q3	I feel more positive about this field of study because of this course.	12	2	0	0	14	3.9	55	3.3	++	6.2K	3.3	++

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

¹ This Course compared with others: [--] Much Lower, [-] Lower, [=] Similar, [+] Higher, [++] Much Higher

About the Student:		BUSA-603 - F1FF					
		Responses					Course
		A	B	C	D	F	N
Q4	I expect to earn the following grade in this course.	14	0	0	0	0	14
Responses: [A] A [B] B [C] C [D] D [F] F							

About the Student:		BUSA-603 - F1FF		
		Responses		Course
		YES	NO	N
Q5	At this point in my academic career, I am satisfied with my overall experience at Franklin University	14	0	14
Responses: [YES] Yes [NO] No				

About the Course:		BUSA-603 - F1FF						--- Period Comparisons ---					
		Responses				Course		BUSA			All		
		SA	A	D	SD	N	Mean	N	Mean	--+ ¹	N	Mean	--+ ¹
Q6	The course activities and/or assignments allowed me to solve practical problems.	10	4	0	0	14	3.7	56	3.4	++	6.2K	3.4	++
Q7	The course activities and/or assignments helped me to connect my past experiences to what I was expected to learn.	9	5	0	0	14	3.6	56	3.2	++	6.2K	3.4	++
Q8	The course media (texts, illustrations, graphics, audio, video) helped me learn.	10	4	0	0	14	3.7	56	3.5	++	6.2K	3.4	++
Q9	The course activities and/or assignments offered me multiple opportunities to demonstrate what I learned.	10	4	0	0	14	3.7	56	3.5	++	6.2K	3.5	++
Q10	The course activities and/or assignments allowed me to interact with my peers in meaningful ways.	10	4	0	0	14	3.7	56	3.2	++	6.2K	3.4	++

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

¹ This Course compared with others: [--] Much Lower, [-] Lower, [=] Similar, [+] Higher, [++] Much Higher

About the Course:		BUSA-603 - F1FF		
		Responses		Course
		YES	NO	N
Q11	I would recommend this course to other students.	14	0	14
Responses: [YES] Yes [NO] No				

About the Course:		BUSA-603 - F1FF						--- Period Comparisons ---					
		Responses				Course		BUSA			All		
		SA	A	D	SD	N	Mean	N	Mean	--+ ¹	N	Mean	--+ ¹
Q12	Overall, the course (activities, sequence of activities, resources listed, etc.) was well organized and easy to follow.	9	5	0	0	14	3.6	56	3.4	++	6.2K	3.5	++

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

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Q13 - What did you like best about the course?

Response Rate:	50.00% (7 of 14)
1	the topics covered and the assignments.
2	the online zoom classes and the face-to-face practicums. The material was explained in detail.
3	i liked how it consisted of all the topics that are commonly asked for in job circular for a marketing analyst.
4	The teaching way of Professor and the very well designed course to easy understand
5	The best aspect of BUSA 603 was the practical application of marketing principles and analytics tools. The course integrated theoretical concepts with real-world case studies, allowing for a comprehensive understanding of marketing strategies in various industries. I particularly enjoyed the hands-on assignments that required us to analyze data, develop marketing plans, and solve marketing-related problems. The instructors' guidance and feedback were instrumental in enhancing our learning experience.
6	Despite the fact that we had a lot of things to cover in this short period of time it was very productive.
7	Course topics

Q14 - How would you improve the course?

Response Rate:	50.00% (7 of 14)
1	maybe more summarized reading materials can help.
2	To improve BUSA 603, I suggest incorporating more interactive sessions or discussions where students can engage in collaborative problem-solving activities. Moreover, providing additional resources or tutorials for complex analytics tools would help students grasp these concepts more effectively. Overall, enhancing the course's interactive elements and providing supplementary resources would enrich the learning experience for students.
3	NA
4	It would be grate to have more practical exercises and definitely need to spread course materials in to 12 weeks. That would be more efficient in terms of deeper coverage and understanding of the material
5	It is excellent as it is.
6	Everything is good
7	Additionally, weekly discussions on python prior to completing lab assignments as well as Google Analytics 4 (GA4) mini projects (as part of weekly homework) and explorations of the GA4 platform. Overall, I feel like I have a strong understanding, but I do need to further my learning of the GA4 platform.

About the Instructor:		Brian Weikel						--- Period Comparisons ---					
		Responses				Individual		BUSA			All		
		SA	A	D	SD	N	Mean	N	Mean	--+ ¹	N	Mean	--+ ¹
Q15	The instructor helped me understand how new topics related to the overall purpose of the course.	10	4	0	0	14	3.7	56	3.6	+	6.2K	3.5	++
Q16	The instructor provided feedback that helped me improve.	9	5	0	0	14	3.6	56	3.5	+	6.2K	3.6	++
Q17	The instructor encouraged me to critically reflect on what I was learning in the course.	9	5	0	0	14	3.6	56	3.5	+	6.2K	3.5	++
Q18	The instructor provided clear and consistent communication.	10	4	0	0	14	3.7	56	3.6	+	6.2K	3.6	++
Q19	The instructor responded to my inquiries within 48 hours.	11	3	0	0	14	3.8	56	3.6	++	6.2K	3.6	++
Q20	The instructor was interested in my success.	11	3	0	0	14	3.8	56	3.6	++	6.2K	3.6	++
Q21	The instructor used the course technologies to enhance my learning experience.	12	2	0	0	14	3.9	56	3.7	++	6.2K	3.6	++
Q22	The instructor displayed thorough knowledge of course material.	13	1	0	0	14	3.9	56	3.6	++	6.2K	3.6	++

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

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About the Instructor:		Brian Weikel		
		Responses		Individual
		YES	NO	N
Q23	I would recommend this instructor to other students.	14	0	14

Responses: YES Yes NO No

About the Instructor:		Brian Weikel						--- Period Comparisons ---					
		Responses				Individual		BUSA			All		
		SA	A	D	SD	N	Mean	N	Mean	-=+ ¹	N	Mean	-=+ ¹
Q24	Overall, the instructor helped me learn.	13	1	0	0	14	3.9	56	3.6	++	6.2K	3.6	++

Responses: [SA] Strongly Agree=4 [A] Agree=3 [D] Disagree=2 [SD] Strongly Disagree=1

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Q25 - What did the instructor do well?

Faculty:	Brian Weikel
Response Rate:	50.00% (7 of 14)
1	the instructor has been very helpful and has always given us a lot of real life examples to relate with.
2	explained the topics clearly
3	The way of explanation with live examples.
4	Provided us enough material and helped us with everything required things and doubts

5	He explained the modules clearly and gave practical examples that broadened my understanding of the most topics.
6	Clarity in explaining concepts: It would be considered a strength if the instructor effectively conveyed complex marketing management and analytics concepts clearly and understandably. Engaging teaching methods: Utilizing interactive activities, real-world examples, case studies, or multimedia presentations to keep students engaged and enhance their understanding.
7	Brian is a great! He's an excellent teacher. All materials were mastered at the proper level.

Q26 - How could the instructor improve?	
Faculty:	Brian Weikel
Response Rate:	50.00% (7 of 14)
1	excellent.
2	NA
3	N/A
4	May be more examples and scenarios during the online class meetings. He did a great job.
5	Feedback mechanisms: Providing timely and constructive feedback on assignments and assessments to help students understand their strengths and areas for improvement. Incorporating diverse perspectives: Ensuring that course materials and discussions reflect a range of viewpoints, cultures, and experiences within the marketing management and analytics field.
6	Everything is good
7	Everything was very good!