I C E S ONLINE

Course Evaluation Results

BADM 382 - International Marketing **Fall, 2023**
Section A, Lecture-Discussion (Ruichun Liu)
T R, 3:30pm, 3009 Business Instructional Fac

Evaluations were completed by **17** out of **28** students (60.7%).

For the purpose of generating percentile rankings, this course is considered to have a class size of "Medium", a course type of "Mixed", and an instructor type of "TA".

Click a plus or minus symbol to expand or collapse an open-ended item.

Demographic Items

Class Status:

Freshman	Sophomore	Junior	Senior	Graduate	Other	Omitted
-	-	12% (2)	88% (15)	-	-	-

This course was:

Elective	Required, But a Choice	Specifically Required	Omitted
35% (6)	53% (9)	12% (2)	-

This course was in my:

Major	Minor	Other	Omitted
82% (14)	18% (3)	-	-

What was your pre-course opinion of the instructor?

Negative	No Opinion	Positive	Omitted
-	94% (16)	6% (1)	-

What was your pre-course opinion of the course?

Negative	No Opinion	Positive	Omitted
-	100% (17)	-	-

Expected grade in the course:

A	B	C	D	F	Omitted
88% (15)	6% (1)	-	-	-	6% (1)

Global Items

Rate the instructor's overall teaching effectiveness. [Exceptionally Low ... Exceptionally High]

1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank	Campus % Rank
-	18% (3)	18% (3)	18% (3)	47% (8)	-	**3.94**	1.20	26	25

Rate the overall quality of this course. [Exceptionally Low ... Exceptionally High]

1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank	Campus % Rank
-	6% (1)	18% (3)	29% (5)	47% (8)	-	**4.18**	0.95	40	45

How much have you learned in this course? [Very Little ... A Great Deal]

1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank	Campus % Rank
6% (1)	6% (1)	12% (2)	53% (9)	24% (4)	-	**3.82**	1.07	21	20

Departmental Core Items

BADM/BUS - TA

One real strength of this course was class discussion. [Strongly Disagree ... Strongly Agree]

1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank
6% (1)	18% (3)	12% (2)	24% (4)	41% (7)	-	**3.76**	1.35	36

Was the instructor a good speaker? [No, Rather Poor ... Yes, Very Good]

1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank
-	24% (4)	6% (1)	41% (7)	29% (5)	-	**3.76**	1.15	20

The instructor generally talked: [Too Fast ... Too Slow]

1	3	5	3	1	Omitted	Mean	St. Dev	Dept. % Rank
-	-	82% (14)	6% (1)	12% (2)	-	**4.41**	1.37	66

The instructor's knowledge of the subject was: [Poor ... Excellent]

1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank
-	-	6% (1)	35% (6)	59% (10)	-	**4.53**	0.62	32

Did the instructor seem to enjoy teaching? [No, Enjoyed It Little ... Yes, Very Much]

1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank
-	-	-	18% (3)	82% (14)	-	**4.82**	0.39	75

The instructor seemed well prepared for classes. [No, Seldom ... Yes, Always]

1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank
-	6% (1)	6% (1)	24% (4)	65% (11)	-	**4.47**	0.87	18

The instructor explained the underlying rationale for particular techniques. [Almost Never ... Almost Always]

1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank
-	18% (3)	6% (1)	18% (3)	59% (10)	-	**4.18**	1.19	20

The instructor was able to answer questions clearly and concisely. [Almost Never ... Almost Always]

1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank
6% (1)	12% (2)	18% (3)	18% (3)	47% (8)	-	**3.88**	1.32	14

The instructor's use of the blackboard and/or overheads was [Not At All Effective ... Very Effective]

1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank
-	-	12% (2)	24% (4)	65% (11)	-	**4.53**	0.72	48

Did the instructor make good use of examples and illustrations? [No, Seldom ... Yes, Very Often]

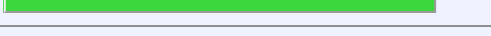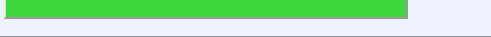| 1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank
-	6% (1)	12% (2)	29% (5)	53% (9)	-	**4.29**	0.92	30
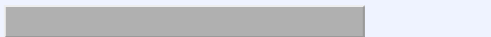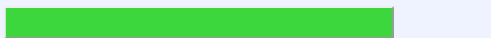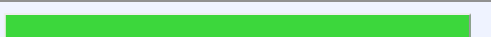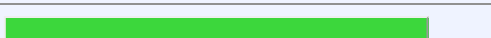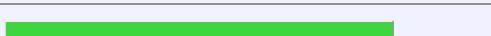
How accessible was the instructor for office hours? [Not Accessible ... Very Accessible]

1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank
-	-	12% (2)	12% (2)	76% (13)	-	**4.65**	0.70	82

How much self-confidence did the instructor display? [Very Little ... A Great Deal]

1	2	3	4	5	Omitted	Mean	St. Dev	Dept. % Rank
-	18% (3)	18% (3)	29% (5)	35% (6)	-	**3.82**	1.13	9

Rating Scale Item Means

	1	2	3	4	5	Mean
Rate the instructor's overall teaching effectiveness.						3.94
Rate the overall quality of this course.						4.18
How much have you learned in this course?						3.82
One real strength of this course was class discussion.						3.76
Was the instructor a good speaker?						3.76
The instructor generally talked:						4.41
The instructor's knowledge of the subject was:						4.53
Did the instructor seem to enjoy teaching?						4.82
The instructor seemed well prepared for classes.						4.47
The instructor explained the underlying rationale for particular techniques.						4.18
The instructor was able to answer questions clearly and concisely.						3.88
The instructor's use of the blackboard and/or overheads was						4.53
Did the instructor make good use of examples and illustrations?						4.29
How accessible was the instructor for office hours?						4.65
How much self-confidence did the instructor display?						3.82

■ = below 3.0 / ■ = 3.0 - 4.0 / ■ = above 4.0

ICES Open-Ended Items

What are the major strengths of the instructor/course?

- Professor Liu was very approachable, and he was great at building and comfortable environment for students to raise their questions. He is clearly knowledgable on the topics, and he also tried to incorporate many real life examples to make the content more engaging
- The instructor was very passionate and did a great job connecting with students.
- Good course
- Our instructor was always prepared for class and either asked interesting discussion topics for the class or would find a way to integrate recent news about international marketing to help us better understand how the topic is constantly changing.
- I really enjoyed this class - I wish there was more discussion in class so we're not listening to lecture whole time
- professional, umderstanding, and caring
- Broke down all of the content very throughly so it was easy to understand.
- He really cared about the students and making sure that we understood the content fully.
- The professor was so kind and understanding. He was super approachable and you can tell he is very passionate about this subject! The content is very interesting.
- He is very passionate about the subject and seems to know a lot about it. He is also very good with engaging students and facilitating a positive environment in class. He is very responsive and flexible.
- The instructor seemed very passionate and eager to learn. He was also very accommodating which made my experience taking this course very enjoyable.
- I loved this professor. He was always excited about class and about his students.
- Well prepared material. Good course design. Nice lecture.

What do you suggest to improve the course?

- He could improve on his presentation skills and encourage more in-class discussion
- N/A
- Be more confident. Remove midterm.
- Maybe more discussion time.
- I would suggest making attendance and participation required and make them worth points so that people are more inclined to contribute to the conversation in class
- nothing!
- Have more discussions during lecture.
- Nothing! He did everything great, well structured class
- This course was well designed, but maybe more discussion during lecture or in class activities.
- I expected this class to focus a little more on marketing techniques abroad rather than more of a history of countries abroad. I think it would be more beneficial to connect back to marketing techniques we have already learned.
- The professor can work on being more confident in himself as he is very knowledgeable. The content is very interesting but the delivery can be worked on.
- Maybe hands-on class assignments.
- Nothing.

Please comment on the grading procedures in the course.

- Very fair, not too hard
- Fair
- The grading procedures were fair for the course!
- fair, justified
- I think the grade scale is fair but there could be less weight on the exam.
- It was very fair and wasn't hard
- Fair
- The grading was very fair.
- Fair grading system
- Fair.
- Great.