

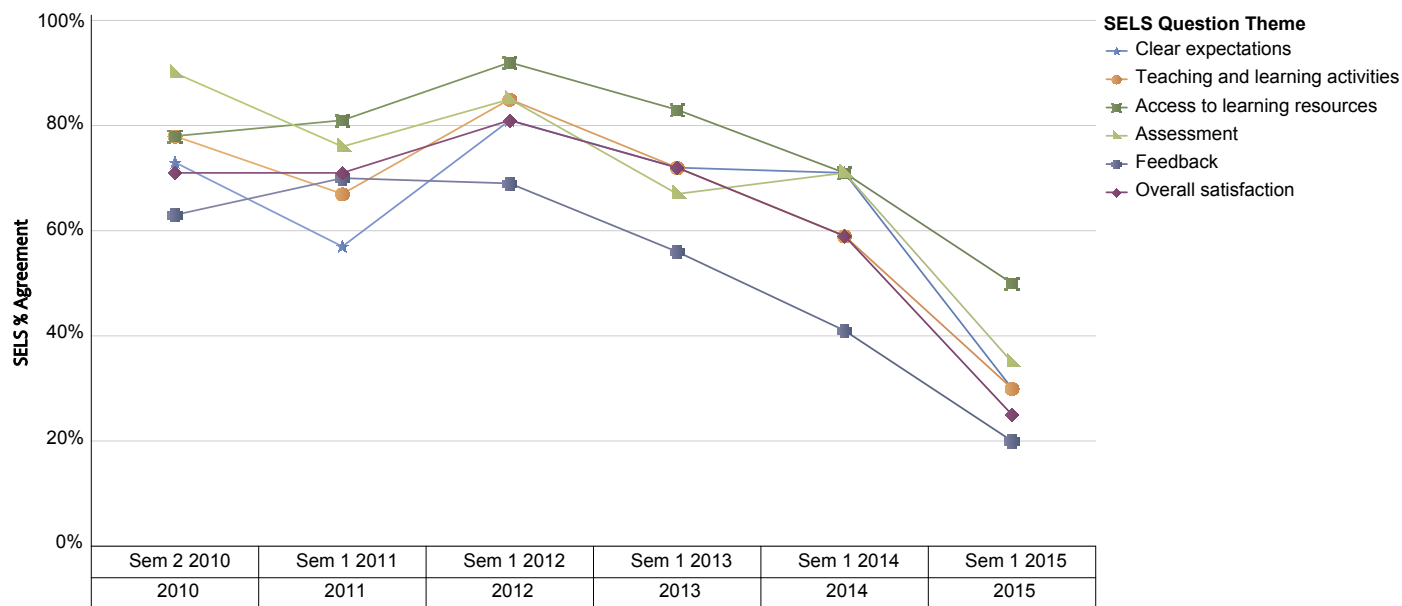
STUDENT EXPERIENCE OF LEARNING SUPPORT

Time Series Course Report

Course subject/catalogue code: MKTG3023

Course name: Strategic Marketing

Subject owner: ANU College of Business and Economics



	2010	2011	2012	2013	2014	2015
	Sem 2 2010	Sem 1 2011	Sem 1 2012	Sem 1 2013	Sem 1 2014	Sem 1 2015
Enrolments	88	50	81	65	74	63
Respondents	41	21	26	18	17	20
SELS Response Rate %	47%	42%	32%	28%	23%	32%
Overall Satisfaction %	71%	71%	81%	72%	59%	25%

Enrolments: number of students invited to participate in a course evaluation. For aggregate reports this will be the sum of enrolments in multiple courses, but will exclude enrolment counts for any evaluation with zero responses.

Respondents: number of students who submitted an evaluation of a course. This figure excludes any student who submitted an entirely blank evaluation (either paper or online).

Response rate: number of respondents divided by enrolments, displayed as a percent.

Overall satisfaction: percentage of responses to who marked 'Agree' or 'Strongly agree' to question 6 'Overall, I was satisfied with my learning experience in this course.'

N/A: survey results are not displayed where the number of available responses is less than 5.

Note: there may be slight differences the content of aggregate time series results, compared to previously published aggregate results. These differences are caused by late evaluations, changes over time in Subject/Catalogue codes, or changes in the primary organisational location of a course.

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Source iMIS Data Warehouse

For support please contact BI Services: imis@anu.edu.au

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