

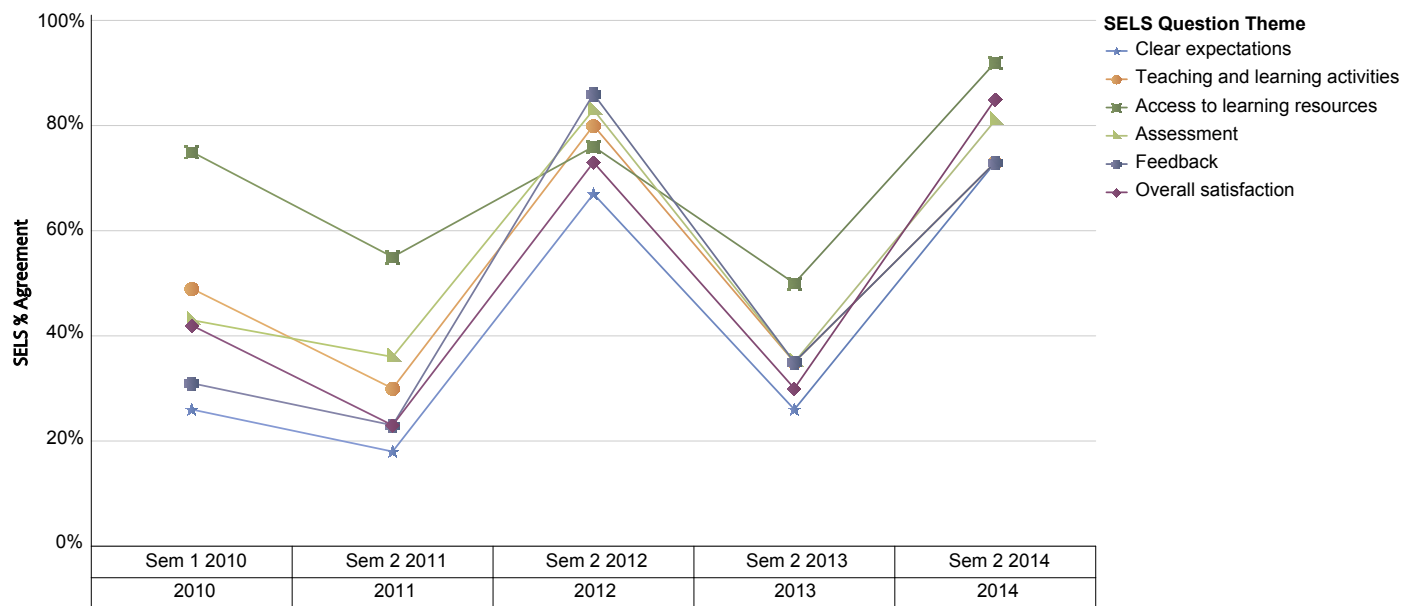
# STUDENT EXPERIENCE OF LEARNING SUPPORT

## Time Series Course Report

**Course subject/catalogue code:** MKTG2001

**Course name:** Marketing Research

**Subject owner:** ANU College of Business and Economics



	2010	2011	2012	2013	2014
	Sem 1 2010	Sem 2 2011	Sem 2 2012	Sem 2 2013	Sem 2 2014
Enrolments	76	116	84	76	93
Respondents	70	44	30	23	26
SELS Response Rate %	92%	38%	36%	30%	28%
Overall Satisfaction %	42%	23%	73%	30%	85%

**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.

**Report run date/time:** 07/07/2015 2:15:53 PM **ID:** MKTG2001\_Time\_Series

**Source** iMIS Data Warehouse

For support please contact BI Services: [imis@anu.edu.au](mailto:imis@anu.edu.au)

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