

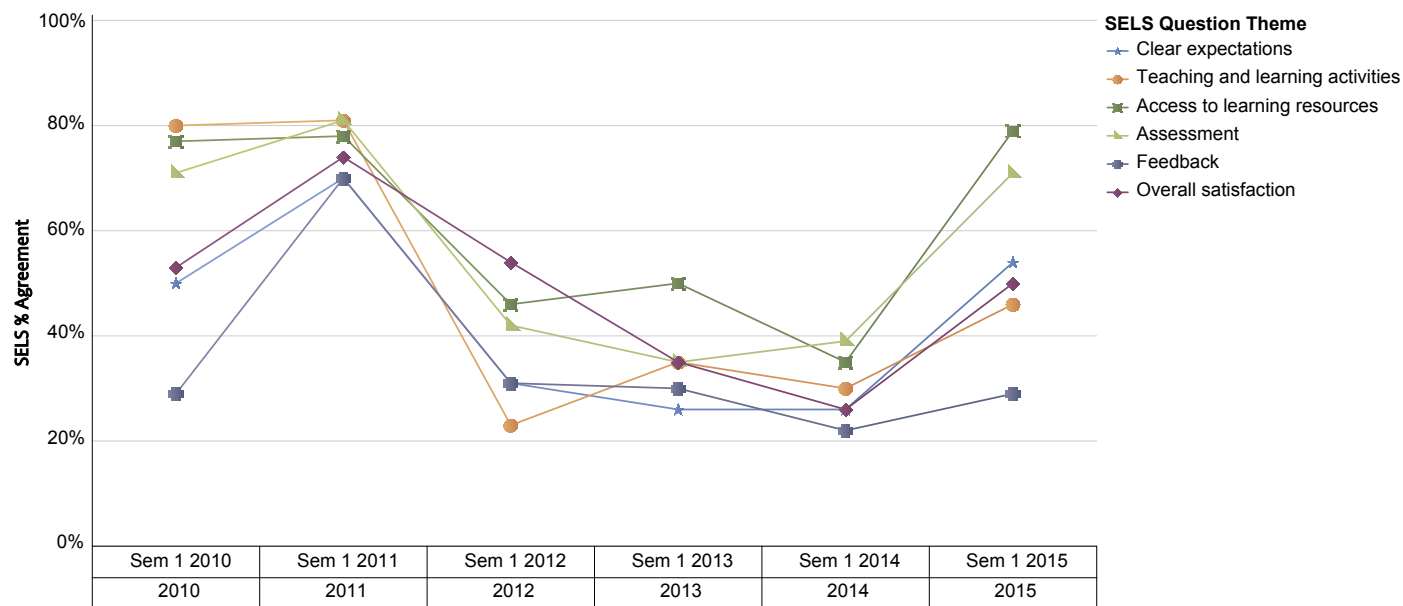
# STUDENT EXPERIENCE OF LEARNING SUPPORT

## Time Series Course Report

**Course subject/catalogue code:** MKTG2033

**Course name:** Advertising

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



	2010	2011	2012	2013	2014	2015
	Sem 1 2010	Sem 1 2011	Sem 1 2012	Sem 1 2013	Sem 1 2014	Sem 1 2015
Enrolments	86	84	45	68	66	69
Respondents	15	27	13	23	23	24
SELS Response Rate %	17%	32%	29%	34%	35%	35%
Overall Satisfaction %	53%	74%	54%	35%	26%	50%

**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:** MKTG2033\_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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