



Term: Fall 2023 Enrollment: 49 Eligible to Respond: 49 Response Count: 19

Response Count: 19 Response Rate: 38.78% Class ID: MKT3300.011.23F Title: Principles of Marketing

School: Naveen Jindal School of Management

Instructor: Jin Miao

Student ratings are valuable and irreplaceable contributions to a much larger understanding of the quality of teaching and the learning experience. However, teaching effectiveness can only be understood in its context, which means that interpretations are subjective and *comparisons* of numerical ratings across instructors, classes, or schools are not necessarily valid. Ratings are affected by multiple factors outside of instructor control, are subject to implicit and explicit bias, and may reveal more "customer satisfaction" than informed evaluation of teaching performance or quality of student learning. We must view student ratings of how they experienced learning in a particular class in the context of all available information about that course and instructor. Users of the data provided here are encouraged to consider multiple indicators of teaching contributions and effectiveness.

	Course	Experier	nce for m	ıkt3300.0	11.23f - P	rincip	es of	Marke	eting					
Evaluation Scale is 5 Level Likert Item	SD	D	N	A	SA	%/#	SD	D	N	A	SA	тот		ummary tatistics
The course objectives were clearly defined.					M = 4.50 μ = 4:45 σ = 0.60	%	-	-	5%	45%	50%	100%	Μ μ	4.50 4.45
	0%	0%	5%	45%	50%	#	-	-	1	9	10	20	σ N	0.60 20
The course was well organized.					M = 4.73 μ = 4.60 σ = 0.60	%	-	-	5%	30%	65%	100%	Μ μ	4.73 4.60
	0%	0%	5%	30%	65%	#	-	-	1	6	13	20	σ N	0.60
Overall, the course was excellent.				_	M = 4.39 μ = 4.35 σ = 0.67	%	-	-	10%	45%	45%	100%	Μ μ	4.39 4.35
	0%	0%	10%	45%	45%	#	-	-	2	9	9	20	σ N	0.67 20
		Ins	structor .	lin Miao	(mkt3300	011.2	3f)							
				Jiii iiiiao	(.,							
Evaluation Scale is 5 Level Likert Item	SD	D	N	A	SA	%/#	SD	D	N	Α	SA	тот		ummary tatistics
	SD	D			M = 4.7!			D -	N 5%	A 25%	5A 70%	TOT 100%		
5 Level Likert Item The instructor was well prepared in the	SD 0%	D 0%			SA M = 4.75	%/#	SD						M	tatistics 4.79
5 Level Likert Item The instructor was well prepared in the			N	A	M = 4.7? μ = 4.8ξ σ = 0.5ξ 70%	%/#	SD -	-	5%	25%	70%	100%	M µ σ	4.79 4.65 0.59
5 Level Likert Item The instructor was well prepared in the subject area. The instructor communicated			N	A	M = 4.7(μ = 4.8(σ = 0.5(70%	% #	SD -	-	5%	25%	70%	100%	M	4.79 4.65 0.59 20
5 Level Likert Item The instructor was well prepared in the subject area. The instructor communicated	0%	0%	N 5%	A 25%	M = 4.7(μ = 4.8ε σ = 0.5ε 70% M = 4.50 μ = 4.30 σ = 0.86	% #	SD -	5%	5% 1 10%	25% 5 35%	70%	100%	M	4.79 4.65 0.59 20 4.50 4.30 0.86

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The instructor provided timely feedback.	·····				M = 4.73 μ = 4.60	%	-	-	5%	30%	65%	100%	Μ μ	4.73 4.60
	0%	0%	5%	30%	σ = 0.60 65%	#	-	-	1	6	13	20	σ N	0.60 20
The instructor was accessible outside of class.					M = 4.73 μ = 4.55 σ = 0.69	%	-	-	10%	25%	65%	100%	M µ	4.73 4.55
	0%	0%	10%	25%	65%	#	-	-	2	5	13	20	σ N	0.69 20
The instructor evaluated students fairly.		-			M = 4 μ = 4 σ = 0	%	-	-	5%	5%	89%	100%	M µ	4.94 4.84
	0%	0%	5%	5%	89%	#	-	-	1	1	17	19	σ N	0.50 19
Overall, this instructor was excellent.					M = 4.77 μ = 4:68 σ = 0.48	%	-	-	-	32%	68%	100%	Μ μ	4.77 4.68
	0%	0%	0%	32%	68%	#	-	-	-	6	13	19	σ N	0.48 19
	Studen	t Experier	nce for n	nkt3300.0	11.23f - P	rincip	les of	Mark	eting					
Evaluation Scale is 5 Level Likert Item	SD	D	N	A	SA	%/#	SD	D	N	Α	SA	тот		ummary tatistics
I was free to ask questions and express my opinions and ideas.					M = 4.77 μ = 4:68 σ = 0.48	%	-	-	-	32%	68%	100%	Μ μ	4.77 4.68
	0%	0%	0%	32%	68%	#	-	-	-	6	13	19	σ N	0.48 19
My performance was evaluated fairly.					M = 4.71 μ = 4.58 σ = 0.61	%	-	-	5%	32%	63%	100%	Μ μ	4.71 4.58
	0%	0%	5%	32%	63%	#	-	-	1	6	12	19	σ N	0.61 19
I discussed ideas from this course with others outside the classroom.					M = 4.55 μ = 4.16 σ = 1.07	%	-	11%	16%	21%	53%	100%	Μ μ	4.55 4.16
	0%	11%	16%	21%	53%	#	-	2	3	4	10	19	σ N	1.07 19
This course has been (or will be) of value to me.					M = 4.55 μ = 4.26 σ = 0.93	%	-	5%	16%	26%	53%	100%	Μ μ	4.55 4.26
	0%	5%	16%	26%	53%	#	-	1	3	5	10	19	σ N	0.93 19
This course inspired me to learn more.					M = 4.42 μ = 4.26 σ = 0.81	%	-	-	21%	32%	47%	100%	Μ μ	4.42 4.26
	0%	0%	21%	32%	47%	#	-	-	4	6	9	19	σ N	0.81 19

Report URL: go.utdallas.edu/eval/mkt3300.011.23f Report PDF: go.utdallas.edu/eval/mkt3300.011.23f/pdf Enrollment: 49 Cache: 2024-07-24 21:28:02

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