



Term: Fall 2024 Enrollment: 56 Eligible to Respond: 56 Response Count: 11 Response Rate: 19.64% Class ID: MKT3300.004.24F 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	04.24f - P	rincip	les of	Marke	eting					
Evaluation Scale is 5 Level Likert Item	SD	D	N	A	SA	%/#	SD	D	N	Α	SA	тот		ummary tatistics
The course objectives were clearly defined.					M = 4 μ = 4 σ = 0	%	-	-	-	9%	91%	100%	Μ μ	4.95 4.91
	0%	0%	0%	9%	91%	#	-	-	-	1	10	11	σ N	0.30 11
The course was well organized.					M = μ = : σ = :	%	-	-	-	-	100%	100%	Μ μ	5.00 5.00
	0%	0%	0%	0%	100%	#	-	-	-	-	11	11	σ N	0.00
Overall, the course was excellent.					M = μ = : σ = :	%	-	-	-	-	100%	100%	Μ μ	5.00 5.00
	0%	0%	0%	0%	100%	#	-	-	-	-	11	11	σ N	0.00
		Ins	structor .	Jin Miao	(mkt3300	.004.24	4f)							
Evaluation Scale is 5 Level Likert Item	SD	Ins	structor .	Jin Miao	(mkt3300 SA	.004.24 %/#	4f) SD	D	N	А	SA	тот		ummary tatistics
	SD				SA M=			D -	N -	A -	SA 100%	TOT 100%		
5 Level Likert Item The instructor was well prepared in the	SD 0%				SA	%/#	SD						M	5.00
5 Level Likert Item The instructor was well prepared in the		D	N	A	M = 0 100%	%/#	SD -	-	-	-	100%	100%	M μ σ	5.00 5.00 0.00
The instructor was well prepared in the subject area. The instructor communicated		D	N	A	M = μ=: σ = 1	% #	SD -	-	-	-	100%	100%	M μ σ N	5.00 5.00 0.00 11
The instructor was well prepared in the subject area. The instructor communicated	0%	D 0%	N 0%	A 0%	M = μ = : σ = : 100%	% #	SD -	-	-	-	100%	100%	M	5.00 5.00 0.00 11 5.00 5.00

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								1						
The instructor provided timely					M =	%	_	_	_	_	100%	100%	M	5.00
feedback.	:	11:	1		μ = : σ =	/0					10070	10070	μ	5.00
						,,					44	44	σ	0.00
	0%	0%	0%	0%	100%	#	-	-	-	-	11	11	N	11
The instructor was accessible outside		1	1	1	M = 4								М	4.95
of class.		:			$\mu = 4$ $\sigma = 0$	%	-	-	-	9%	91%	100%	μ	4.91
					$\sigma = 0$								σ	0.30
	0%	0%	0%	9%	91%	#	-	-	-	1	10	11	N	11
The instructor evaluated students fairly.					M =	%	_	_	_	_	100%	100%	М	5.00
					μ = ! σ = !						,		μ	5.00
	0%	0%	0%	0%	100%	#	_	_	_	_	11	11	σ	0.00
	1 0%	U%	U%	0%	100%	"							N	11
Overall, this instructor was excellent.		1	1		M =								М	5.00
,			:		μ = ! σ = !	%	-	-	-	-	100%	100%	μ	5.00
													σ	0.00
	0%	0%	0%	0%	100%	#	-	-	-	-	11	11	N	11
		_							_					
	Student	t Experie	nce for r	nkt3300.(004.24f - P	rincip	les of	Mark	eting					
Evaluation Scale is 5 Level Likert Item	SD	D	N	Α	SA	%/#	SD	D	N	Α	SA	тот		ummary tatistics
<u>o Level Likelt Item</u>														latiotics
Lyga froe to ask guestions and express			1	1	M = .								М	5.00
I was free to ask questions and express my opinions and ideas.						%	-	-	-	-	100%	100%	μ	5.00
					μ = ! σ = !								σ	0.00
	0%	0%	0%	0%	100%	#	-	-	-	-	11	11		11
	·												N	11
My performance was evaluated fairly.					M =	0/					100%	100%	М	5.00
	:	: ::	:::::::::::	: : : : : : : :	μ = : σ = :	%	-	-	-	-	100%	100%	μ	5.00
													σ	0.00
	0%	0%	0%	0%	100%	#	-	-	-	-	11	11	N	11
														4.65
I discussed ideas from this course with others outside the classroom.					M = 4.	%	-	-	9%	9%	82%	100%	M	4.89
					$\mu = 4.$ $\sigma = 0.0$								μ	4.73
	0%	0%	9%	9%	82%	#	_	_	1	1	9	11	σ	0.65
	. 3,0	:11: 370					<u> </u>	<u></u>	<u> </u>	<u> </u>			N	11
This course has been (or will be) of					M = 4.8								М	4.81
value to me.					u = 4.7;	%	-	-	-	27%	73%	100%	μ	4.73
					$\sigma = 0.4$								σ	0.47
	0%	0%	0%	27%	73%	#	-	-	-	3	8	11	N	11
This course inspired me to learn man-		1		1	1 14 - 4			l					М	4.89
This course inspired me to learn more.					M = 4.	%	-	-	9%	9%	82%	100%	μ	4.73
					$\sigma = 0.0$								σ	0.65
	0%	0%	9%	9%	82%	#	-	-	1	1	9	11		
													N	11

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