
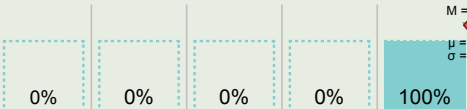





Student ratings are valuable and irreplaceable contributions to a much larger understanding of the quality of teaching and the learning experience. However, teaching effectiveness can only be understood in its context, which means that interpretations are subjective and comparisons of numerical ratings 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 Experience for mkt3300.004.24f - Principles of Marketing

Evaluation Scale is <a href="#">5 Level Likert Item</a>	SD	D	N	A	SA	%/#	SD	D	N	A	SA	TOT	Summary Statistics		
The course objectives were clearly defined.		0%	0%	0%	9%	91%	%	-	-	-	9%	91%	100%	M	4.95
							μ	4.91							
							σ	0.30							
							N	11							
							#	-	-	-	1	10	11		
The course was well organized.		0%	0%	0%	0%	100%	%	-	-	-	-	100%	100%	M	5.00
							μ	5.00							
							σ	0.00							
							N	11							
							#	-	-	-	-	11	11		
Overall, the course was excellent.		0%	0%	0%	0%	100%	%	-	-	-	-	100%	100%	M	5.00
							μ	5.00							
							σ	0.00							
							N	11							
							#	-	-	-	-	11	11		

### Instructor Jin Miao (mkt3300.004.24f)

Evaluation Scale is <a href="#">5 Level Likert Item</a>	SD	D	N	A	SA	%/#	SD	D	N	A	SA	TOT	Summary Statistics		
The instructor was well prepared in the subject area.	<div><div></div></div> 0%	<div><div></div></div> 0%	<div><div></div></div> 0%	<div><div></div></div> 0%	<div><div></div></div> 100%	M = <div><div></div></div>	%	-	-	-	-	100%	100%	M	5.00
						μ	5.00								
						σ	0.00								
						N	11								
The instructor communicated information effectively.	<div><div></div></div> 0%	<div><div></div></div> 0%	<div><div></div></div> 0%	<div><div></div></div> 0%	<div><div></div></div> 100%	M = <div><div></div></div>	%	-	-	-	-	100%	100%	M	5.00
						μ	5.00								
						σ	0.00								
						N	11								
The instructor seemed genuinely interested in teaching.	<div><div></div></div> 0%	<div><div></div></div> 0%	<div><div></div></div> 0%	<div><div></div></div> 0%	<div><div></div></div> 100%	M = <div><div></div></div>	%	-	-	-	-	100%	100%	M	5.00
						μ	5.00								
						σ	0.00								
						N	11								

The instructor provided timely feedback.	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	M = 4.0 μ = 4.0 σ = 1.0	%	-	-	-	-	100%	100%	M	5.00
	<div><div></div><div></div><div></div><div></div></div>					μ	5.00								
	<div><div></div><div></div><div></div><div></div></div>					σ	0.00								
	<div><div></div><div></div><div></div><div></div></div>					N	11								
	<div><div></div><div></div><div></div><div></div></div>														
The instructor was accessible outside of class.	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	M = 4.95 μ = 4.91 σ = 0.30	%	-	-	-	9%	91%	100%	M	4.95
	<div><div></div><div></div><div></div><div></div></div>					μ	4.91								
	<div><div></div><div></div><div></div><div></div></div>					σ	0.30								
	<div><div></div><div></div><div></div><div></div></div>					N	11								
	<div><div></div><div></div><div></div><div></div></div>														
The instructor evaluated students fairly.	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	M = 5.00 μ = 5.00 σ = 0.00	%	-	-	-	-	100%	100%	M	5.00
	<div><div></div><div></div><div></div><div></div></div>					μ	5.00								
	<div><div></div><div></div><div></div><div></div></div>					σ	0.00								
	<div><div></div><div></div><div></div><div></div></div>					N	11								
	<div><div></div><div></div><div></div><div></div></div>														
Overall, this instructor was excellent.	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	M = 5.00 μ = 5.00 σ = 0.00	%	-	-	-	-	100%	100%	M	5.00
	<div><div></div><div></div><div></div><div></div></div>					μ	5.00								
	<div><div></div><div></div><div></div><div></div></div>					σ	0.00								
	<div><div></div><div></div><div></div><div></div></div>					N	11								
	<div><div></div><div></div><div></div><div></div></div>														
Student Experience for mkt3300.004.24f - Principles of Marketing															
Evaluation Scale is <a href="#">5 Level Likert Item</a>	SD	D	N	A	SA	%/#	SD	D	N	A	SA	TOT	Summary Statistics		
I was free to ask questions and express my opinions and ideas.	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	M = 5.00 μ = 5.00 σ = 0.00	%	-	-	-	-	100%	100%	M	5.00
	<div><div></div><div></div><div></div><div></div></div>					μ	5.00								
	<div><div></div><div></div><div></div><div></div></div>					σ	0.00								
	<div><div></div><div></div><div></div><div></div></div>					N	11								
	<div><div></div><div></div><div></div><div></div></div>														
My performance was evaluated fairly.	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	M = 5.00 μ = 5.00 σ = 0.00	%	-	-	-	-	100%	100%	M	5.00
	<div><div></div><div></div><div></div><div></div></div>					μ	5.00								
	<div><div></div><div></div><div></div><div></div></div>					σ	0.00								
	<div><div></div><div></div><div></div><div></div></div>					N	11								
	<div><div></div><div></div><div></div><div></div></div>														
I discussed ideas from this course with others outside the classroom.	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	M = 4.89 μ = 4.73 σ = 0.65	%	-	-	9%	9%	82%	100%	M	4.89
	<div><div></div><div></div><div></div><div></div></div>					μ	4.73								
	<div><div></div><div></div><div></div><div></div></div>					σ	0.65								
	<div><div></div><div></div><div></div><div></div></div>					N	11								
	<div><div></div><div></div><div></div><div></div></div>														
This course has been (or will be) of value to me.	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	M = 4.81 μ = 4.73 σ = 0.47	%	-	-	-	27%	73%	100%	M	4.81
	<div><div></div><div></div><div></div><div></div></div>					μ	4.73								
	<div><div></div><div></div><div></div><div></div></div>					σ	0.47								
	<div><div></div><div></div><div></div><div></div></div>					N	11								
	<div><div></div><div></div><div></div><div></div></div>														
This course inspired me to learn more.	<div><div></div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div><div></div></div>	M = 4.89 μ = 4.73 σ = 0.65	%	-	-	9%	9%	82%	100%	M	4.89
	<div><div></div><div></div><div></div><div></div></div>					μ	4.73								
	<div><div></div><div></div><div></div><div></div></div>					σ	0.65								
	<div><div></div><div></div><div></div><div></div></div>					N	11								
	<div><div></div><div></div><div></div><div></div></div>														

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Report PDF: [go.utdallas.edu/eval/mkt3300.004.24f/pdf](https://go.utdallas.edu/eval/mkt3300.004.24f/pdf)  
Enrollment: 56  
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