



Evaluation of Instruction and Course

University of Missouri

Assessment Resource Center
University of Missouri

Complete this COVER SHEET and place on top of each group of evaluations.

Department: Marketing
Contact Person: Amber Bussey Phone: (573) 884-7799
Instructor Name: Nguyen Mike
Catalog Number and Section: (Example: 1000.04) 4050.03

DIRECTIONS:

1. Use a #2 black lead pencil.
2. Write the correct number in the box and fill in the corresponding bubble below.
3. Darken the bubbles completely.
4. Erase ANY stray marks.
5. Erase completely or use correction tape (NOT a liquid) to make any corrections.

REQUIRED INFORMATION:

This information must be correct. Reports cannot be generated from the accompanying evaluation sheets unless all columns are filled in and the information is correct and accurate.

- 8 digits

This is the employee ID number of the instructor of this class. If ID number has leading 0s, these zeros must be entered so that all columns have a number. For student instructors, use their student ID number. *Reminder:* To avoid errors, confirm that the instructor is listed correctly in PeopleSoft before submitting evaluation forms.

- 5 digits

This number is in the Current Class Offerings (Schedule of Classes), column heading "Class." Each class session (e.g., lecture, lab, discussion) will have a unique number. This number will be different each semester.

The semester the class was taught. The year will automatically be added.

14346395

56403

12/22/2021

12/21/21



Assessment Resource Center

5/13/2022 10:12:02 AM

Nguyen, Mike-MARKETING RESEARCH

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Group Report for: **Nguyen,Mike; Course: MARKETING RESEARCH**

Course: **MRKTNG 4050** Section: **03** Semester: **SP2022** Class Number: **56403**

No. Respondents: 22

Standard Form Report							
Choices: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree				Percent of Responses			
Course Content and Structure	SA (5)	A (4)	N (3)	D (2)	SD (1)	# Rsp	Mean
The syllabus clearly explained the course objectives, requirements, and grading system.	41%	45%	9%	0%	5%	22	4.18
Course content was relevant and useful (e.g., readings, online media, classwork, assignments).	18%	36%	36%	9%	0%	22	3.64
Resources (e.g., articles, literature, textbooks, class notes, online resources) were easy to access.	29%	57%	10%	5%	0%	21	4.10
This course challenged me.	18%	64%	18%	0%	0%	22	4.00
Teaching Delivery	SA (5)	A (4)	N (3)	D (2)	SD (1)	# Rsp	Mean
This instructor was consistently well-prepared.	59%	32%	9%	0%	0%	22	4.50
This instructor was audible and clear.	36%	45%	9%	9%	0%	22	4.09
This instructor was knowledgeable and enthusiastic about the topic.	50%	36%	9%	5%	0%	22	4.32
This instructor effectively used examples/illustrations to promote learning.	36%	50%	5%	9%	0%	22	4.14
This instructor fostered questions and/or class participation.	36%	27%	27%	5%	5%	22	3.86
This instructor clearly explained important information/ideas/concepts.	23%	41%	14%	14%	9%	22	3.55
This instructor effectively used teaching methods appropriate to this class (e.g., critiques, discussion, demonstrations, group work).	27%	36%	23%	5%	9%	22	3.68
Learning Environment	SA (5)	A (4)	N (3)	D (2)	SD (1)	# Rsp	Mean
This instructor responded appropriately to questions and comments.	32%	36%	27%	5%	0%	22	3.95
This instructor stimulated student thinking and learning.	27%	36%	23%	9%	5%	22	3.73
This instructor promoted an atmosphere of mutual respect regarding diversity in student demographics and viewpoints, such as race, gender, or politics.	50%	41%	9%	0%	0%	22	4.41
This instructor was approachable and available for extra help.	27%	59%	9%	0%	5%	22	4.05
This instructor used class time effectively.	41%	27%	23%	9%	0%	22	4.00
This instructor helped students to be independent learners, responsible for their own learning.	41%	32%	18%	9%	0%	22	4.05
Assessment	SA (5)	A (4)	N (3)	D (2)	SD (1)	# Rsp	Mean
I was well-informed about my performance during this course.	27%	55%	14%	5%	0%	22	4.05
Assignments/projects/exams were graded fairly based on clearly communicated criteria.	23%	32%	27%	18%	0%	22	3.59
This instructor provided feedback that helped me improve my skills in this subject area.	41%	27%	23%	9%	0%	22	4.00
Teaching Effectiveness	SA (5)	A (4)	N (3)	D (2)	SD (1)	# Rsp	Mean
This instructor taught effectively considering both the possibilities and limitations of the subject matter and the course (including class size and facilities).	36%	36%	18%	0%	9%	22	3.91



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Feedback for Other Students (IDK = I Don't Know)	% Yes	% No	% IDK	# Rsp
Would you recommend this class to other students regarding...?				
CLASS CONTENT	59%	27%	14%	22
CLASS STRUCTURE (E.G., ORGANIZATION, PACING)	77%	23%	0%	22
POSITIVE LEARNING ENVIRONMENT	82%	18%	0%	22
INSTRUCTOR'S TEACHING SKILL/STYLE	73%	18%	9%	22
FAIRNESS OF GRADING	77%	14%	9%	22

Student Information (NA = Not Applicable, NR = No Response)															
Course	Expected Grade	Gender	Class Year	Classes attend	Extent use online	Outside hours per week	Complete work								
Requirement	91%	A	82%	Male	NaN	Freshman	0%	0-25	0%	None	68%	0-3	0%	0-25	5%
Elective	0%	B	9%	Female	NaN	Sophomore	0%	26-50	0%	Little	27%	4-7	18%	26-50	5%
Other	0%	C	0%	Transcende	NaN	Junior	32%	51-75	0%	Some	5%	8-11	14%	51-75	0%
NR	9%	D	0%	Prefer no	NaN	Senior	64%	76-90	23%	Moderate	0%	12-15	23%	76-90	18%
		F	0%	NR	NaN	Graduate	0%	91-100	77%	Large	0%	> 15	41%	91-100	73%
		S	0%			Other	0%	NA	0%	NA	0%	NA	5%	NA	0%
		U	0%			NR	5%	NR	0%	NR	0%	NR	0%	NR	0%
		None	0%												
		NR	9%												

Grade A & B = The mean score of students who reported an expected grade of A or B.

Construct Means							
Content/Struct	Teaching	Environment	Assessment				
Mean	3.98	Mean	4.02	Mean	4.03	Mean	3.88
Grade A & B	4.00	Grade A & B	3.99	Grade A & B	4.02	Grade A & B	3.85

COMPOSITE SCORE	
Mean	3.99
Grade A & B	3.98

Construct Means and Composite Score are calculated based on the number of respondents for each question in order to apply less weight to questions not applicable to a class. The mean is calculated from the 20 core questions on the Standard and Expanded forms and the 16 core questions from the Instructor-only form.



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Group Report for: Nguyen, Mike; Course: MARKETING RESEARCH

Course: MRKTNG 4050 Section: 03 Semester: SP2022 Class Number: 56403

Section VI: Your Comments Are Valued

What aspects of the teaching or content of this course were especially good?

- Clicker engaged students
- extra credit

Always had clear due dates on Canvas

I liked working with my group on the project and learning by using a presentation.

I liked the group project.



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Group meetings at the end of each class.

I always knew what to expect and what to prepare before class.

I really like how he offered opportunities for extra points.

he graded fairly and was always there to help if we had questions

MIKE WAS A FAIR + KNOWLEDGEABLE INSTRUCTOR + THE COURSE CONTENT WAS RELEVANT + CHALLENGING. I LEARNED A LOT FROM THIS COURSE.



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Enjoyed being in a group all semester

MIKE WAS VERY PASSIONATE ABOUT THE SUBJECT

Instructor was knowledgeable about the topics

The extra credit points on iclicker were really helpful, and the classtime dedicated to group work & asking questions. Also meetings with the instructor were very helpful.

Professor Nguyen was a fair grader. As long as you show up and try, you can pass the class and the assignments. He's a really nice guy but not a great professor.



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interesting to learn new topics I wasn't familiar
with before

He is always willing to meet with
you + help you out.

The professor clearly likes the topic, which is cool
to see.



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What changes could be made to improve the teaching or the content of this course?

- more explanation of r/excel
- Worksheet reviews

06/01/2016

17-02.00

I did not like the content in this class. The majority of people in this class are constantly confused.

06/01/2016

17-02.00

Get rid of the 5 minute snip videos that play at the end of class.

06/01/2016

17-02.00

I wish that we had more time in class to work on the project.

06/01/2016

17-02.00

It is very Math heavy

06/01/2016

17-02.00



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Going into more depth in explaining math stuff.

08/01/2016

17-02.00

difficult time understanding him and
his explanations did not make sense.

08/01/2016

17-02.00

MORE DEFINED TEAM ROLES, i.e. DATA ANALYST, PRESENTATION
LEAD, ETC...

08/01/2016

17-02.00

Rec'd / Attendance Policy
Communication about progress/grades.

08/01/2016

17-02.00

SOME OF THE COURSE MATERIAL WAS VERY DENSE
THE DISCUSSION POSTS WERE NOT GREAT.

08/01/2016

17-02.00



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grading criteria was confusing

06/01/2016

17-02.00

Improve clarity/format/type of assignments for the research project. Were sometimes too confusing and/or repetitive.

06/01/2016

17-02.00

What is the point of having a strict attendance policy for an upper level class where all the professor does is read straight from his prepared notes? The slides are shared w/ us so it's easy to see. Also why use iClicker for attendance? There's like 30 people in this class that you expect to show up every day but you can't take your own attendance or learn our names?

06/01/2016

17-02.00

- Overall an awful class, zero engagement, just the professor talking.
- Students clearly disliked his assignments, groupwork, and the class in general due to his boring teaching style and difficulty to understand.
- Never recommend this professor to any student ever.

06/01/2016

17-02.00

lots of content in each lecture

06/01/2016

17-02.00



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Have students be more engaged in class
content & participation.

Cover different aspects in Excel so that
it's more useful.

06/01/2016

17-02.00

He is hard to understand and sometimes doesn't
understand us so it can be difficult to communicate
with him at times.

06/01/2016

17-02.00

Instead of just reading slides, it would be great
to have more interacting & engaging learning.

06/01/2016

17-02.00