Marketing Analytics (Summer 1 2021)

Instructor: **Garvey, Myles**
Subject: **MKTG**
Catalog & Section: **6234 01**
Course ID: **41572**
Objectives:

Enrollment: **33**
Responses Incl Declines: **31**
Declines: **1**

Questions to Assess Students' Online Experience

Question	Number of Responses	Response Rate	Course Mean	Dept. Mean	Univ. Mean	Course Median	Dept. Median	Univ. Median
Online course materials were organized to help me navigate through the course week by week.	29	87%	4.0	4.4	4.4	4.0	5.0	5.0
Online interactions with my instructor created a sense of connection in the virtual classroom.	29	87%	4.1	4.4	4.0	4.0	5.0	4.0
Online course interactions created a sense of community and connection to my classmates.	29	87%	4.2	4.3	3.9	4.0	5.0	4.0
I had the necessary computer skills and technology to successfully complete the course.	28	84%	4.5	4.6	4.6	5.0	5.0	5.0

Note: 5:Strongly Agree; 4:Agree; 3:Neutral; 2:Disagree; 1:Strongly Disagree; 0:N/A;

Course Related Questions

Question	Number of Responses	Response Rate	Course Mean	Dept. Mean	Univ. Mean	Course Median	Dept. Median	Univ. Median
The syllabus was accurate and helpful in delineating expectations and course outcomes.	29	87%	4.1	4.5	4.5	4.0	5.0	5.0
Required and additional course materials were helpful in achieving course outcomes.	29	87%	4.0	4.3	4.3	4.0	5.0	5.0

Note: 5:Strongly Agree; 4:Agree; 3:Neutral; 2:Disagree; 1:Strongly Disagree;

Learning Related Questions

Question	Number of Responses	Response Rate	Course Mean	Dept. Mean	Univ. Mean	Course Median	Dept. Median	Univ. Median
In-class sessions were helpful for learning.	29	87%	4.1	4.4	4.2	4.0	5.0	5.0
Out-of-class assignments and/or fieldwork were helpful for learning.	29	87%	4.1	4.3	4.3	4.0	4.0	5.0
This course was intellectually challenging.	29	87%	4.2	4.2	4.3	4.0	4.0	5.0
I learned a lot in this course.	29	87%	4.1	4.4	4.4	4.0	5.0	5.0

Note: 5:Strongly Agree; 4:Agree; 3:Neutral; 2:Disagree; 1:Strongly Disagree;

Instructor Related Questions: Myles Garvey

Question	Number of Responses	Response Rate	Course Mean	Dept. Mean	Univ. Mean	Course Median	Dept. Median	Univ. Median
The instructor came to class prepared to teach.	28	84%	4.1	4.7	4.6	4.0	5.0	5.0
The instructor used class time effectively.	29	87%	3.3	4.4	4.4	3.0	5.0	5.0
The instructor clearly communicated ideas and information.	29	87%	3.9	4.5	4.4	4.0	5.0	5.0
The instructor provided sufficient feedback.	29	87%	4.0	4.4	4.3	4.0	5.0	5.0
The instructor fairly evaluated my performance.	28	84%	4.2	4.6	4.5	4.0	5.0	5.0
The instructor was available to assist students outside of class.	29	87%	4.2	4.6	4.5	4.0	5.0	5.0
The instructor facilitated a respectful and inclusive learning environment.	29	87%	4.4	4.7	4.6	5.0	5.0	5.0
The instructor displayed enthusiasm for the course.	29	87%	4.7	4.8	4.6	5.0	5.0	5.0

Note: 5:Strongly Agree; 4:Agree; 3:Neutral; 2:Disagree; 1:Strongly Disagree;

Instructor Effectiveness: Myles Garvey

Question	Number of Responses	Response Rate	Course Mean	Dept. Mean	Univ. Mean	Course Median	Dept. Median	Univ. Median
What is your overall rating of this instructor's teaching effectiveness?	29	87%	3.9	4.5	4.5	4.0	5.0	5.0

Note: 5:Almost Always Effective; 4:Usually Effective; 3:Sometimes Effective; 2:Rarely Effective; 1:Never Effective;

Instructor Related Questions: Myles Garvey (43 comments)

Q: What were the strengths of this course and/or this instructor?

1   professor was patient

2   Knowledge with R

3   He is clearly very intelligent and passionate about the subject. I liked the way he had us build up the cases, like with the cheese example and survey, where it was hands on learning. It made the class participate more than in previous courses via zoom. Also, the professor was SO much more organized in Canvas this semester than in a previous course. The way he organized the modules was awesome so it was really easy to access the lectures as we were doing our course work in case we forgot the date of the recording or something. That was huge in enabling better success with the case studies. I was happy not all the case studies were just R, but it was good to learn some more technical skills. I think this class was the most successful between technical and business balance of the entire curriculum in the MSBA program and wish more courses were like this. He was also really responsive to questions and sympathetic to difficulties people had with the material without taking us off course/schedule for the semester.

4   He tried to teach clear our class.

5   Very knowledgable and enthusiastic about the course material

6   Regular assignments aimed at learning the most recent topic are very effective.

7   technical skills were greatly enhanced because of this class

8   Taught material and assigned related homework

9   He was very passionate about the class and cared about the students.

10   I learned a lot of new skills about marketing.

11   The content that he taught us

12   The course was very good amount of new information, good case study and exercise set for us to practice.

13   Case studies were fun and interactive during class.

14   The class is clear and well organized.

15	Professor Garvey is enthusiastic with the course contents. He explains most things clearly with practical explanations. From this course, I can tell Professor Garvey is knowledgeable in both business and programming contents.
16	R learning was helpful.

Q: What could the instructor do to make this course better?

1	Instructor was doing good
2	Provide Grades for assignments in timely manner, especially before the final project. This feedback is important to know if you are doing things correctly when applying them to the final
3	I loved this course, but have 3 primary suggestions for the professor. 1) Get feedback to the class sooner at least for the 1st case study - I know it takes a really long time to grade these, make the rubric, etc. and provide meaningful feedback. However, I think many of us cared less about the super specific feedback and cared more about the general feedback that the responses were not detailed and thoughtful enough -- we could have used that feedback to be more detailed in our later case studies. My guess is cases 4 and 5 will have higher grades bc people had that feedback and knew to be more detailed. I know the professor had told us to be detailed in class, but I don't think we realized the extent of the implications until we got grades. 2) It was awesome that the professor was so open to questions, but sometimes we spent too much time up front with those at the beginning of class so the course material extended an hour past class when many of us couldn't stay and missed an opportunity to ask questions in the content live that day. That being said, we did still have the recording, which was nice. Perhaps he could have a weekly Q&A outside of class time for everyone. This was not a huge deal bc we had recordings. 3) The policy on participation was confusing and seemed a little unethical. It seemed unfair people could be penalized for not participating, but could not be rewarding for participating. In the future, I think the professor should just allot a certain amount of points, like 5% and then allow students to earn it or not.
4	Give fair grades and teach the class more useful. Organize time better.
5	Stick to proposed schedule
6	The professor should better plan class time.
7	He could have graded the first few assignments quickly, so we would have better idea of if we needed improvement on our assignments instead of grading the first assignment when we only had three assignments left.
8	Manage time better. sometimes the class runs over because of too many questions asked before class.
9	ALOT! see below
10	Time management. The agendas made students confused and we often felt we were rushing through new material we want to learn.
11	Get grades back on time, provide feedback so we can make improvements throughout the course
12	If instructor could grade our exercise and case study before we start another one, we could improve our weakness in the next assignments, instead of using the same methods or mindset.
13	Get feedback and grade back for assignments in a timely manner.
14	Less assignment
15	the feedback of exercise and case study is very useful and in detail.
16	There is one thing I felt decreased the overall course quality significantly that is simulated data for both exercise set and case studies. The simulated data is extremely discouraging while trying to find insights because all the insights do not make any sense in qualitative perspective. For example the movie case study, I can tell from the start the data is artificial and predictive results were hard to explain that movie theater will have more sales in the middle of weekdays rather weekends. With the meaningless insights from data analytics, writing a report is a challenging because I have to made up contents that explain analytical results in a reasonable way even the data is fake.
17	More class activities.

Q: Please expand on the instructor's strengths and/or areas for improvement in facilitating inclusive learning.

1	-makes students feel at fault for his own lack of organization -Doesn't follow his own syllabus -very adamant on not wanting to receive emails of questions about assignments-- not approachable -Grading for participation is extremely confusing; distribution doesn't seem fair -rubrics are confusing- professor is not clear on what he wants
2	Participation was a great idea but I found everyone was just repeating each other to get a word in which wasted time that we could've been learning.
3	Use power point
4	Take one Case and exercise off and allow more time to work on project.

5   Great information. Easily swayed when students complain, slowing things down for those that have put in the effort to be prepared

6   Instructor has organized course this semester, but we didn't cover everything, we have too much case studies but no time to reflect on our problems.

7   Multiple assignment not graded even by the last day of class. Unsure if submitted assignments were done correctly.

8   The professor has to be more self-organized and plan better.

9   It would be better to provide real data because it will give students an immersive learning experience. Some contents of the course are different from my previous professor taught me especially regarding t-test in linear regressions (statistical significance). I do understand there is no exact answer and the instructor mentioned this is controversial in the society. However, the instructor should provide a solid explanation of what he thinks along with scientifical evidences.

10   Lecture may be a bit too long, would like to do breakout groups more.

Questions to Assess Students' Online Experience (12 comments)

Q: Please comment on your experience of the online course environment in the open-ended text box.

1   Not as much student discussion

2   The online course format was good.

3   Record is helpful for reviewing materials after class.

4   Didn't give a fair chance of participation even when a hand was up for a while. Tended to go to people he knew

5   Class ran over on many days and had class right after

6   Solid course

7   The online learning is very smooth during the summer semester

8   Class materials via Canvas were fine.

9   I tried to attend in person, but even online experiences were good too especially due to the fact that we had breakout rooms most of the time.

10   The lecture is great, the recording helps me a lot. Only the participation is challenge me. But overall, I like this course.

11   The online contents are well organized and I am able to find necessary material I needed.

12   Adequate. The exercises were helpful but the case studies felt a bit too time consuming, often needed clarification on questions.

Student Self-Assessment of their Effort to Achieve Course Outcomes (11 comments)

Q: What I could have done to make this course better for myself.

1   Started assignments earlier

2   Put more work into understanding the technical aspects of the material.

3   More practice on coding.

4   Planned ahead for assignments and final project

5   Given myself a little more time to re-watch the lectures so I could ask more questions as needed on problem sets 2 and 3

6   More personal study

7   I could learn more coding skills

8   n/a

9   -

10   Participate more in class.

11   Outside learning.