

# eValuate Report (Public) - Fall 2014

Course: MKT 4333-001

College of Business

Section Title: Marketing Strategy and Policy

Instructor: Charles Ingene

Total Enrollment: 28

Course Level: 4000

Section Size: Large 26-9999

Question	Level	Mean Response	Median Response	Standard Deviation	ZScore	Responses	Percent #1	Percent #2	Percent #3	Percent #4	Percent #5	Dept Rank	College Rank
1. The course was well organized	INDIVIDUAL	3.12500	3	1.31022		16	18.75	6.25	31.25	31.25	12.50	33.33	15.79
	DEPARTMENT	3.92593	4	0.96387		108	1.85	7.41	16.67	44.44	29.63		
	SIMILAR_COL	3.98630	4	1.01836	-0.84	511	3.13	7.05	12.52	42.66	34.64		
	COLLEGE	3.99487	4	1.05325	-1.05	4,875	3.61	7.53	11.47	40.55	36.84		
2. Instructor made good use of examples and illustrations	INDIVIDUAL	3.81250	4	1.04682		16	0.00	12.50	25.00	31.25	31.25	50.00	26.32
	DEPARTMENT	3.92593	4	1.17373		108	5.56	8.33	13.89	32.41	39.81		
	SIMILAR_COL	4.00196	4	1.06101	-0.41	510	3.33	7.84	12.55	37.84	38.43		
	COLLEGE	4.00615	4	1.08216	-0.40	4,875	3.94	7.12	13.25	35.77	39.92		
3. Instructor stimulated class participation	INDIVIDUAL	3.93750	4	1.06262		16	6.25	0.00	18.75	43.75	31.25	50.00	21.05
	DEPARTMENT	4.13889	5	1.21100		108	5.56	6.48	13.89	16.67	57.41		
	SIMILAR_COL	3.96275	4	1.12158	-0.28	510	3.92	8.82	14.71	32.16	40.39		
	COLLEGE	3.92531	4	1.13467	-0.11	4,860	4.75	7.86	16.28	32.33	38.79		
4. Instructor encouraged questions and answered them effectively	INDIVIDUAL	4.12500	5	1.14746		16	6.25	0.00	18.75	25.00	50.00	50.00	26.32
	DEPARTMENT	3.84259	4	1.33369		108	10.19	7.41	13.89	25.00	43.52		
	SIMILAR_COL	4.00977	4	1.14758	-0.14	512	5.27	7.62	10.74	33.59	42.77		
	COLLEGE	4.00371	4	1.08819	-0.02	4,850	3.88	7.11	14.41	33.96	40.64		
7. Instructor gave useful and timely feedback on the results of assignments and exams	INDIVIDUAL	4.00000	4	0.81650		16	0.00	6.25	12.50	56.25	25.00	50.00	26.32
	DEPARTMENT	3.78704	4	1.15241		108	5.56	9.26	17.59	36.11	31.48		
	SIMILAR_COL	4.00196	4	1.08736	-0.25	511	3.13	8.61	14.29	32.88	41.10		
	COLLEGE	3.99588	4	1.09005	-0.15	4,857	3.89	7.16	14.76	33.83	40.35		

Response Key	
1. The course was well organized	1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree
2. Instructor made good use of examples and illustrations	1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree
3. Instructor stimulated class participation	1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree
4. Instructor encouraged questions and answered them effectively	1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree
7. Instructor gave useful and timely feedback on the results of assignments and exams	1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree