eValuate Report (Public) - Fall 2014

College of Business

Course: MKT 3053-001

Section Title: Marketing Research

Instructor: Krishnamurty Muralidhar

Total Enrollment: 35

Course Level: 3000

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	3.33333	3	1.02899		18	0.00	22.22	38.89	22.22	16.67	13.33	8.82
	DEPARTMENT	4.07167	4	0.94008		586	1.88	6.48	10.07	45.73	35.84		
	SIMILAR_COL	4.00058	4	1.01263	-0.87	1,732	3.06	7.16	11.37	43.48	34.93		
	COLLEGE	3.99487	4	1.05325	-0.83	4,875	3.61	7.53	11.47	40.55	36.84		
2. Instructor made good use of examples and illustrations	INDIVIDUAL	3.72222	4	1.01782		18	5.56	5.56	16.67	55.56	16.67	13.33	19.12
	DEPARTMENT	4.15726	4	1.00302		585	2.56	5.81	10.77	35.04	45.81		
	SIMILAR_COL	3.96813	4	1.10421	-0.51	1,726	4.17	8.23	12.86	36.10	38.64		
	COLLEGE	4.00615	4	1.08216	-0.50	4,875	3.94	7.12	13.25	35.77	39.92		
3. Instructor stimulated class participation	INDIVIDUAL	3.44444	4	1.14903		18	0.00	27.78	22.22	27.78	22.22	6.67	14.71
	DEPARTMENT	3.97436	4	1.14274		585	4.27	9.57	12.14	32.48	41.54		
	SIMILAR_COL	3.87963	4	1.18056	-0.59	1,728	5.79	9.14	14.24	32.99	37.85		
	COLLEGE	3.92531	4	1.13467	-0.57	4,860	4.75	7.86	16.28	32.33	38.79		
4. Instructor encouraged questions and answered them effectively	INDIVIDUAL	4.00000	4	0.90749		18	0.00	5.56	22.22	38.89	33.33	33.33	32.35
	DEPARTMENT	4.04460	4	0.99556		583	1.72	6.69	16.98	34.65	39.97		
	SIMILAR_COL	3.96806	4	1.09546	-0.23	1,722	3.77	8.13	14.58	34.55	38.97		
	COLLEGE	4.00371	4	1.08819	-0.15	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	4.50000	5	0.85749		18	0.00	5.56	5.56	22.22	66.67	73.33	64.71
	DEPARTMENT	4.14777	4	0.91393		582	1.89	4.30	11.17	42.44	40.21		
	SIMILAR_COL	3.97329	4	1.06793	0.30	1,722	3.72	7.67	13.07	38.68	36.88		
	COLLEGE	3.99588	4	1.09005	0.33	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