eValuate Report (Public) - Fall 2014

College of Business

Course: MKT 2013-900

Section Title: Introduction to Marketing

Instructor: David Williams

Total Enrollment: 48

Course Level: 2000

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	5.00000	5	0.00000		14	0.00	0.00	0.00	0.00	100.00	100.00	100.00
	DEPARTMENT	4.77273	5	0.42893		22	0.00	0.00	0.00	22.73	77.27		
	SIMILAR_COL	4.15519	4	1.04219	0.84	799	2.88	6.51	10.89	31.66	48.06		
	COLLEGE	3.99487	4	1.05325	0.85	4,875	3.61	7.53	11.47	40.55	36.84		
2. Instructor made good use of examples and illustrations	INDIVIDUAL	4.92857	5	0.26726		14	0.00	0.00	0.00	7.14	92.86	100.00	100.00
	DEPARTMENT	4.77273	5	0.61193		22	0.00	0.00	9.09	4.55	86.36		
	SIMILAR_COL	4.14750	4	1.01466	0.78	800	2.75	5.63	11.75	33.88	46.00		
	COLLEGE	4.00615	4	1.08216	0.73	4,875	3.94	7.12	13.25	35.77	39.92		
3. Instructor stimulated class participation	INDIVIDUAL	4.85714	5	0.36314		14	0.00	0.00	0.00	14.29	85.71	100.00	100.00
	DEPARTMENT	4.77273	5	0.42893		22	0.00	0.00	0.00	22.73	77.27		
	SIMILAR_COL	3.91604	4	1.13315	0.84	798	4.39	8.15	17.92	30.58	38.97		
	COLLEGE	3.92531	4	1.13467	0.76	4,860	4.75	7.86	16.28	32.33	38.79		
4. Instructor encouraged questions and answered them effectively	INDIVIDUAL	4.78571	5	0.42582		14	0.00	0.00	0.00	21.43	78.57	100.00	96.55
	DEPARTMENT	4.40909	5	0.79637		22	0.00	0.00	18.18	22.73	59.09		
	SIMILAR_COL	4.17965	4	1.00521	0.67	796	2.64	6.03	9.17	35.05	47.11		
	COLLEGE	4.00371	4	1.08819	0.63	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	4.92308	5	0.27735		13	0.00	0.00	0.00	7.69	92.31	100.00	96.55
	DEPARTMENT	4.68182	5	0.47673		22	0.00	0.00	0.00	31.82	68.18		
	SIMILAR_COL	4.07875	4	1.11987	0.75	800	4.25	7.00	12.50	29.13	47.13		
	COLLEGE	3.99588	4	1.09005	0.74	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