

eValuate Report (Public) - Fall 2014

Course: MKT 3513-900

College of Business

Section Title: Social Media Marketing

Total Enrollment: 38

Instructors: Ronald Davidson / Si Chen

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	4.27778	4	0.75190		18	0.00	5.56	0.00	55.56	38.89	46.67	48.53
	DEPARTMENT	4.07167	4	0.94008		586	1.88	6.48	10.07	45.73	35.84		
	SIMILAR_COL	4.00058	4	1.01263	0.08	1,732	3.06	7.16	11.37	43.48	34.93		
	COLLEGE	3.99487	4	1.05325	0.12	4,875	3.61	7.53	11.47	40.55	36.84		
2. Instructor made good use of examples and illustrations	INDIVIDUAL	4.11111	4	0.75840		18	0.00	0.00	22.22	44.44	33.33	33.33	36.76
	DEPARTMENT	4.15726	4	1.00302		585	2.56	5.81	10.77	35.04	45.81		
	SIMILAR_COL	3.96813	4	1.10421	-0.12	1,726	4.17	8.23	12.86	36.10	38.64		
	COLLEGE	4.00615	4	1.08216	-0.10	4,875	3.94	7.12	13.25	35.77	39.92		
3. Instructor stimulated class participation	INDIVIDUAL	4.05556	4	0.93760		18	0.00	5.56	22.22	33.33	38.89	53.33	45.59
	DEPARTMENT	3.97436	4	1.14274		585	4.27	9.57	12.14	32.48	41.54		
	SIMILAR_COL	3.87963	4	1.18056	-0.02	1,728	5.79	9.14	14.24	32.99	37.85		
	COLLEGE	3.92531	4	1.13467	0.00	4,860	4.75	7.86	16.28	32.33	38.79		
4. Instructor encouraged questions and answered them effectively	INDIVIDUAL	4.17647	4	0.63593		17	0.00	0.00	11.76	58.82	29.41	40.00	42.65
	DEPARTMENT	4.04460	4	0.99556		583	1.72	6.69	16.98	34.65	39.97		
	SIMILAR_COL	3.96806	4	1.09546	-0.05	1,722	3.77	8.13	14.58	34.55	38.97		
	COLLEGE	4.00371	4	1.08819	0.03	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	4.16667	4	0.78591		18	0.00	5.56	5.56	55.56	33.33	40.00	38.24
	DEPARTMENT	4.14777	4	0.91393		582	1.89	4.30	11.17	42.44	40.21		
	SIMILAR_COL	3.97329	4	1.06793	-0.03	1,722	3.72	7.67	13.07	38.68	36.88		
	COLLEGE	3.99588	4	1.09005	0.01	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